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Film-Flam: How MPAA/NATO movie labels hide the biggest media risk to kids

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**UNIVERSITY OF CALIFORNIA, SAN FRANCISCO
CENTER FOR TOBACCO CONTROL RESEARCH AND EDUCATION**



Executive summary

- Exposure to on-screen tobacco imagery accounts for 180,000 new adolescent smokers in the United States annually, of whom 60,000 will eventually die prematurely from tobacco-induced heart and lung disease or cancer. Exposure to smoking in *youth-rated* films accounts for about 90,000 of these new smokers.
- The US film industry rated and released 216 top box office films with tobacco imagery between May 10, 2007 and May 9, 2010. About half (53%) of these films were youth-rated G, PG and mainly PG-13.
- The US film industry announced on May 10, 2007 that it would “consider” smoking in its ratings, but no film in the three years since then has carried a higher rating because of its tobacco content.
- Instead, the industry added smoking “descriptors” to its rating labels for only 15 percent (17/115) of nationally-released, youth-rated films with smoking.
- None of the smoking descriptors indicate that on-screen tobacco imagery is hazardous to young people. Forty percent consist solely of the word “smoking.” Half of descriptors minimize the film’s tobacco content, e.g., describing two PG-13 films with 50+ tobacco incidents as showing “brief” or “momentary smoking.”
- In addition to the 17 wide-release, youth-rated films that received smoking descriptors, another 87 other youth-rated films received descriptors, but were released to just a few screens, went straight to video or were never released at all.
- In the three-year period surveyed, popular US films of all ratings delivered 44 billion tobacco impressions to theater audiences. Half were delivered by youth-rated films. Only 15 percent of tobacco impressions were delivered by films with smoking descriptors (18 percent for May 2009-May 2010).
- The US film industry’s smoking descriptors do not provide parents consistent, accurate or complete information about the tobacco content of youth-rated films.
- The film industry has publicized the claim that it is “considering” all smoking in its rating system; this might lead parents and policy makers to believe that all films with smoking have indeed been labeled for smoking and, consequently, to underestimate the amount of smoking in movies and its risk to young people.
- The current film industry tobacco rating scheme is not a substitute for widely-backed proposals to give new films with tobacco an adult rating (“R” in the US), encouraging producers and distributors to eliminate smoking from youth-rated films while maintaining filmmakers’ freedom to include smoking in films accepting an R-rating.

1 | Background

Smoking in motion pictures has been clearly demonstrated to stimulate adolescents and young adults to smoke, and the more smoking in the movies adolescents and young adults see, the more likely they are to smoke. Because US films have a high tobacco incidence and adolescents comprise the biggest theater audience for movies, the public health effect is large.

In response to this scientific evidence, since 2002 a growing number of national medical organizations, public health agencies and others have called for smoking to be eliminated from almost all¹ youth-rated (G/PG/PG-13) films. Specifically, they have called on the major studios' trade group, the Motion Picture Association of America (MPAA), and the exhibitors' trade group, the National Association of Theatre Owners (NATO), which run the industry's voluntary Classification and Rating Administration (CARA), to adopt the R-rating for future films with tobacco imagery. This rating update would reduce youth exposure to on-screen smoking by about half, averting 90,000 US adolescents from starting to smoke each year, and prevent 30,000 US tobacco deaths annually in the future.

On May 1, 2007, Maryland's Attorney General, speaking for thirty-one other AGs across the United States, wrote the MPAA:

We urge the MPAA and its member companies to fulfill this commitment to implement the recommendation [from the Harvard School of Public Health, solicited by the MPAA²] to eliminate depiction of smoking from films accessible to children and youth. There is simply no justification for further delay.

On May 10, 2007, the MPAA and NATO publicly announced that their rating system would now "consider" tobacco, but rejected what they termed an "automatic R." Their policy announcement said:

In the past, illegal teen smoking has been a factor in the rating of films, alongside other parental concerns such as sex, violence and adult language. Now, all smoking will be considered and depictions that glamorize smoking or movies that feature pervasive smoking outside of an historic or other mitigating context may receive a higher rating....

[W]hen a film's rating is affected by the depiction of smoking, that rating will now include phrases such as "glamorized smoking" or "pervasive smoking."

— MPAA press release, "Film ratings to consider smoking as a factor,"
May 10, 2007

¹ The two exceptions would be the portrayal of an actual historical figure who actually smoked and when the film clearly and unambiguously illustrates the dangers of smoking or secondhand smoke.

² Bloom, Barry R. Presentations to the Motion Picture Association of America. Addressing the issue of "directorial freedom" and "academic freedom." Harvard School of Public Health. February 23, 2007. Accessible at www.hsph.harvard.edu/mpaa/bloom_conclusion.pdf

The film industry's position was further described in a letter to the state Attorneys General:

We have updated and clarified the motion picture rating rules for the MPAA/NATO [National Association of Theatre Owners] jointly operated Classification and Rating Administration...The rating board is now considering smoking as a factor alongside other factors including violence, sexual situations and language in films...

— MPAA letter to Maryland Attorney General, May 10, 2007

2 | MPAA/NATO'S TOBACCO RATING POLICY IN PRACTICE

This report is based on MPAA/NATO public statements, smoking descriptors in CARA's weekly bulletins of its film rating decisions, and the tobacco content of films rated and released to US theaters in the three years between May 10, 2007 and May 9, 2010 that achieved Top Ten box office status for at least one week.³ These popular films account for more than 95 percent of all paid cinema admissions.

2.1 | More than half of films with smoking released widely to theaters were rated PG or PG-13

In the three years surveyed after the MPAA/NATO tobacco ratings announcement, 216 films with tobacco imagery were rated by the Classification and Rating Administration, released nationally to theaters across the United States ("wide-release"⁴) and achieved Top 10 box office status for at least one week (Table 1).

Of these wide-release film with tobacco imagery, 53 percent (115/216) were youth-rated. There is no evidence, nor does the MPAA claim, that any of these films had its rating increased (i.e., G to PG, PG to PG-13, PG-13 to R) because of its tobacco content.

TABLE 1 | Number of wide-release films with tobacco imagery assigned smoking descriptors, by rating, May 2007-May 2010 (n=216)

Survey period	Total with smoking	With smoking descriptors	%	G/PG with smoking	With descriptors	%	PG-13 with smoking	With descriptors	%	Total youth-rated with descriptors	R-rated with smoking
5/10/07-5/9/08	63	4	6%	6	3	50%	28	1	4%	4 (12%)	29
5/10/08-5/9/09	86	6	7%	2	1	50%	48	5	10%	6 (12%)	36
5/9/09-5/10/10	67	7	10%	8	3	38%	23	4	17%	7 (23%)	36
Total	216	17	8%	16	7	44%	99	10	10%	17 (15%)	101

³ Tobacco incidence data for top box office films provided by Thumbs Up! Thumbs Down!, a project of Breathe California of Sacramento-Emigrant Trails. Available at www.scenesmoking.org.

