Film/Streaming/production database public (28March2022)

|  | **Variable name** | **Variable contents** | **Comments** | **Source(s)** |
| --- | --- | --- | --- | --- |
| Entertainment product | id\_number | Film or tv show identifying number | Unique number assigned to each film or tv show. See “old\_id” for identification of films in historical data. |  |
|  | title | Film or tv show title | Conforms to IMDbPro.com titles; articles (A, The) shifted to last position | [www.pro.imdb.com](file:///\\norc.org\projects\9098\Common\2021%20Report%20Materials\Codebook%20Updates\www.pro.imdb.com) |
|  | year | Domestic release year | YYYY | [www.pro.imdb.com](file:///\\norc.org\projects\9098\Common\2021%20Report%20Materials\Codebook%20Updates\www.pro.imdb.com) |
|  | episode | Episode (for tv show) | Uses S#E# format, where S is season and E is episode. |  |
| Release | release\_date | Date of first domestic release | MM/DD/YYYY | [www.pro.imdb.com](http://www.pro.imdb.com) |
|  | release\_medium | Medium film or tv show was first released | Medium film or tv show was first released: in-theaters, streaming, or both concurrently.  This variable was added in 2022 and used for films released in 2021 onward. |  |
|  | year | Domestic release year | Year of film’s domestic release | [www.pro.imdb.com](file:///\\norc.org\projects\9098\Common\2021%20Report%20Materials\Codebook%20Updates\www.pro.imdb.com) |
| Characteristics | sample | Sample set | T10 = top 10 (in Top 10 theatrical box office for at least one week; data from 2002 to present, updated weekly)  Mill = Grossed at least $1 million, but not in T10 (only available for 2007-2019)  Broadcast = broadcast TV show  Cable = cable TV show  Stream = streaming TV show  Tv show sample includes all episodes from 25 episodic tv show programs most popular with youth and young adults that year. Available data 2017 to present. Updated 2-3 times per year. |  |
|  | format | Format of tv show production | Tv series or tv feature  Blank for films |  |
|  | length | Length (in minutes) |  |  |
|  | genre | Genre | All Fiction, Animated, Biodrama, or Documentary |  |
|  | service | Service used to review and code tv shows | Where staff accessed the tv shows to be reviewed and coded tv shows (example: ABC, Netflix, etc.).  Blank <<or missing?>> for films |  |
| Company | production\_contact | Production company contact | Primary production company listed as the contact for a film at the time of the film’s release. May be subsidiary of larger media company.  This variable was added in 2022 and used for films released in 2021 onward. | [www.pro.imdb.com](file:///\\norc.org\projects\9098\Common\2021%20Report%20Materials\Codebook%20Updates\www.pro.imdb.com) |
|  | production\_company | Production company | Production company credited with producing film may be subsidiary of larger media company.  This variable was archived in 2022 and no longer in use for films released after 2021. |  |
|  | production\_companies | List of production companies. | List of all production companies involved in the film at the time of the film’s release. Companies are separated by semicolons.  This variable was added in 2022 and used for films released in 2021 onward. | [www.pro.imdb.com](file:///\\norc.org\projects\9098\Common\2021%20Report%20Materials\Codebook%20Updates\www.pro.imdb.com) |
|  | parent\_company | Parent company | Content and definition for films released before 2021: Larger media company that owns production company. "Independents" if not owned by larger media company  Content and definition for films released in 2021 onward: Larger media company that owns production\_contact at the time of the film’s release. | [www.pro.imdb.com](file:///\\\\norc.org\\projects\\9098\\Common\\2021%20Report%20Materials\\Codebook%20Updates\\www.pro.imdb.com) |
|  | Indie\_name | Independent company name | Missing if not independent company  This variable was archived in 2022 and no longer in use for films released after 2021. |  |
