

CORPORATE GROUP: GENERAL ELECTRIC (NBC Universal)

Survey includes: All live-action, English-language, US-produced theatrical features grossing at least \$500,000 produced and/or distributed by General Electric subsidiaries (includes USA Films). Grouped by year, by PG/PG-13 or R rating, alphabetically within groups. Movies with tobacco imagery are **boldface**.

UNIVERSAL'S 10-YEAR RECORD, 1999-2008

- MOVIES PRODUCED AND/OR DISTRIBUTED: 203
 - YOUTH-RATED (G/PG/PG-13): 108 (53%)
 - MOVIES WITH SMOKING: 160 (79%)
 - R-RATED WITH SMOKING: 91% (86 of 95)
 - YOUTH-RATED WITH SMOKING: 69% (74 of 108)
 - PG-13 WITH SMOKING: 73% (66 of 91)
 - PG WITH SMOKING: 50% (7 of 14)
 - G WITH SMOKING: 33% (1 of 3)
 - OF UNIVERSAL'S SMOKING MOVIES, 46% WERE YOUTH-RATED
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YEAR: 2008

SMOKING OVERALL: 73% (19 OF 26)
SMOKING YOUTH-RATED: 64% (9 of 14)
SMOKING R-RATED: 83% (10 OF 12)
OF SMOKING MOVIES, 47% WERE YOUTH-RATED

Baby Mama (2008) PG-13
Definitely, Maybe (2008) PG-13
Express, The (2008) PG
Flash of Genius (2008) PG-13
Hellboy II: The Golden Army (2008) PG-13
Incredible Hulk, The (2008) PG-13
Leatherheads (2008) PG-13
Mamma Mia! (2008) PG-13
Miss Pettigrew (2008) PG-13
Mummy: Tomb...Emperor, The (2008) PG-13
Other Boleyn Girl, The (2008) PG-13
Pirates Who Don't Do Anything, The (2008) G
Tale of Despereaux, The (2008) G
Welcome Home Roscoe Jenkins (2008) PG-13

Burn After Reading (2008) R
Changeling (2008) R
Death Race (2008) R
Doomsday (2008) R

Forgetting Sarah Marshall (2008) R

Frost/Nixon (2008) R

Hamlet 2 (2008) R

In Bruges (2008) R

Milk (2008) R

Role Models (2008) R

Strangers, The (2008) R

Wanted (2008) R

YEAR: 2007

SMOKING OVERALL: 77% (20 OF 26)

SMOKING YOUTH-RATED: 50% (5 OF 10)

SMOKING R-RATED: 94% (15 OF 16)

OF SMOKING MOVIES, 25% WERE YOUTH-RATED

Balls of Fury (2007) PG-13

Because I Said So (2007) PG-13

Bourne Ultimatum, The (2007) PG-13

Breach (2007) PG-13

Elizabeth: The Golden Age (2007) PG-13

Evan Almighty (2007) PG

Evening (2007) PG-13

I Now Pronounce You Chuck and Larry (2007) PG-13

Mr. Bean's Holiday (2007) G

Sydney White (2007) PG-13

Alpha Dog (2007) R

American Gangster (2007) R

Atonement (2007) R

Charlie Wilson's War (2007) R

Children of Men (2007) R

Dead Silence (2007) R

Eastern Promises (2007) R

Georgia Rule (2007) R

Hitcher, The (2007) R

Hot Fuzz (2007) R

Illegal Tender (2007) R

Kingdom, The (2007) R

Kingdom, The (2007) R

Knocked Up (2007) R

Smokin' Aces (2007) R

YEAR: 2006

SMOKING OVERALL: 83% (20 OF 24)

SMOKING YOUTH-RATED: 75% (9 OF 12)

SMOKING R-RATED: 92% (11 OF 12)

