

Tobacco Depiction Policy

Warner Media, LLC firmly believes in freedom of expression and actively supports the creative vision of producers, writers, directors, actors and others involved in making feature films. Consistent with this belief, Warner Media's film studios, Warner Bros. Pictures and New Line Cinema (together, the "Studios"), work closely with creative talent to produce and distribute for theatrical release feature films that appeal to a wide array of audiences. At the same time, the Studios strive to produce and distribute feature films in a responsible manner and remain sensitive to public concerns, industry practices and public health regulations and research in this area as they develop and change over time. Accordingly, the Studios endeavor to reduce or eliminate the depiction of smoking and tobacco products/brands in their feature films, unless there is a compelling creative reason for such depictions. The Studios' practices currently include the following:

1. The Studios do not enter into any product placement or promotion arrangements with respect to tobacco products/brands for any theatrical feature film they produce and distribute in the United States.
2. The Studios endeavor to reduce or eliminate depictions of smoking and tobacco products/brands in any theatrical feature film produced and distributed in the United States that is expected to be rated "G", "PG" or "PG-13", unless (a) the depiction involves a character who is a literary or an actual historical figure known to have used tobacco products; (b) the depiction is otherwise warranted for reasons of compelling literary or historical accuracy; or (c) the depiction is part of a conspicuous anti-smoking reference. Even within these three categories, the Studios consider ways to reduce depictions of smoking and tobacco.
3. The Studios endeavor to reduce or eliminate depictions of smoking and tobacco products/brands in any theatrical feature film produced and distributed in the United States that is expected to be rated "R", unless there are compelling creative reasons for such depictions.
4. For any feature film produced by the Studios for theatrical release outside the United States or where the Studios' influence over the content of any feature film is limited (such as a film co-produced by the third parties or films produced by third parties and only distributed by the Studios), the Studios discourage the depiction of smoking when they believe it is appropriate to do so.

Adopted July 2005; revised October 2018