

MEDIA GROUP: VIACOM

Survey includes: All live-action, English-language, US-produced theatrical features grossing at least \$500,000 produced and/or distributed by Viacom subsidiaries. (Includes DreamWorks in 2006-7.) Listed by year, by G/PG/PG-13 or R rating, alphabetically within groups. Movies with tobacco imagery are **boldface**.

VIACOM'S 10-YEAR RECORD, 1999-2008

- MOVIES PRODUCED AND/OR DISTRIBUTED: 156
 - YOUTH-RATED (G/PG/PG-13): 89 (57%)
 - MOVIES WITH SMOKING: 120 (77%)
 - R-RATED WITH SMOKING: 88% (59 of 67)
 - YOUTH-RATED WITH SMOKING: 69% (61 of 89)
 - PG-13 WITH SMOKING: 77% (58 of 75)
 - PG WITH SMOKING: 21% (3 of 14)
 - [No G-rated live-action releases in survey period.]
 - OF VIACOM'S SMOKING MOVIES, 51% WERE YOUTH-RATED
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YEAR: 2008

SMOKING OVERALL: 68% (13 of 19)
SMOKING YOUTH-RATED: 64% (9 of 14)
SMOKING R-RATED: 80% (4 of 5)
OF SMOKING MOVIES, 69% WERE YOUTH-RATED

Kung Fu Panda (2008) PG
Madagascar: Escape 2 Africa (2008) PG
Spiderwick Chronicles, The (2008) PG
Cloverfield (2008) PG-13
Eagle Eye (2008) PG-13
Curious Case of Benjamin Button, The (2008) PG-13
Drillbit Taylor (2008) PG-13
Duchess, The (2008) PG-13
Ghost Town (2008) PG-13
Indiana Jones and...Chrystal Skull (2008) PG-13
Iron Man (2008) PG-13
Love Guru, The (2008) PG-13
Shine a Light (2008) PG-13
Son of Rambow (2008) PG-13

Ruins, The (2008) R
Stop-Loss (2008) R
Tropic Thunder (2008) R
Defiance (2008) R
Strange Wilderness (2008) R

YEAR: 2007

SMOKING OVERALL: 76% (16 of 21)
 SMOKING YOUTH-RATED: 58% (7 of 12)
 SMOKING R-RATED: 100% (9 of 9)
 OF SMOKING MOVIES, 44% WERE YOUTH-RATED

Bee Movie (2007) PG

Beowulf (2007) PG-13

Blades of Glory (2007) PG-13

Disturbia (2007) PG-13

Freedom Writers (2007) PG-13

Hot Rod (2007) PG-13**Kite Runner, The (2007) PG-13****Next (2007) PG-13****Norbit (2007) PG-13**

Shrek the Third (2007) PG

Stardust (2007) PG-13

Transformers (2007) PG-13

Black Snake Moan (2007) R**Heartbreak Kid, The (2007) R****Into the Wild (2007) R****Margot at the Wedding (2007) R****Mighty Heart, A (2007) R****Shooter (2007) R****Sweeney Todd: The Demon Barber of Fleet Street (2007) R****Things We Lost in the Fire (2007) R****Zodiac (2007) R****YEAR: 2006**

SMOKING OVERALL: 75% (9 of 12)
 SMOKING YOUTH-RATED: 57% (4 of 7)
 SMOKING R-RATED: 100% (5 of 5)
 OF SMOKING MOVIES, 44% WERE YOUTH-RATED

Dreamgirls (2006) PG-13

Failure to Launch (2006) PG-13

Last Holiday (2006) PG-13**Mission: Impossible III (2006) PG-13**

Nacho Libre (2006) PG

She's the Man (2006) PG-13

World Trade Center (2006) PG-13**Ask the Dust (2006) R****Babel (2006) R****Jackass 2 (2006) R**

Last Kiss, The (2006) R
Match Point (2006) R

YEAR: 2005

SMOKING OVERALL: 86% (12 of 14)
 SMOKING YOUTH-RATED: 78% (7 of 9)
 SMOKING R-RATED: 100% (5 of 5)
 OF SMOKING MOVIES, 58% WERE YOUTH-RATED

Aeon Flux (2005) PG-13
Bad News Bears (2005) PG-13
Coach Carter (2005) PG-13
Elizabethtown (2005) PG-13
Sahara (2005) PG-13
The Honeymooners (2005) PG-13
The Longest Yard (2005) PG-13 *(with Sony)*
 War of the Worlds (2005) PG-13
Yours, Mine and Ours (2005) PG-13 *(with Sony)*

Brokeback Mountain (2005) R *(with GE)*
Four Brothers (2005) R
Get Rich or Die Tryin' (2005) R
Hustle & Flow (2005) R
The Weatherman (2005) R

YEAR: 2004

SMOKING OVERALL: 67% (12 of 18)
 SMOKING YOUTH-RATED: 50% (5 of 10)
 SMOKING R-RATED: 88% (7 of 8)
 OF SMOKING MOVIES, 42% WERE YOUTH-RATED

