

GUESS WHO PUT 96% LESS SMOKING IN KID-RATED MOVIES?

Disney? That's probably a gimme.

But did you include **Warner Bros.** and **Universal**? In 2005, these three major studios accounted for nearly half of all the tobacco in G/PG/PG-13 movies. In 2010, it was only 1%

That's the good news reported by the US Centers for Disease Control and Prevention last week. The bad news?

Years after learning that movies with smoking physically harm hundreds of thousands of adolescents, **Paramount**, **Fox** and **Sony** didn't perform even half as well, on average.

Their kid-rated movies are still delivering billions of tobacco impressions.

The bottom line: Half of MPAA studios have demonstrated how smoothly an R-rating for tobacco will work. The other half prove why the R-rating for tobacco is so urgently needed.

But don't take our word for it. Download the CDC's report on why we're only part way home on movie smoking — and how the R-rating and reforming film subsidies will protect Hollywood's single biggest audience.

Download: cdc.gov/mmwr/PDF/wk/mm6027.pdf

Decode: Company A=Time Warner, B=Comcast, C= Disney,
D=Viacom, E=News Corporation, F=Sony, I=Independents



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