**How many Netflix original, scripted TV series are now labeled for smoking?**

A supplement to the full University of California, San Francisco report

“What is Hollywood Hiding” (April 2020) at [bit.ly/sfm-vod-0420](https://bit.ly/sfm-vod-0420)

Since March 2020, Netflix has added “smoking” content notifications to marketing pages for its original TV series with tobacco imagery. The notifications can be seen, in the U.S., on these shows’ Detail pages and superposed on the show’s opening, after a subscriber has selected a TV episode and it begins to play.

To determine how many of its original, scripted TV series Netflix has labeled, we located an updated list of Netflix original series,[[1]](#footnote-1) opened the first episode of each show in Netflix’s desktop application, and noted if its rating display includes a “smoking” notification. Netflix’s U.S. platform does not appear to include notifications on pages related to *non-original* TV series nor on pages related to feature films with smoking, except for the small fraction of smoking films with a “smoking” descriptor in their Motion Picture Association ratings. Results of our survey of original, scripted series are summarized in the table.

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| **TABLE |** Smoking labels on Netflix original scripted content, 2012-March 2020 | | | | | | |
|  | **SERIES in ALL LANGUAGES** | | |  | | |
|  | **Series** | **Smoking** | **Percent** |  | | |
| **Kids** | 120 | 8 | 7% |  |  |  |
| **Teen** | 40 | 22 | 55% |  |  |  |
| **Adult** | 226 | 163 | 72% |  |  |  |
|  | 386 | 193 | 50% |  |  |  |
|  |  |  |  |  |  |  |
|  | **ENGLISH LANGUAGE** | |  | **OTHER LANGUAGES** | |  |
|  | **Series** | **Smoking** | **Percent** | **Series** | **Smoking** | **Percent** |
| **Kids** | 116 | 7 | 6% | 4 | 1 | 25% |
| **Teen** | 28 | 17 | 61% | 12 | 5 | 42% |
| **Adult** | 126 | 80 | 63% | 100 | 83 | 83% |
|  | 270 | 104 | 39% | 116 | 89 | 77% |
|  |  |  |  |  |  |  |
|  | NOTE: Netflix maturity ratings’ relationship to (U.S.) TV Parental Guidelines: Netflix "Kids" — TV-Y/ TV-Y7/TV-G/TV-PG; Netflix "Teen" — TV-14; Netflix "Adult" — TV-MA. Source: [How does Netflix decide maturity ratings?](https://help.netflix.com/en/node/2064) | | | | | |

**Observations:**

• Half (50%) of all original, scripted TV series that Netflix produced worldwide from 2012 to March 2020 contain smoking, according to content notifications displayed on U.S. Netflix screens. This includes 7 percent of these series that Netflix rated for “kids,” 55 percent rated for “teens,” and 72 rated for adults.

• Of its 270 English-language, scripted, original series, Netflix added “smoking” notifications to 97 (36%). This includes 6 percent of TV series it rated for kids, 61 percent rated for teens, and 63 percent rated for adults. By default, Netflix makes all of content accessible to viewers of all ages.

• Of its 116 scripted, original series produced in other languages,[[2]](#footnote-2) Netflix added “smoking” notifications to 89 (77%). This includes 25 percent of TV series rated for kids, 42 percent of shows rated for teens, and 83 percent of shows rated for adults.

• The count of original, scripted TV series with smoking notifications debuting on Netflix rose steadily from 2013 (two series) through 2019 (78 series). Twenty-one more were added in the first quarter of 2020.

1. Wikipedia. [List of original programs distributed by Netflix](https://en.wikipedia.org/wiki/List_of_original_programs_distributed_by_Netflix). Accessed 31 March 2020. From this list, we surveyed all scripted series, both live-action and animated, including co-productions Netflix bills as “originals.” We omitted documentary series, reality and competition shows, variety and talk shows, and continuations (pickups from other networks). Data sample we analyzed, with annotations, is available in Excel at [bit.ly/sfm-vod-0420](https://bit.ly/sfm-vod-0420). [↑](#footnote-ref-1)
2. These languages include Arabic (2 series), Danish (1), Dutch (2), French (9), German (9), Hindi (10), Icelandic (1), Italian (3), Japanese (20), Korean (8), Mandarin (3), Norwegian (4), Polish (1), Portuguese (2), Spanish (29), Swedish (1), Thai (1), and Turkish (2). [↑](#footnote-ref-2)