⁴ Films in *wide release* are shown on 600 or more screens at one time in the US and Canada. *Limited release* films are generally shown on multiple screens in only 2-6 large cities or on single screens in 15-20 cities. Wide-release films with smoking descriptors averaged \$90 million in box office sales; limited-release films averaged \$1 million.

2.2 | Youth-rated films with lower tobacco incidence delivered a large proportion of total tobacco impressions

Together, wide-release films with tobacco imagery delivered 44.1 billion tobacco impressions⁵ to movie theater audiences of all ages: 48 percent (21.1 billion/44.1 billion) from youth-rated films.

Of these tobacco impressions, nearly 60 percent (25.4 billion/44.1 billion) were delivered by films with 29 or fewer tobacco incidents each. Indeed, films with 9 or fewer tobacco incidents delivered as many tobacco impressions overall as films with 50+ incidents (16.5 billion/16 billion) (Table 2).

TABLE 2 | Theatrical tobacco impressions delivered by wide-release US films, by films' tobacco incidence and share with smoking descriptors, May 2007-May 2010

Tobacco incidents per film	Total impressions (billions)	% of all	% from films w/ smoking descriptors	Youth-rated impressions	% of all	% with descriptors	% of youth-rated	R-rated impressions	% of all	% of R-rated
50+	16.0	36%	13%	6.1	38%	34%	29%	9.9	62%	43%
30-49	2.6	6%	18%	1.8	68%	27%	8%	0.8	32%	4%
10-29	8.9	20%	23%	4.7	53%	43%	23%	4.2	47%	18%
1-9	16.5	38%	12%	8.4	51%	24%	40%	8.1	49%	35%
Total	44.1	100%	15%	21.1	48%	31%	100%	23.0	52%	100%

Films with lower tobacco incidence delivered the bulk of tobacco impressions to movie theater audiences — more than 70% of youth-rated impressions and nearly 60% of R-rated impressions.

2.3 | Assignment of smoking descriptors to only a few films

Beginning with Universal's *Definitely, Maybe*,⁶ rated in late May 2007, the MPAA/NATO rating regime began to add a smoking descriptor label to 108 youth-rated films with smoking. Of the 115 youth-rated films with smoking released nationally ("wide release"), however, only 17 received a smoking descriptor (Table 1). The balance of the descriptors (87/104) were assigned to films that were shown on only a few screens ("limited release"), sent straight to video or were never released in the United States at all (Appendix B).

More than 40 percent of the smoking descriptors (43/104) that MPAA/NATO assigned to films simply insert the single word "smoking" in the films' rating block (example at Figure 1). Half of the smoking descriptors (52/104) add adjectives such as "brief," "incidental," "momentary" or "some." Smoking was described as "brief" in

⁵ Tobacco impressions = film's tobacco incidents X film's paid admissions. Paid admissions = film's reported box office gross / average ticket price in the year of the film's release. Theatrical impressions are an index for total impressions delivered by films in theaters, at home (cable, VOD, DVD, Blu-ray, broadcast) and in mobile media.

⁶ Among other tobacco imagery, this PG-13 film includes a three-minute scene in which two lead characters in their early 20s flirt while purchasing cigarette packs with Marlboro and American Spirit trade dress, argue about the two brands' image and attributes, and compete to see which cigarette lasts longer.

wide-release films with fewer than 10 incidents (the documentary *Expelled*, Rocky Mtn.), 10-29 incidents (*The Water Horse*, Sony), and 50+ incidents (*Speed Racer*, Time Warner).

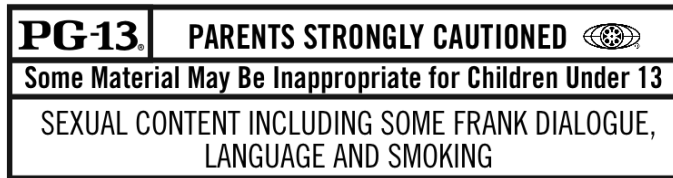
Analysis of the small sample of 17 smoking descriptors assigned to the 115 wide-release, youth-rated films, whose tobacco incidence is known, shows that films with greater tobacco incidence were more likely to be given a descriptor, but that only a small fraction of wide-release, youth-rated films with smoking (15%) receive a descriptor in any case. A descriptor with the minimizing modifier “brief,” “momentary” or “some” does not predict the actual amount of smoking in the film (Table 3).

TABLE 3 | Smoking descriptors assigned to wide-release, youth-rated films with tobacco imagery, by tobacco incidence, May 2007-May 2010 (n=17)

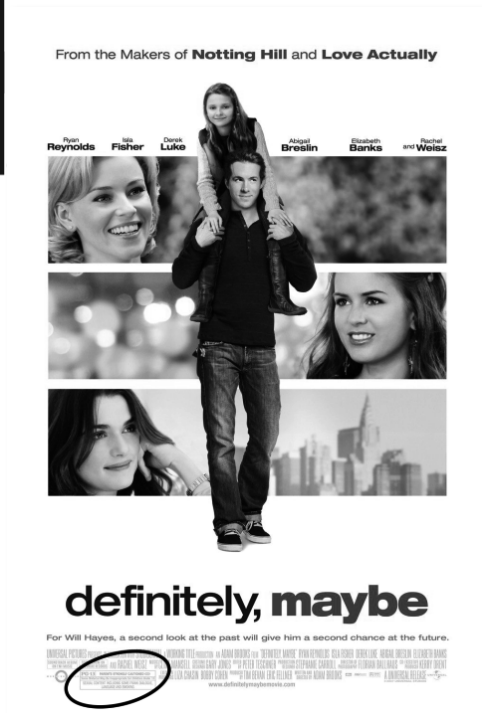
Tobacco incident bracket	No. of films	% of all	When descriptor was assigned			Terms employed			Total with descriptor	% with descriptor
			2007-8	2008-9	2009-10	'Smoking'	"Brief," "some," "momentary"	"Smoking caterpillar"		
50+	21	18%	2	2	3	5	2	0	7	33%
30 - 49	12	10%	0	1	2	3	0	0	3	25%
10 - 29	35	30%	2	1	2	1	3	1	5	14%
1 - 9	47	41%	0	2	0	1	1	0	2	4%
Total	115	100%	4	6	7	10	6	1	17	15%

Wide-release, youth-rated films with more tobacco incidents were more likely to be assigned a smoking descriptor. Overall, however, films with 50+ incidents were twice as likely (1 in 10) to get a tobacco descriptor modified with a term such as “brief” or “momentary” than films with fewer than 30 incidents (1 in 20).