|  | mpa\_member | Whether company is an MPA member | Yes=1, No=0  Based on the parent\_company and their MPA affiliation at the time of film’s release.  This variable was added in 2022 and used for films released in 2021 onward. | [www.pro.imdb.com](file:///\\norc.org\projects\9098\Common\2021%20Report%20Materials\Codebook%20Updates\www.pro.imdb.com); https://www.motionpictures.org/who-we-are/ |
|  | distributor\_poc | Distribution company contact | Primary distribution company listed as the contact for a film at the time of the film’s release. May be subsidiary of larger media company.  This variable was added in 2023 and used for films released in 2022 onward. | [www.pro.imdb.com](file:///\\\\norc.org\\projects\\9098\\Common\\2021%20Report%20Materials\\Codebook%20Updates\\www.pro.imdb.com) |
|  | distributor\_vod | Distribution company for films on video on demand (VOD) | Company listed as the contact distribution of a film on a video on demand (VOD) platform. May be subsidiary of larger media company.  This variable was added in 2023 and used for films released in 2022 onward. | [www.pro.imdb.com](file:///\\\\norc.org\\projects\\9098\\Common\\2021%20Report%20Materials\\Codebook%20Updates\\www.pro.imdb.com) |
| Rating | rating | Motion Picture Association (MPA) rating for films, PVPG rating for tv show | MPA film ratings: G, PG, PG-13, R, NC-17, Not Rated  PGTV show ratings: TV-Y, TV-Y7, TV-G, TV-PG, TV-14, TV-MA |  |
| Budget | production\_budget | Production budget for a film or tv show (USD dollars) | For budget per tv show episode and films.  Tv show budgets may be computed based on season totals for tv show titles | [www.pro.imdb.com](file:///\\norc.org\projects\9098\Common\2021%20Report%20Materials\Codebook%20Updates\www.pro.imdb.com); https://www.the-numbers.com/ |
| MPA smoking descriptor | mpa\_descriptor | MPA smoking descriptor exists before films or tv shows | Yes=1, No=0 |  |
|  | descriptor\_text | Text of MPA smoking descriptor in films or tv shows | Text of smoking descriptor shown before a film or tv show.  Blank if no descriptor. |  |
| Box office gross and ticket price/status | bo\_total | Film box office sales | Amount in USD.  Blank for tv shows.  For films released in 2021 onwards, this value represents domestic (US & Canada) gross box office sale in USD.  For films released before 2021, this value represents weekend box office total in USD. | [www.pro.imdb.com](http://www.pro.imdb.com) and <https://www.the-numbers.com/> for final determination of box office sales |
|  | bo\_status | Theatrical box office sales status | Preliminary = Film still in theaters, ticket sales to date  Final = Film no longer in theaters, final total ticket sales  Blank for shows  This variable was archived from the database for films released in 2021 onward. |  |
|  | ticket\_price | Average ticket price (for all films in release year) | Blank for tv shows | <https://www.the-numbers.com/market/> |
|  | ticket\_status | Ticket price status | Final = 1  Preliminary = 0  Blank for shows  This variable was archived from the database in for films released in 2021 onward. |  |
| Tobacco presence | tobacco\_present | Tobacco present in a film or tv show | Yes=1, No=0 |  |
|  | historical\_person\_smoking | Biographical smoker | Yes=1, No=0  Includes: 1) A non-fictional of a historical or living person smoking during or in their lifetime, or 2) A recreation or reenactment of a historical or living individual who smoked during or in their lifetime. Example: Winston Churchill. |  |
|  | where\_produced | Where film or tv show is produced (for subsidy purposes) | Country and (if relevant) state or providence where film or tv show is produced separated by comma. Multiple entries separated by semicolons. | [www.pro.imdb.com](file:///C:\Users\Breathe%20California\AppData\Local\Packages\Microsoft.Office.Desktop_8wekyb3d8bbwe\AC\INetCache\Content.Outlook\6LDIHXZG\www.pro.imdb.com) |
