Tobacco Depictions Data 2017
WarnerMedia
Tobacco Depictions Over Time

Tobacco Depictions in Films Produced or Distributed by WarnerMedia Studios¹

July 2005: Tobacco depiction policy adopted
97% reduction in total incidents in youth rated films since implementation of policy

The 14 tobacco depictions in 2017 occurred in 3 films.
The 14 tobacco depictions occurred in 3 youth-rated films (out of 19 total) produced or distributed by the studios in the U.S. in 2017.

The 3 youth-rated films were:

Dunkirk (PG-13), which contained 2 depictions
Wonder Woman (PG-13), which contained 5 depictions
Kong: Skull Island (PG-13), which contained 7 depictions