FIGURE 1 | Smoking descriptor issued to Universal’s *Definitely, Maybe* in 2007 at the actual size typically displayed on a 27”x40” (686 x 1016 mm) “one sheet” film poster in the US...



...and its typical appearance on poster (circled).



2.4 | Assignment of smoking descriptors by type of film and distribution company

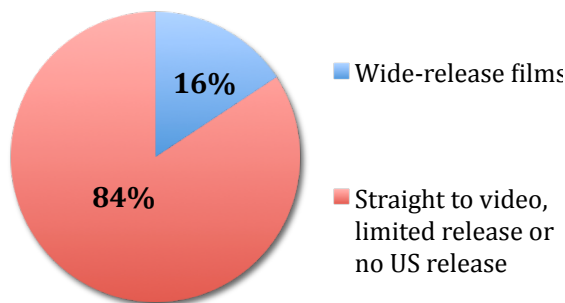
2.4.1 | Wide-release films vs. limited-release films

Of the 104 smoking descriptors added to film ratings in the past three years, 17 (16%) were assigned to wide-release, youth-rated films.

The other 87 descriptors (84%) were assigned to films submitted by their producers or distributors to MPAA/NATO's rating regime but given only limited release in the United States, sent straight to video or never released at all (Figure 2a).

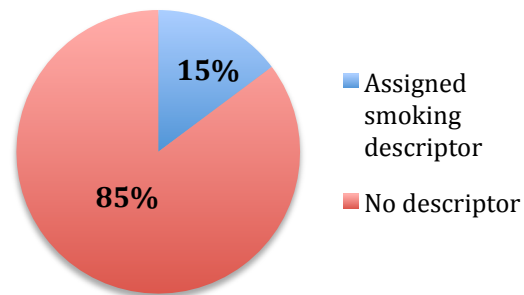
Consequently, as we have noted, of the 115 wide-release, youth-rated films with tobacco imagery seen by millions in movie theaters, only 17 (15%) carried any label indication that they depicted tobacco use (Figure 2b).

Figure 2a | Share of smoking descriptors given to wide- vs. limited-release films



87 of the 104 smoking descriptors were assigned to films seen by few or none.

Figure 2b | Share of wide-release, youth-rated films with smoking given descriptors



Of 115 wide-release, youth-rated films with smoking, only 17 got smoking descriptors.

2.4.2 | MPAA-member companies vs. non-MPAA members ("indies")

Of all smoking descriptors in the last three years, 74 percent (77/104) were assigned to films from independent distributors, which are not MPAA members but voluntarily participate in the MPAA/NATO rating system; 26 percent were assigned to the so-called "major" studios that sit on the MPAA's governing board (Appendix A).

Films from non-MPAA independents comprised 22 percent (25/115) of the wide-release, youth-rated movies with smoking seen in theaters nationwide, but garnered 41 percent (7/17) of the smoking descriptors awarded these films. No MPAA member saw more than one out of six of its wide-release, youth-rated films with smoking get an MPAA/NATO smoking descriptor. Sony had the lowest percentage (4%) followed by Universal (6%). Table 4 sums up these data.

TABLE 4 | Wide-release, youth-rated films with smoking, smoking descriptors, and tobacco impressions, by MPAA member/non-member, May 2007-May 2010

Company	Films with smoking descriptors	Rated PG	Rated PG-13	Total films with smoking	Youth-rated films with smoking	Youth-rated tobacco impressions (billions)	% smoking films youth-rated	% smoking films with descriptors	% youth-rated smoking films with descriptors
Disney	1	1	0	11	7	0.6	64%	9%	14%
Universal	1	0	1	34	16	2.3	47%	3%	6%
News Corp. (Fox)	3	2	1	26	18	2.7	69%	12%	17%
Sony	1	1	0	34	23	5.0	68%	3%	4%
Time Warner	3	2	1	35	18	3.4	51%	9%	17%
Viacom (Paramount)	1	0	1	15	8	4.0	53%	7%	12%
Majors (MPAA members)	10	6	4	155	90	18.0	58%	6%	11%
Lionsgate	2	0	2	29	11	1.4	38%	7%	18%
Weinstein	2	0	2	9	3	0.7	33%	22%	67%
Summit	2	0	2	6	3	0.2	50%	33%	67%
Rocky Mtn	1	1	0	1	1	<0.1	100%	100%	100%
Dream-Works	0	0	0	4	2	0.6	50%	0%	0%
Liberty	0	0	0	5	0	N/A	0%	N/A	N/A
Starz	0	0	0	5	3	0.1	60%	0%	0%
Freestyle	0	0	0	1	1	<0.1	100%	0%	0%
Vivendi	0	0	0	1	1	<0.1	100%	0%	0%
Indies (non-MPAA)	7	1	6	61	25	3.1	41%	12%	28%
Total	17	7	10	216	115	21.1	53%	8%	15%

Independents' wide-release, youth-rated films with smoking were 2.5 times more likely to be assigned a smoking descriptor than films from MPAA-members (28% vs. 11%). However, MPAA members released more youth-rated films with 50+ tobacco incidents than independents did and accounted for six times as many youth-rated tobacco impressions (18 billion vs. 3 billion).

2.5 | Changes over three years

The fraction of wide-release, youth-rated smoking films assigned smoking descriptors increased over the three May-to-May periods surveyed, from 12 percent in 2007-8 and 2008-9 to 23 percent in 2009-10. The fraction of wide-release PG-13 films with smoking given a descriptor grew from 4 percent in 2007-8 to 17 percent in 2009-10, but the fraction of smoking films rated PG given a descriptor fell from 50 percent to 38 percent (Table 1).

The fraction of tobacco impressions from wide-release, youth-rated films with smoking descriptors grew from 9 percent (620 million / 6.5 billion) in 2007-8 to 37 percent (2.9 billion / 7.6 billion) in 2008-9 and 43 percent (2.9 billion / 6.8 billion) in 2009-10. Over the three years, however, fewer than one-third (31%) of tobacco impressions delivered by wide-release youth-rated films came from films with an MPAA/NATO smoking descriptor (Table 2).