OF SMOKING MOVIES, 45% WERE YOUTH-RATED

Accepted (2006) PG-13

American Dreamz (2006) PG-13
Break-Up, The (2006) PG-13
Catch a Fire (2006) PG-13
Fast and the Furious 3 (2006) PG-13
Fearless (2006) PG-13
Man of the Year (2006) PG-13
 Nanny McPhee (2006) PG
 Return, The (2006) PG-13
Scoop (2006) PG-13
Something New (2006) PG-13
You, Me and Dupree (2006) PG-13

United 93 (2006) R
The Black Dahlia (2006) R
Block Party (2006) R
Brick (2006) R
The Good Shepherd (2006) R
Hollywoodland (2006) R
Idlewild (2006) R
Inside Man (2006) R
Let's Go to Prison (2006) R
Miami Vice (2006) R
Slither (2006) R
Waist Deep (2006) R

YEAR: 2005

SMOKING OVERALL: 86% (19 OF 22)
 SMOKING YOUTH-RATED: 75% (9 OF 12)
 SMOKING R-RATED: 100% (10 OF 10)
 OF SMOKING MOVIES, 47% WERE YOUTH-RATED

Cinderella Man (2005) PG-13
 Cry_Wolf (2005) PG-13
In Good Company (2005) PG-13
Kicking & Screaming (2005) PG
King Kong (2005) PG-13
Prime (2005) PG-13
Serenity (2005) PG-13
The Interpreter (2005) PG-13
 The Perfect Man (2005) PG
The Skeleton Key (2005) PG-13
The Wedding Date (2005) PG-13
 White Noise (2005) PG-13

40 Year Old Virgin (2005) R
Assault on Precinct 13 (2005) R
Brokeback Mountain (2005) R (with Viacom)
Broken Flowers (2005) R
Doom (2005) R
Jarhead (2005) R
Land of the Dead (2005) R

The Ice Harvest (2005) R
Two for the Money (2005) R
Unleashed (2005) R

YEAR: 2004

SMOKING OVERALL: 76% (13 OF 17)
 SMOKING YOUTH-RATED: 62% (8 OF 12)
 SMOKING R-RATED: 100% (5 OF 5)
 OF SMOKING MOVIES, 62% WERE YOUTH-RATED

Thunderbirds (2004) PG

Peter Pan (2004) PG *(with Sony)*

Along Came Polly (2004) PG-13

Connie and Carla (2004) PG-13

Meet the Fockers (2004) PG-13

Bourne Supremacy (2004) PG-13

Chronicles of Riddick (2004) PG-13

Friday Night Lights (2004) PG-13

In Good Company (2004) PG-13

Ray (2004) PG-13

Van Helsing (2004) PG-13

Vanity Fair (2004) PG-13

Bridget Jones: Edge of Reason (2004) R

Dawn of the Dead (2004) R

Door in the Floor (2004) R

Eternal Sunshine of the Spotless Mind (2004) R

Seed of Chucky (2004) R

YEAR: 2003

SMOKING OVERALL: 63% (12 OF 19)
 SMOKING YOUTH-RATED: 64% (7 OF 11)
 SMOKING R-RATED: 62% (5 OF 8)
 OF SMOKING MOVIES, 58% WERE YOUTH-RATED

2 Fast 2 Furious (2003) PG-13

Bruce Almighty (2003) PG-13

Cat in the Hat (2003) PG

Honey (2003) PG-13

How to Deal (2003) PG-13 *(with Time Warner)*

Hulk (2003) PG-13

Intolerable Cruelty (2003) PG-13

Johnny English (2003) PG

Master and Commander (2003) PG-13

Rundown (2003) PG-13 *(with Sony)*

Seabiscuit (2003) PG-13

21 Grams (2003) R

American Wedding (2003) R

Deliver Us from Eva (2003) R

House of 1000 Corpses (2003) R**Life of David Gale (2003) R****Lost in Translation (2003) R****Love Actually (2003) R**

Shape of Things (2003)

YEAR: 2002

SMOKING OVERALL: 80% (12 of 15)

SMOKING YOUTH-RATED: 73% (8 of 11)