Against the Ropes (2004) PG-13
 Lemony Snicket (2004) PG *(with DreamWorks)*
 Mean Girls (2004) PG-13
 Napoleon Dynamite (2004) PG *(with News Corp.)*
Paycheck (2004) PG-13 *(with DreamWorks)*
Perfect Score (2004) PG-13
 Sky Captain and the World of Tomorrow (2004) PG
Stepford Wives (2004) PG-13 *(with DreamWorks)*
 The Prince and Me (2004) PG *(with Lions Gate)*
Without a Paddle (2004) PG-13

Alfie (2004) R
 Collateral (2004) R *(with DreamWorks)*
Man on Fire (2004) R *(with News Corp.)*

Mean Creek (2004) R
Suspect Zero (2004) R
Team America: World Police (2004) R
The Manchurian Candidate (2004) R
Twisted (2004) R

YEAR: 2003

SMOKING OVERALL: 82% (9 of 11)
 SMOKING YOUTH-RATED: 75% (6 of 8)
 SMOKING R-RATED: 100% (3 of 3)
 OF SMOKING MOVIES, 67% WERE YOUTH-RATED

Core (2003) PG-13
Dickie Roberts (2003) PG-13
Fighting Temptations (2003) PG-13
How to Lose a Guy in 10 Days (2003) PG-13
 Lara Croft: Cradle of Life (2003) PG-13
School of Rock (2003) PG-13
The Italian Job (2003) PG-13
 Timeline (2003) PG-13

Beyond Borders (2003) R
Hunted (2003) R
Marci X (2003) R

YEAR: 2002

SMOKING OVERALL: 62% (10 of 16)
 SMOKING YOUTH-RATED: 67% (7 of 11)
 SMOKING R-RATED: 60% (3 of 5)
 OF SMOKING MOVIES, 70% WERE YOUTH-RATED

Abandon (2002) PG-13
 Clockstoppers (2002) PG
 Crossroads (2002) PG-13
Extreme Ops (2002) PG-13
Four Feathers (2002) PG-13 *(with Disney)*
K-19: The Widowmaker (2002) PG-13
Orange County (2002) PG-13
Serving Sara (2002) PG-13
 Star Trek: Nemesis (2002) PG-13
Sum of All Fears (2002) PG-13
The Hours (2002) PG-13 *(with Disney)*

Changing Lanes (2002) R
Iris (2002) R *(with Disney)*

Jackass (2002) R

Narc (2002) R

We Were Soldiers (2002) R

YEAR: 2001

SMOKING OVERALL: 94% (15 of 16)

SMOKING YOUTH-RATED: 100% (9 of 9)

SMOKING R-RATED: 86% (6 of 7)

OF SMOKING MOVIES, 60% WERE YOUTH-RATED

Crocodile Dundee in L.A. (2001) PG

Domestic Disturbance (2001) PG-13

Down to Earth (2001) PG-13

Hard Ball (2001) PG-13

Lara Croft: Tomb Raider (2001) PG-13

Pootie Tang (2001) PG-13

Rat Race (2001) PG-13

Save the Last Dance (2001) PG-13

Zoolander (2001) PG-13

Along Came a Spider (2001) R

Enemy at the Gates (2001) R

My First Mister (2001) R

Score (2001) R

Sidewalks of New York (2001) R

The Gift (2001) R

Vanilla Sky (2001) R *(with Artisan)*

YEAR: 2000

SMOKING OVERALL: 93% (13 of 14)

SMOKING YOUTH-RATED: 80% (4 of 5)

SMOKING R-RATED: 100% (9 of 9)

OF SMOKING MOVIES, 31% WERE YOUTH-RATED

Mission: Impossible 2 (2000) PG-13

Next Best Thing (2000) PG-13

Passion of Mind (2000) PG-13

Snow Day (2000) PG

What Women Want (2000) PG-13

Angela's Ashes (2000) R *(with Universal)*

Bless the Child (2000) R

Lucky Numbers (2000) R

Rules of Engagement (2000) R

Shaft (2000) R

The Ladies Man (2000) R
Virgin Suicides (2000) R
Wonder Boys (2000) R
You Can Count on Me (2000) R

YEAR: 1999

SMOKING OVERALL: 73% (11 of 15)
 SMOKING YOUTH-RATED: 75% (3 of 4)
 SMOKING R-RATED: 73% (8 of 11)
 OF SMOKING MOVIES, 28% WERE YOUTH RATED

A Civil Action (1999) PG-13 *(with Disney)*
The Out-of-Towners (1999) PG-13
 Runaway Bride (1999) PG *(with Disney)*
Superstar (1999) PG-13

200 Cigarettes (1999) R
Bringing Out the Dead (1999) R *(with Disney)*
Double Jeopardy (1999) R
Election (1999) R
Payback (1999) R
 Sleepy Hollow (1999) R
Sunshine (1999) R
The General's Daughter (1999) R
The Talented Mr. Ripley (1999) R *(with Disney)*
 The Wood (1999) R
 Varsity Blues (1999) R

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