3 | DISCUSSION

These data show that MPAA/NATO's labeling of films falls far short of the assurance the two trade associations publicly gave on May 10, 2007 that their new tobacco rating practices would "enhance the amount of information given to parents on the issue of smoking in films...and assist them in making decisions about movies that are appropriate for their children," ensuring "specific information is front and center for parents."⁷

MPAA/NATO's May 10, 2007 vague, non-binding ratings announcement was immediately criticized as inadequate by national health organizations and by senior US senators active on health and tobacco control policy. State Attorneys General withheld judgment on MPAA/NATO's plan pending receipt of data from MPAA showing how the announced policy would hypothetically have affected the ratings of films released prior to 2007 and supporting MPAA's claim that most films with smoking were R-rated. When the MPAA failed to provide this information, substantive discussion between the AGs and the MPAA ceased.

On June 9, 2009 Attorney General William Sorrell of Vermont addressed CEOs of the major studios' parent companies directly, bypassing their trade association, the MPAA. Gen. Sorrell again called for the companies to "eliminate the depiction of tobacco use from films accessible to youth."

Three years after MPAA/NATO's May 2007 tobacco announcement, the data show that their labels have:

- addressed only a small fraction of the wide-release, youth-rated films with tobacco imagery;
- tended to spare more MPAA-member films, which account for 85 percent of tobacco impressions, a smoking label compared to independents;
- failed to address low-incidence films delivering the bulk of tobacco impressions, disregarding the research evidence first presented directly to the film industry in 2003 that young people are recruited to smoke by their cumulative exposure to tobacco imagery from a variety of films;
- failed to provide either parents — or the film industry itself — consistent guidance as to what tobacco imagery (and how much) would earn ratings attention;

⁷ See Titus K, Polansky J, Glantz S (2009) Smoking presentation trends in US movies 1991-2008. UCSF Center for Tobacco Control Research and Education. Available at <http://escholarship.org/uc/item/30q9j424>.

Also see: Motion Picture Association of America. Film rating board to consider smoking as a factor (press release). May 10, 2007. Available at www.mpa.org/resources/9d558a6b-9e9a-41d2-9ac8-d7b2361ef965.pdf.

- failed to implement a ratings policy of sufficient market consequence — the R-rating — to influence film producers’ and distributors’ content decisions and thereby actually reduce young people’s exposure; and
- implemented a deflective policy with the very real potential of misleading both parents and policy makers to believe falsely that:
 - MPAA/NATO’s labeling practices spotlight films presenting the greatest risk,
 - tobacco imagery in youth-rated films is rare and trivial,
 - youth-rated films released without MPAA/NATO smoking descriptors are smokefree,
 - the film industry has responded to public concern and “solved the problem.”

The net effect of MPAA/NATO’s tobacco posturing has been to help delay the industry-wide adoption of an R-rating that is evidence-based, fair to MPAA members and non-members, includes common-sense, categorical exceptions so the rules are clear to all, and would spare the lives of tens of thousands of young people alive today.

During that delay, more than 540,000 more US adolescents are estimated to have become smokers because of their exposure to on-screen tobacco imagery, of whom nearly 180,000 are projected to die from tobacco-induced heart disease, lung disease and cancer. These tragic numbers frame on-screen tobacco imagery as the gravest health risk encountered during American adolescence.

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Appendix A | Wide-release films with tobacco imagery, rated and released between May 10, 2007 and May 9, 2010, achieving Top 10 box office status for at least one week, by company and MPAA/NATO rating (n=216)

Film title	Released	Smoking descriptor, if applied	Company	Rating	Tobacco impressions (millions)	Tobacco incident bracket
Ponyo	8/15/09		Disney	G	2	1 - 9
National Treasure: Book of Secrets	12/21/07		Disney	PG	32	1 - 9
Disney's A Christmas Carol	11/7/09		Disney	PG	37	1 - 9
Alice in Wonderland	3/5/10	"smoking caterpillar"	Disney	PG	423	10 - 29
Boy in the Striped Pajamas, The	11/21/08		Disney	PG-13	25	1 - 9
Doubt	12/25/08		Disney	PG-13	84	1 - 9
Everybody's Fine	12/5/09		Disney	PG-13	9	1 - 9
No Country for Old Men	11/16/07		Disney	R	32	1 - 9
Smart People	4/11/08		Disney	R	16	1 - 9
Miracle at St. Anna	9/26/08		Disney	R	85	10 - 29
Adventureland	4/3/09		Disney	R	109	10 - 29
Amelia	10/24/09	"smoking"	News Corp.	PG	84	30 - 49
Fantastic Mr. Fox	11/26/09	"smoking"	News Corp.	PG	159	50+
My Life in Ruins	6/6/09		News Corp.	PG-13	8	1 - 9
All About Steve	9/5/09		News Corp.	PG-13	5	1 - 9
Whip It	10/3/09		News Corp.	PG-13	24	10 - 29
Avatar	12/19/09	"some smoking"	News Corp.	PG-13	951	10 - 29
Simpsons Movie, The	7/27/07		News Corp.	PG-13	586	1 - 9
Comebacks, The	10/19/07		News Corp.	PG-13	6	1 - 9
Secret Life of Bees, The	10/17/08		News Corp.	PG-13	11	1 - 9
Taken	1/30/09		News Corp.	PG-13	19	1 - 9
12 Rounds	3/27/09		News Corp.	PG-13	2	1 - 9
Juno	12/5/07		News Corp.	PG-13	375	10 - 29
X Files: I Want to Believe, The	7/25/08		News Corp.	PG-13	18	10 - 29
Max Payne	10/17/08		News Corp.	PG-13	51	10 - 29
Australia	11/26/08		News Corp.	PG-13	173	10 - 29
Babylon A.D.	8/29/08		News Corp.	PG-13	28	30 - 49
Street Fighter: The Legend of Chun-Li	2/27/09		News Corp.	PG-13	5	50+
X-Men Origins: Wolverine	5/1/09		News Corp.	PG-13	210	50+
Jennifer's Body	9/19/09		News Corp.	R	80	30 - 49
Crazy Heart	2/5/10		News Corp.	R	599	50+
Street Kings	4/11/08		News Corp.	R	85	1 - 9
Hitman	11/21/07		News Corp.	R	260	10 - 29
Deception	4/25/08		News Corp.	R	10	10 - 29
Slumdog Millionaire	12/19/08		News Corp.	R	945	50+
Notorious	1/16/09		News Corp.	R	358	50+
Miss March	3/13/09		News Corp.	R	23	50+
This is It	10/29/09		Sony	PG	10	1 - 9
Water Horse, The	12/25/07	"brief smoking"	Sony	PG	141	10 - 29
1408	6/22/07		Sony	PG-13	1,527	1 - 9
Feel the Noise	10/5/07		Sony	PG-13	22	1 - 9
Made of Honor	5/2/08		Sony	PG-13	19	1 - 9
You Don't Mess with the Zohan	6/6/08		Sony	PG-13	14	1 - 9
Quantum of Solace	11/14/08		Sony	PG-13	422	1 - 9
Valkyrie	12/25/08		Sony	PG-13	694	1 - 9
Not Easily Broken	1/9/09		Sony	PG-13	4	1 - 9
Angels and Demons	5/16/09		Sony	PG-13	142	1 - 9
Year One	6/20/09		Sony	PG-13	17	1 - 9
Did You Hear About the Morgans?	12/19/09		Sony	PG-13	24	1 - 9
Who's Your Caddy	7/27/07		Sony	PG-13	41	10 - 29
This Christmas	11/21/07		Sony	PG-13	179	10 - 29