SMOKING R-RATED: 100% (4 of 4)

OF SMOKING MOVIES, 67% WERE YOUTH-RATED

A Beautiful Mind (2002) PG-13**About a Boy (2002) PG-13****Big Fat Liar (2002) PG-13****Bourne Identity (2002) PG-13**

Blue Crush (2002) PG-13

Dragonfly (2002) PG-13

Emperor's Club (2002) PG-13**Far From Heaven (2002) PG-13**Possession (2002) PG-13 (*with Time Warner*)**Truth About Charlie (2002) PG-13****Undercover Brother (2002) PG-13****8 Mile (2002) R****Empire (2002) R****The Pianist (2002) R****Red Dragon (2002) R** (*with MGM*)**YEAR: 2001**

SMOKING OVERALL: 82% (14 of 17)

SMOKING YOUTH-RATED: 50% (3 of 6)

SMOKING R-RATED: 100% (11 of 11)

OF SMOKING MOVIES, 21% WERE YOUTH-RATED

Head Over Heels (2001) PG-13

Fast and Furious (2001) PG-13

Josie and the Pussycats (2001) PG-13

Jurassic Park 3 (2001) PG-13

K-Pax (2001) PG-13

Mummy Returns (2001) PG-13

American Pie 2 (2001) R**Captain Corelli's Mandolin (2001) R** *(with Disney)***Caveman's Valentine (2001) R****Gosford Park (2001) R****Hannibal (2001) R** *(with MGM)***How High (2001) R****Man Who Wasn't There (2001) R****Mulholland Dr. (2001) R** *(with Disney)***One Night at McCool's (2001) R****Spy Game (2001) R****Traffic (2001) R****YEAR: 2000**

SMOKING OVERALL: 81% (17 of 21)

SMOKING YOUTH-RATED: 75% (9 of 12)

SMOKING R-RATED: 89% (8 of 9)

OF SMOKING MOVIES, 53% WERE YOUTH-RATED

Adventures of Rocky & Bullwinkle (2000) PG

Bring It On (2000) PG-13

Family Man (2000) PG-13

Flintstones in Viva Rock Vegas (2000) PG

How the Grinch Stole Christmas (2000) PG

Meet the Parents (2000) PG-13 *(with DreamWorks)***Nutty Professor 2 (2000) PG-13****O Brother, Where Art Thou? (2000) PG-13** *(with Disney)***Screwed (2000) PG-13****Skulls (2000) PG-13****U-571 (2000) PG-13****Where the Money Is (2000) PG-13****Angela's Ashes (2000) R** *(with Viacom)***Erin Brockovich (2000) R** *(with Sony)*Gladiator (2000) R *(with DreamWorks)***Isn't She Great (2000) R****Joe Gould's Secret (2000) R****Nurse Betty (2000) R****Man on the Moon (2000) R****Pitch Black (2000) R****Watcher (2000) R****YEAR: 1999**

SMOKING OVERALL: 88% (14 of 16)

SMOKING YOUTH-RATED: 88% (7 of 8)

SMOKING R-RATED: 88% (7 of 8)
OF SMOKING MOVIES, 50% WERE YOUTH RATED

Bowfinger (1999) PG-13

Dudley Do-Right (1999) PG

Edtv (1999) PG-13

For the Love of the Game (1999) PG-13

Mummy (1999) PG-13

Notting Hill (1999) PG-13

October Sky (1999) PG

Snow Falling on Cedars (1999) PG-13

American Pie (1999) R

Being John Malkovich (1999) R

Bone Collector (1999) R (*with Sony*)

