

## **Smoking in Movies**

The Walt Disney Company actively limits the depiction of smoking in movies marketed to youth. Our practices currently include the following:

- Disney has determined not to depict cigarette smoking in movies produced by it after 2015 (2007 in the case of Disney branded movies) and distributed under the Disney, Pixar, Marvel or Lucasfilm labels, that are rated G, PG or PG-13, except for scenes that:
  - depict a historical figure who may have smoked at the time of his or her life; or
  - portray cigarette smoking in an unfavorable light or emphasize the negative consequences of smoking.
- Disney policy prohibits product placement or promotion deals with respect to tobacco products for any movie it produces and Disney includes a statement to this effect on any movie in which tobacco products are depicted for which Disney is the sole or lead producer.
- Disney will place anti-smoking public service announcements on DVDs of its new and newly re-mastered titles rated G, PG or PG-13 that depict cigarette smoking.
- Disney will work with theater owners to encourage the exhibition of an anti-smoking public service announcement before the theatrical exhibition of any of its movies rated G, PG or PG-13 that depicts cigarette smoking.
- Disney will include provisions in third-party distribution agreements for movies it distributes that are produced by others in the United States and for which principal photography has not begun at the time the third-party distribution agreement is signed advising filmmakers that it discourages depictions of cigarette smoking in movies that are rated G, PG or PG-13.
- For movies produced outside the United States or where Disney's influence over the content of films is limited (such as movies co-produced by Disney), Disney seeks to discourage depiction of smoking in its movies that are rated G, PG or PG-13 where we believe it is appropriate and practical to do so.

Disney regularly reviews the incidence of depictions of smoking in movies distributed by Disney entities. Compiled results of such reviews will be made public.

Revised June 2015

SOURCE: <https://ditm-twdc-us.storage.googleapis.com/Smoking-in-Movies.pdf>

(Editor's note: Disney acquired 21<sup>st</sup> Century Fox studio assets in early 2019. As of June 15, 2019, Disney has not updated its tobacco depictions policy to include future Fox films.)