Film title	Released	Smoking descriptor, if applied	Company	Rating	Tobacco impressions (millions)	Tobacco incident bracket
First Sunday	1/11/08		Sony	PG-13	5	10 - 29
Superhero Movie	3/28/08		Sony	PG-13	14	10 - 29
Lakeview Terrace	9/19/08		Sony	PG-13	104	10 - 29
Nick and Norah's Infinite Playlist	10/3/08		Sony	PG-13	9	10 - 29
Armored	12/5/09		Sony	PG-13	26	10 - 29
Dear John	2/5/10		Sony	PG-13	102	10 - 29
21	3/28/08		Sony	PG-13	283	50+
Obsessed	4/24/09		Sony	PG-13	114	50+
Julie & Julia	8/8/09		Sony	PG-13	1,042	50+
I Know Who Killed Me	7/27/07		Sony	R	50	1 - 9
Walk Hard: The Dewey Cox Story	12/21/07		Sony	R	75	1 - 9
Cadillac Records	12/5/08		Sony	R	248	1 - 9
International, The	2/13/09		Sony	R	34	1 - 9
District 9	8/15/09		Sony	R	15	1 - 9
Resident Evil: Extinction	9/21/07		Sony	R	59	10 - 29
Soul Men	11/7/08		Sony	R	59	10 - 29
Legion	1/22/10		Sony	R	113	10 - 29
Hot Tub Time Machine	3/26/10		Sony	R	77	10 - 29
Death at a Funeral	4/16/10		Sony	R	59	10 - 29
Mist, The	11/21/07		Sony	R	7	50+
Speed Racer	5/9/08	"brief smoking"	Time Warner	PG	24	50+
Star Wars: The Clone Wars	8/15/08	"momentary smoking"	Time Warner	PG	93	50+
Be Kind Rewind	2/22/08		Time Warner	PG-13	22	1 - 9
Women, The	9/12/08	"brief smoking"	Time Warner	PG-13	15	1 - 9
He's Just Not That Into You	2/6/09		Time Warner	PG-13	212	1 - 9
Invention of Lying, The	10/3/09		Time Warner	PG-13	12	1 - 9
Box, The	11/7/09		Time Warner	PG-13	12	1 - 9
Losers, The	4/23/10		Time Warner	PG-13	3	1 - 9
P.S. I Love You	12/21/07		Time Warner	PG-13	8	10 - 29
Bucket List, The	1/11/08		Time Warner	PG-13	169	10 - 29
Blind Side, The	11/21/09		Time Warner	PG-13	317	10 - 29
Rush Hour 3	8/10/07		Time Warner	PG-13	346	30 - 49
One Missed Call	1/4/08		Time Warner	PG-13	37	30 - 49
Fool's Gold	2/8/08		Time Warner	PG-13	29	30 - 49
Get Smart	6/20/08		Time Warner	PG-13	73	30 - 49
Dark Knight, The	7/18/08		Time Warner	PG-13	371	30 - 49
Four Christmases	11/26/08		Time Warner	PG-13	100	50+
Sherlock Holmes	12/26/09		Time Warner	PG-13	1,581	50+
Rendition	10/19/07		Time Warner	R	25	1 - 9
Love in the Time of Cholera	11/16/07		Time Warner	R	22	1 - 9
Semi-Pro	2/29/08		Time Warner	R	186	1 - 9
Appaloosa	10/3/08		Time Warner	R	76	1 - 9
Pride and Glory	10/24/08		Time Warner	R	105	1 - 9
Gran Torino	1/9/09		Time Warner	R	2,159	1 - 9
Hangover, The	6/6/09		Time Warner	R	148	1 - 9
Orphan	7/25/09		Time Warner	R	39	1 - 9
Final Destination, The	8/29/09		Time Warner	R	80	1 - 9
Ninja Assassin	11/26/09		Time Warner	R	40	1 - 9
Shoot 'em Up	9/7/07		Time Warner	R	7	10 - 29
Brave One, The	9/14/07		Time Warner	R	187	10 - 29
Harold & Kumar ... Guantanamo Bay	4/25/08		Time Warner	R	37	10 - 29
Watchmen	3/6/09		Time Warner	R	1,199	10 - 29
Edge of Darkness	1/29/10		Time Warner	R	72	10 - 29
Sex and the City	5/30/08		Time Warner	R	404	30 - 49

