

## **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 between Dec. 24, 1998, and December 24, 2007 (includes USA Films). Grouped by year, by PG/PG-13 or R rating, alphabetically within groups. Movies with tobacco imagery are **boldface**.

### **UNIVERSAL'S 9-YEAR RECORD, 1999-2007**

- MOVIES PRODUCED AND/OR DISTRIBUTED: 177
    - YOUTH-RATED (G/PG/PG-13): 94 (53%)
  - MOVIES WITH SMOKING: 141 (80%)
    - R-RATED WITH SMOKING: 92% (76 of 83)
    - YOUTH-RATED WITH SMOKING: 69% (65 of 94)
      - PG-13 WITH SMOKING: 72% (58 of 80)
      - PG WITH SMOKING: 46% (6 of 13)
      - G WITH SMOKING: 100% (1 of 1)
  - OF UNIVERSAL'S SMOKING MOVIES, 46% WERE YOUTH-RATED
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### **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