End of Days (1999) R

Hurricane (1999) R

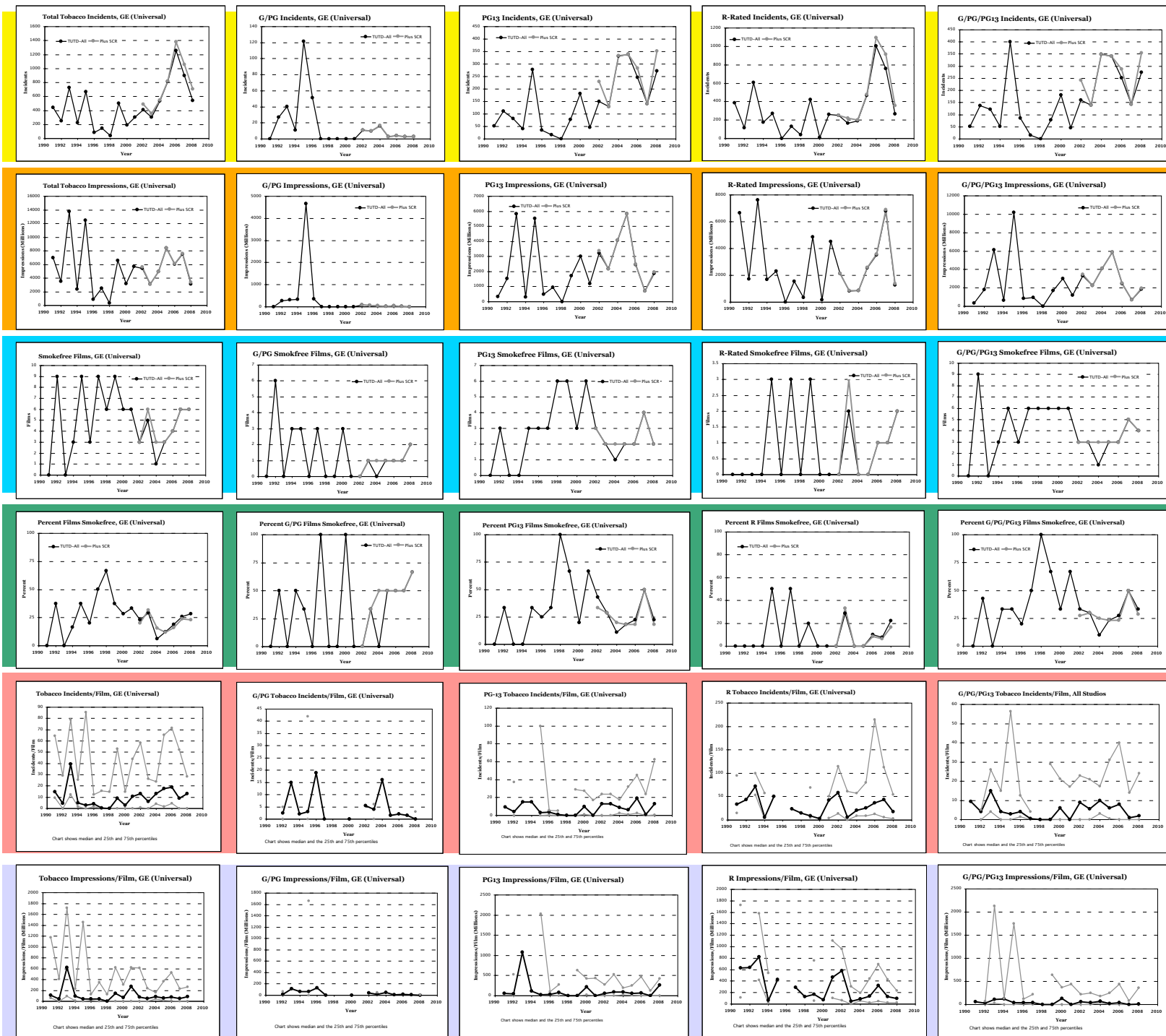
Life (1999) R

Ride with the Devil (1999) R

Virus (1999) R

SOURCES: imdbPro.com, screenit.com, scenesmoking.org

For additional charts and methodology, see Titus, K. et al. (2009) Smoking Presentation Trends in U.S. Movies 1991-2008.



Available at <http://repositories.cdlib.org/ctcre/tcpmus/Movies2008>