Film title	Released	Smoking descriptor, if applied	Company	Rating	Tobacco impressions (millions)	Tobacco incident bracket
Body of Lies	10/10/08		Time Warner	R	417	50+
Mr. Bean's Holiday	8/24/07		Universal	G	14	50+
Express, The	10/10/08		Universal	PG	4	1 - 9
I Now Pronounce You Chuck and Larry	7/20/07		Universal	PG-13	157	1 - 9
Baby Mama	4/25/08		Universal	PG-13	8	1 - 9
Mamma Mia!	7/18/08		Universal	PG-13	260	1 - 9
Mummy: Tomb of the Dragon Emperor	8/1/08		Universal	PG-13	14	1 - 9
Fast & Furious	4/3/09		Universal	PG-13	21	1 - 9
Leatherheads	4/4/08		Universal	PG-13	482	10 - 29
Hellboy II: The Golden Army	7/11/08		Universal	PG-13	264	10 - 29
Duplicity	3/20/09		Universal	PG-13	5	10 - 29
State of Play	4/17/09		Universal	PG-13	67	10 - 29
Incredible Hulk, The	6/13/08		Universal	PG-13	393	30 - 49
Definitely, Maybe	2/14/08	"smoking"	Universal	PG-13	445	50+
Fighting	4/24/09		Universal	PG-13	21	50+
Love Happens	9/19/09		Universal	PG-13	28	1 - 9
Land of the Lost	6/6/09		Universal	PG-13	92	10 - 29
Charlie Wilson's War	12/21/07		Universal	R	1,414	1 - 9
Doomsday	3/14/08		Universal	R	46	1 - 9
Death Race	8/22/08		Universal	R	447	1 - 9
Burn After Reading	9/12/08		Universal	R	227	1 - 9
Milk	11/26/08		Universal	R	350	1 - 9
Last House on the Left, The	3/13/09		Universal	R	4	1 - 9
Eastern Promises	9/21/07		Universal	R	129	10 - 29
Kingdom, The	9/28/07		Universal	R	76	10 - 29
Changeling	10/31/08		Universal	R	85	10 - 29
Wanted	6/27/08		Universal	R	94	30 - 49
Strangers, The	5/30/08		Universal	R	132	50+
Wolfman, The	2/12/10		Universal	R	32	1 - 9
Repo Men	3/19/10		Universal	R	2	1 - 9
Funny People	8/1/09		Universal	R	55	1 - 9
Bruno	7/11/09		Universal	R	176	10 - 29
Green Zone	3/12/10		Universal	R	49	10 - 29
Public Enemies	7/2/09		Universal	R	673	50+
Taking Woodstock	8/29/09		Universal	R	58	50+
Bee Movie	11/2/07	"brief depiction of smoking" (withdrawn)	Viacom	PG	147	30 - 49
Hot Rod	8/3/07		Viacom	PG-13	4	1 - 9
Iron Man	5/2/08		Viacom	PG-13	1,374	1 - 9
Indiana Jones and ... Crystal Skull	5/22/08		Viacom	PG-13	486	1 - 9
Ghost Town	9/19/08		Viacom	PG-13	15	1 - 9
Curious Case of Benjamin Button, The	12/25/08	"smoking"	Viacom	PG-13	1,989	1 - 9
Drillbit Taylor	3/21/08		Viacom	PG-13	5	10 - 29
Duchess, The	10/10/08		Viacom	PG-13	10	50+
There Will Be Blood	12/25/07		Viacom	R	333	10 - 29
Stop-Loss	3/28/08		Viacom	R	32	10 - 29
Defiance	1/16/09		Viacom	R	42	10 - 29
The Goods: Live Hard, Sell Hard	8/15/09		Viacom	R	60	30 - 49
Heartbreak Kid, The	10/5/07		Viacom	R	21	50+
Sweeney Todd	12/21/07		Viacom	R	8	50+
Shutter Island	2/19/10		Viacom	R	2,447	50+
▲ "Majors," members of the MPAA			▼ Independents, not MPAA members			
Soloist, The	4/24/09		DreamWorks	PG-13	259	50+
Lovely Bones, The	1/15/10		DreamWorks	PG-13	365	50+
Tropic Thunder	8/15/08		DreamWorks	R	1,092	1 - 9

Film title	Released	Smoking descriptor, if applied	Company	Rating	Tobacco impressions (millions)	Tobacco incident bracket
I Love You, Man	3/20/09		DreamWorks	R	149	10 - 29
Haunting of Molly Hartley, The	10/31/08		Freestyle	PG-13	2	10 - 29
Crazies, The	2/26/10		Liberty	R	25	1 - 9
Capitalism: A Love Story	10/3/09		Liberty	R	6	1 - 9
Law Abiding Citizen	10/17/09		Liberty	R	20	1 - 9
Men Who Stare at Goats, The	11/7/09		Liberty	R	52	10 - 29
Brooklyn's Finest	3/5/10		Liberty	R	371	50+
Spy Next Door, The	1/15/10		Lionsgate	PG	3	1 - 9
Meet the Browns	3/21/08		Lionsgate	PG-13	29	1 - 9
Disaster Movie	8/29/08		Lionsgate	PG-13	6	1 - 9
Why Did I Get Married Too?	4/2/10		Lionsgate	PG-13	8	1 - 9
Sicko	6/29/07		Lionsgate	PG-13	18	10 - 29
Eye, The	2/1/08		Lionsgate	PG-13	4	10 - 29
W.	10/17/08	"smoking"	Lionsgate	PG-13	515	10 - 29
Transporter 3	11/26/08		Lionsgate	PG-13	4	10 - 29
Madea Goes to Jail	2/20/09		Lionsgate	PG-13	12	10 - 29
Spirit, The	12/25/08		Lionsgate	PG-13	33	30 - 49
I Can Do Bad All By Myself	9/12/09	"smoking"	Lionsgate	PG-13	724	50+
From Paris With Love	2/5/10		Lionsgate	R	6	1 - 9
War	8/24/07		Lionsgate	R	147	1 - 9
Saw IV	10/26/07		Lionsgate	R	64	1 - 9
Rambo	1/25/08		Lionsgate	R	167	1 - 9
Bank Job, The	3/7/08		Lionsgate	R	322	1 - 9
My Best Friend's Girl	9/19/08		Lionsgate	R	200	1 - 9
Religulous	10/3/08		Lionsgate	R	9	1 - 9
Punisher: War Zone	12/5/08		Lionsgate	R	22	1 - 9
Gamer	9/5/09		Lionsgate	R	14	1 - 9
Bangkok Dangerous	9/5/08		Lionsgate	R	11	10 - 29
Saw V	10/24/08		Lionsgate	R	16	10 - 29
My Bloody Valentine-3D	1/16/09		Lionsgate	R	96	10 - 29
Brothers	12/5/09		Lionsgate	R	95	10 - 29
Kick-Ass	4/16/10		Lionsgate	R	159	10 - 29
3:10 To Yuma	9/7/07		Lionsgate	R	70	30 - 49
Crank: High Voltage	4/17/09		Lionsgate	R	42	30 - 49
Precious: Based on the Novel Push by Sapphire	11/14/09		Lionsgate	R	530	50+
Daybreakers	1/8/10		Lionsgate	R	260	50+
Visitor, The	5/16/08		Starz	PG-13	1	1 - 9
Traitor	8/29/08		Starz	PG-13	43	10 - 29
Nothing Like the Holidays	12/12/08		Starz	PG-13	69	10 - 29
Sunshine Cleaning	4/3/09		Starz	R	36	10 - 29
Righteous Kill	9/12/08		Starz	R	140	50+
Expelled: No Intelligence Allowed	4/18/08	"brief smoking"	Rocky Mtn.	PG	9	10 - 29
Furry Vengeance	4/30/10		Summit	PG	27	10 - 29
Remember Me	3/12/10	"smoking"	Summit	PG-13	73	30 - 49
Push	2/6/09	"smoking"	Summit	PG-13	102	50+
Sorority Row	9/12/09		Summit	R	2	1 - 9
Sex Drive	10/17/08		Summit	R	22	10 - 29
Next Day Air	5/8/09		Summit	R	48	10 - 29
American Carol, An	10/3/08		Vivendi	PG-13	32	50+
Vicky Cristina Barcelona	8/15/08	"smoking"	Weinstein	PG-13	171	30 - 49
Under the Same Moon	3/21/08		Weinstein	PG-13	19	50+
Nine	12/26/09	"smoking"	Weinstein	PG-13	540	50+
Road, The	11/26/09		Weinstein	R	4	1 - 9
Halloween	8/31/07		Weinstein	R	102	10 - 29

