

## APPENDIX

Recommendations contained in the report, "What is Hollywood Hiding?"  
University of California, San Francisco, April 2020  
<https://escholarship.org/uc/item/3pw661mg>

- End tobacco depictions in new media products that have a reasonable expectation of attracting 15 percent or more of their audience from the age group 2-20, with only two possible exceptions:
  - 1) portrayals of nonfictional historical figures for whom tobacco use is an important piece of accurate portrayal (not including invented or composite characters or background actors) and
  - 2) realistic depictions of the serious health consequences from tobacco and nicotine use.
  
- End tobacco brand display or mention of tobacco brand names in any new media product.
  
- Require each of the credited producers of a media product with any tobacco or nicotine presence to file an affidavit (if true) that no one associated with any phase of the media production entered into any agreement or received any consideration in regard to the tobacco or nicotine depiction.
  
- Require a strong anti-tobacco spot (not one produced by a tobacco company or its proxy) to show immediately before any media product depicting the use of a tobacco product or nicotine device, whether in a theater or on another platform.
  
- For any media product depicting tobacco or nicotine use, post a plain-language warning, such as "Smoking on screen harms young viewers" on all promotional material and selection windows, prior to transactions, and at point-of-purchase, in all markets and on all platforms, regardless of age-classification.
  
- Support the addition of tobacco and nicotine as adult/mature rating factors for media productions submitted for ratings on or after July 1, 2021, in Motion Picture Association (R rating) and TV Parental Guidelines (TV-MA rating) regimes.
  
- Support development of uniform parental control interfaces and standards across platforms and video display hardware, after iterative consumer testing, and annually report (publicly) anonymized data on the number of account holders opting into its parental controls and the average duration of use.
  
- Enable on-demand account holders to block tobacco and nicotine content specifically, regardless of rating.

- Annually report (publicly) anonymized data on the youth (ages 2-20) component of theatrical, network and on-demand audiences for movies and TV programs with any tobacco or nicotine content created or carried by this company; the repository of this data to be determined.