| Key product execs, creatives | producer | Producer | Film and tv show producers are different. For tv show, the criterion for producers is “showrunner,” the particular “executive producer(s)” with greatest authority over program content and direction over a season or multiple seasons. The tv series showrunner may change from season to season. Multiple names separated by semicolons. | [www.pro.imdb.com](file:///C:\Users\Breathe%20California\AppData\Local\Packages\Microsoft.Office.Desktop_8wekyb3d8bbwe\AC\INetCache\Content.Outlook\6LDIHXZG\www.pro.imdb.com) |
|  | director | Director | Multiple names separated by semicolons. | [www.pro.imdb.com](file:///C:\Users\Breathe%20California\AppData\Local\Packages\Microsoft.Office.Desktop_8wekyb3d8bbwe\AC\INetCache\Content.Outlook\6LDIHXZG\www.pro.imdb.com) |
|  | writer | Writer | Multiple names separated by semicolons. | [www.pro.imdb.com](file:///C:\Users\Breathe%20California\AppData\Local\Packages\Microsoft.Office.Desktop_8wekyb3d8bbwe\AC\INetCache\Content.Outlook\6LDIHXZG\www.pro.imdb.com) |
|  | editor | Editor | Multiple names separated by semicolons. | [www.pro.imdb.com](file:///C:\Users\Breathe%20California\AppData\Local\Packages\Microsoft.Office.Desktop_8wekyb3d8bbwe\AC\INetCache\Content.Outlook\6LDIHXZG\www.pro.imdb.com) |
|  | propmaster | Prop master | Multiple names separated by semicolons. | [www.pro.imdb.com](file:///C:\Users\Breathe%20California\AppData\Local\Packages\Microsoft.Office.Desktop_8wekyb3d8bbwe\AC\INetCache\Content.Outlook\6LDIHXZG\www.pro.imdb.com) |
| Tobacco incidents by product type | cigarettes | Number of cigarette incidents in a film or tv show | Includes: traditional combustible cigarettes. |  |
|  | cigars | Number of cigar incidents in a film or tv show | Includes: cigars, cigarillos, blunts, little cigars. |  |
|  | hookah | Number of hookah incidents in a film or tv show | Includes: traditional hookahs - water pipes specifically made for tobacco smoking.  This variable was added in 2022 and used for films released in 2021 onward. |  |
|  | pipes | Number of pipe incidents in a film or tv show | Includes: traditional pipes used to smoke loose-leaf tobacco |  |
|  | smokeless | Number of smokeless incidents in a film or tv show | Tobacco products that are not smoked or burned, including but not limited to: moist tobacco, snuff, chewing tobacco, snus, nicotine pouches, and other non-combustible tobacco products not burned or vaporized |  |
|  | e-cigs | Number of e-cigarette incidents in a film or tv show | Includes: all e-cigarette and vape types (e.g., disposable, mod, etc), and heat-not-burn products (e.g., IQOS). |  |
|  | incidents\_total | Total number of tobacco incidents across all product types in a film or tv show | Total tobacco incidents across all product types in a film or tv show.  Incidents\_total=cigarettes+--+e-cigs |  |
| Audience exposure | views | Estimated number of film views | Number of paid admissions (views) = bo\_total / ticket\_price  No good data for tv shows, or films on streaming (yet). |  |
|  | Impressions | Estimated number of tobacco impressions in films | Estimated total number of times all film audiences saw a tobacco incident.  Impressions = views x incidents\_total  No good data for tv shows, or films on streaming (yet). |  |
| Smoking by actor status | lead | Total tobacco use by lead actors | Auto computed sum of star tobacco use in actor records (but not in Actor notes, and may overcount actors who use more than one tobacco type) |  |
|  | credited | Total tobacco use by credited non-lead actors | Auto computed sum of star tobacco use in actor records (but not in Actor notes, and may overcount actors who use more than one tobacco type) |  |
|  | extra | Total tobacco use by extra actors | Auto computed sum of star tobacco use in actor records (but not in Actor notes, and may overcount actors who use more than one tobacco type) |  |
|  | old\_id | Film identifying number in old Smokefree *Movies* database |  |  |