Film title	Released	Smoking descriptor, if applied	Company	Rating	Tobacco impressions (millions)	Tobacco incident bracket
Halloween II	8/29/09		Weinstein	R	125	10 - 29
Zack and Miri Make a Porno	10/31/08		Weinstein	R	13	30 - 49
Youth in Revolt	1/8/10		Weinstein	R	86	30 - 49
IngLOURious Basterds	8/22/09		Weinstein	R	2,893	50+

Appendix B | Tobacco descriptors assigned to films rated youth-rated between May 10, 2007 and May 9, 2010, by company, rating and type of release (n=104)

Film title	Released	Smoking descriptor	Company	Rating	Release type	Notes	Origin
Walt & El Grupo	9/9/09	"historical smoking"	Disney	PG	Lim. US	Documentary	US
Alice in Wonderland	3/5/10	"smoking caterpillar"	Disney	PG-13	WIDE		US
Amelia	10/24/09	"smoking"	News Corp	PG	WIDE		US/Canada
Fantastic Mr. Fox	11/26/09	"smoking"	News Corp	PG	WIDE		UK
Saving Sarah Cain	8/19/07	"brief teen smoking"	News Corp.	PG	DVD only		US
Avatar	12/19/09	"some smoking"	News Corp	PG-13	WIDE		US/NZ
Water Horse, The	12/25/07	"brief smoking"	Sony	PG	WIDE		US
Saawariya	11/9/07	"incidental smoking"	Sony	PG	Lim. US		India
CJ7	3/7/08	"brief smoking"	Sony	PG	Lim. US		Hong Kong
Faith Like Potatoes	4/7/09	"brief smoking"	Sony	PG	DVD only		S. Africa
It Might Get Loud	8/14/09	"smoking"	Sony	PG	Lim. US	Documentary	US
Wild Grass	6/25/10	"brief smoking"	Sony	PG	Lim. US		France/Italy
Year My Parents Went on Vacation	4/4/08	"smoking"	Sony	PG-13	Lim. US		Hong Kong
12	3/4/09	"smoking"	Sony	PG-13	Lim. US		Russia
I've Loved You So Long	10/24/08	"smoking"	Sony	PG-13	Lim. US		France
Sky Crawlers, The	5/26/09	"smoking"	Sony	PG-13	DVD only		Japan
Kes	N/A	"some teen smoking"	Sony	PG-13	No US Dist.	Re-rated (1970)	UK
Easy Virtue	5/22/09	"smoking throughout"	Sony	PG-13	Lim. US		UK
Education, An	10/16/09	"smoking"	Sony	PG-13	Lim. US		UK
Coco Before Chanel	9/25/09	"smoking"	Sony	PG-13	Lim. US		France
Run, Fatboy, Run	3/28/08	"smoking"	Time Warner	PG	Lim. US		UK
Speed Racer	5/9/08	"brief smoking"	Time Warner	PG	WIDE		US
Star Wars: The Clone Wars	8/15/08	"momentary smoking"	Time Warner	PG	WIDE		US
Under the Hood	3/24/09	"smoking"	Time Warner	PG	DVD only		UK
December Boys	9/14/07	"underage...smoking"	Time Warner	PG-13	Lim. US		Australia
Golden Boys, The	N/A	"teen smoking"	Time Warner	PG-13	No US Dist.	2007 HBO documentary	US
Women, The	9/12/08	"brief smoking"	Time Warner	PG-13	WIDE		US
Definitely, Maybe	2/14/08	"smoking"	Universal	PG-13	WIDE		US
American Teen	7/25/08	"brief smoking involving teens"	Viacom	PG-13	Lim. US	Documentary	US
Curious Case of Benjamin Button, The	12/25/08	"smoking"	Viacom	PG-13	WIDE		US
▲ "Majors," members of the MPAA				▼ Independents, not MPAA members			
City Island	N/A	"smoking"	Anchor Bay	PG-13	No US Dist.		US
Stone of Destiny	N/A	"incidental smoking"	Aeclight	PG	No US Dist.		Canada
Call of the Wild	6/12/09	"brief smoking"	Call of the Wild	PG	DVD only		US
Not Evil Just Wrong	5/8/09	"smoking"	Campus	PG	Lim. US	2006 film	US
Randy and the Mob	N/A	"momentary smoking"	Capricorn	PG	Lim. US		US
Touching Home	4/28/10	"smoking"	CFI	PG-13	Lim. US		US
My Blueberry Nights	2/15/08	"smoking"	City Lights	PG	Lim. US		Brazil
One Good Man	10/9/09	"brief smoking"	Covenant	PG	Lim. US		US

