

# What difference has MPAA's rating announcement made? *Youth-rated movies are more dangerous than before.*

In the five months since the MPAA announced that it was "considering" all smoking in its film ratings, what exactly has happened?

**70 percent of tobacco impressions were delivered by kid-rated films.**

Since the MPAA's announcement on May 10, top box office films have delivered at least *6.5 billion* tobacco impressions to theater audiences of all ages. More than 70 percent have come from youth-rated movies; 60% from films rated PG-13.

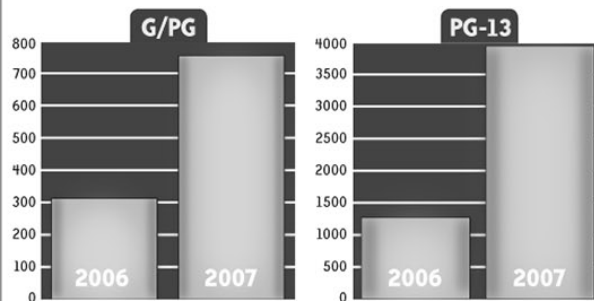
**PG-13 films delivered three times more tobacco impressions than last year.**

Since May, G/PG films delivered twice the tobacco impressions and PG-13 movies triple the number delivered in comparable periods *before* the MPAA's announcement.

While the MPAA said it "may" up-rate movies for smoking, in practice it up-rated just one movie for tobacco imagery in this period—from G to PG.

Nor has the MPAA applied its tobacco ratings in a way parents can rely upon. The PG-13 for *December Boys* (Time Warner) gave "underage...smoking" as a reason. The PG-13 for *The Simpsons Movie* (News Corp.) said nothing.

MILLIONS OF TOBACCO IMPRESSIONS DELIVERED MAY-OCTOBER BY TOP BOX OFFICE FILMS RATED...



TOP BOX OFFICE G/PG films released May-October 2007 delivered an estimated 754 million tobacco impressions, twice the impressions in the same months of 2006. PG-13 films delivered 3.99 billion impressions, three times the number a year ago, before the MPAA announcement.



*Hairspray* (PG, 2007) featured more smoking than *Hairspray* (PG, 1988)

**The MPAA rejected the real rating policy that would reduce teen exposure and save lives: R-rate future smoking.**



OF 25 KID-RATED FILMS with tobacco released May-October, these three carried the new MPAA tobacco descriptors. Another film that went straight to video was up-rated from G to PG.

Every month without the R-rating means five thousand more tobacco deaths in the U.S. alone.

Health authorities condemn the MPAA's present rating scheme as a "placebo" policy. But Hollywood knows better than anyone else the difference between real and fake.

Who do you think is blocking real change? Who wants to keep tobacco in G/PG/PG-13 movies?

Read the full ratings review at [SmokeFreeMovies.ucsf.edu](http://SmokeFreeMovies.ucsf.edu)