Film title	Released	Smoking descriptor	Company	Rating	Release type	Notes	Origin
Naming Number Two	N/A	"smoking"	Cyan	PG	No US Dist.	aka <i>No. 2</i>	New Zealand
Black Mold Exposure	TBA	"smoking"	Davis/ Grosvenor	PG-13	No US Dist.		France
El Viaje de La Nonna	N/A	"brief smoking"	DistriMax	PG	No US Dist.		Mexico
Yesterday Was a Lie	4/6/10	"smoking"	E1	PG	DVD only		US
American Bandits	TBA	"brief smoking"	E1	PG	TBA		US
Deep Water	9/14/07	"brief smoking"	Exel	PG	Lim. US		US
Welcome to Paradise	Oct-07	"teen smoking"	First Look	PG	DVD only		US
Three Investigators: Skeleton Island	N/A	"some smoking"	First Look	PG	No US Dist.		Germany
Lisbon Story	11/20/07	"brief smoking"	Fox Lorber	PG	DVD only	1994 film	Germany
Sharkwater	9/28/07	"some smoking"	Freestyle	PG	Lim. US	Documentary	Canada
Way Home, The	11/15/09	"brief tobacco images"	Freestyle	PG	Lim. US		Korea
Shine of Rainbows, A	4/23/10	"smoking"	Freestyle	PG	Lim. US		Canada/ Ireland
Me and Orson Welles	12/25/09	"smoking"	Freestyle	PG-13	Lim. US		UK/US
Coco Chanel	9/13/08	"smoking"	GK Films	PG	Lim. US		UK
Mao's Last Dancer	8/6/10	"incidental smoking"	Goldwyn	PG	Lim. US		Australia
Return with Honor	8/24/07	"incidental smoking"	IFC	PG	Lim. US	Documentary	UK
Spirit of the Marathon	1/24/08	"incidental smoking"	Image	PG	DVD only	Documentary	US
Guarding Eddy (2005)	10/28/05	"brief smoking"	Imageworks	PG	DVD only		US
Kings of the Evening	3/1/10	"smoking"	Indican	PG	Lim. US		US
Ballet Shoes	9/2/08	"smoking"	Koch	PG	DVD only		UK
Doubting Thomas	N/A	"brief smoking"	Kosmic	PG	No US Dist.	aka <i>Spy School</i>	Australia
List, The	N/A	"brief incidental smoking"	Level Path	PG	No US Dist.		US
Young Victoria	12/18/09	"historical smoking throughout"	Lifetime	PG	Lim. US		Italy/France
Christmas Story	TBA	"brief smoking"	Lightning	PG	DVD only		Finland
Christmas Cottage	11/11/08	"smoking"	Lionsgate	PG	DVD only	aka <i>Home for Christmas</i>	US
More than a Game	10/2/09	"incidental smoking"	Lionsgate	PG	Lim. US	Documentary	US
W.	10/17/08	"smoking"	Lionsgate	PG-13	WIDE		US
I Can Do Bad All by Myself	9/11/09	"smoking"	Lionsgate	PG-13	WIDE		US
Winning Season, The	N/A	"smoking"	Lionsgate	PG-13	No US Dist.		US
Imaginarium of Dr. Parnassus, The	N/A	"incidental smoking"	Looking Glass	PG	No US Dist.		US
Closing Escrow	8/24/07	"incidental smoking"	Magnolia	PG	Lim. US		US
Rejoice and Shout	TBA	"incidental smoking"	Magnolia	PG	TBA		
Beyond the Epic Run	N/A	"some smoking"	Make Believe	PG	No US Dist.	Documentary	US
Sister Aimee	TBA	"smoking"	Maverick	PG	DVD only		US
Bright Star	9/18/09	"incidental smoking"	Mideo	PG	Lim. US		UK/Australia/ France
Celine	5/10/08	"smoking"	Monarch Home Video	PG	DVD only		Canada
Bracelet of Bordeaux	N/A	"brief smoking"	Monterey	PG	No US Dist.		US
Hey Hey It's Esther Blueburger	N/A	"brief teen smoking"	Monterey	PG-13	No US Dist.		Australia
California Dreaming	TBA	"smoking"	MTI	PG	DVD only		US
Wildest Dream, The	N/A	"some historical smoking images"	National Geo	PG	No US Dist.	Documentary	US
Surviving Crooked Lake	N/A	"smoking"	NeoClassics	PG-13	No US Dist.		Canada
Lightkeepers, The	3/12/10	"smoking"	New Films	PG	Lim. US		US
Youssou N'Douri: I Bring What I Love	6/12/09	"brief smoking"	Oscilloscope	PG	Lim. US	Documentary	US
Final Season, The	11/30/07	"historical smoking throughout"	Palm	PG	DVD only	aka <i>Maurice Richard</i>	Canada

Film title	Released	Smoking descriptor	Company	Rating	Release type	Notes	Origin
Cane Toads: The Conquest	N/A	"brief smoking"	Radio Pictures	PG	No US Dist.	Documentary	US/Australia
Caramel	2/1/08	"some smoking"	Roadside Attract.	PG	Lim. US		France
Super Capers	3/20/09	"brief smoking"	Roadside Attract.	PG	Lim. US		US
Alien Trespass	4/3/09	"brief historical smoking"	Roadside Attract.	PG	Lim. US		US
Resolved	4/17/09	"smoking"	Roadside Attract.	PG	Lim. US		US
Expelled	4/18/08	"brief smoking"	Rocky Mtn.	PG	WIDE	Documentary	US
Billy: The Early Years	10/10/08	"smoking"	Rocky Mtn.	PG	Lim. US		UK
Fire Creek	N/A	"incidental smoking"	Rocky Mtn.	PG	No US Dist.	Documentary	US
Skateland	N/A	"smoking - involving teens"	Skateland	PG-13	No US Dist.		US
Rocket, The	9/21/07	"incidental smoking"	Success	PG	Lim. US		Mexico
Furry Vengeance	4/30/10	"brief smoking"	Summit	PG	TBA		US/UAE
Push	2/6/09	"smoking"	Summit	PG-13	WIDE		US
Remember Me	3/12/10	"smoking"	Summit	PG-13	WIDE		US
Twistee Treat	N/A	"smoking"	Szobinski	PG	No US Dist.	Short	US
In the Shadow of the Moon	9/7/07	"incidental smoking"	ThinkFilm	PG	Lim. US	Documentary	US
Luna: Spirit of the Whale	N/A	"brief teen smoking"	Trinity	PG	No US Dist.		Canada
Owl and the Sparrow	1/16/09	"some smoking"	Wave	PG	Lim. US		Vietnam
Death Defying Acts	7/11/08	"smoking"	Weinstein	PG	DVD only		UK
Grace is Gone	12/7/07	"teen smoking"	Weinstein	PG-13	Lim. US		US
Vicky Cristina Barcelona	8/15/08	"smoking"	Weinstein	PG-13	WIDE		Spain/US
Nine	12/26/09	"smoking"	Weinstein	PG-13	WIDE		US/Italy
Sea of Dreams	10/12/07	"some teen smoking"	Yari	PG	Lim. US		US
Rust	TBA	"smoking"	TBA	PG	TBA		Canada

Notes to Appendix B | Bold-face listings of wide-release ("WIDE") films with smoking descriptors in Appendix B are also included in Appendix A.

Under the widely-supported policy proposal to R-rate future films with tobacco imagery, documentaries would qualify for the "actual historical figure who actually smoked" exception to the R-rating for tobacco content.

Despite its Oscar® nominations, *An Education* more closely fits the profile of a "breakout" limited-release film than a wide-release film. Although it was shown on more than 600 screens across the country for one week in February 2010, well into its release, the film opened on only four screens and eked out \$12 million in box office sales over 30 weeks. A typical wide-release film opens on 2,000-3,000 screens amid a national barrage of advertising and is seen by nearly ten times as many people as saw this film, in one-fifth the time. *An Education* did not achieve top 10 box office status in any week.

Two films whose smoking descriptors were withdrawn after ratings appeals by their distributors (*Bee Movie*, PG, Viacom, wide-release; *The Neighbor*, PG-13, Curb Entertainment, no US distribution) are not included in analysis of descriptors. *Bee Movie* is included in Appendix A as a wide-release, youth-rated film with tobacco imagery.

Release-type, release date, and film's nation of origin were sourced from the IMDbPro.com data base. Smoking descriptors were sourced from the weekly bulletins issued by the MPAA/NATO Classification and Rating Administration, Nos. 1970-2119.