

The rating says PG What does the screen say?

AI reveals alcohol exposure in 1373 Australian movies

Why look beyond rating?

Parents often rely on movie ratings and consumer advice to decide what is suitable for kids. But ratings do not warn about alcohol.

Movies help shape what young viewers consider normal¹. Alcohol is common across movies², and greater exposure to movie alcohol is linked with drinking among young people³.

In a society that aims to reduce alcohol harm, we should not ignore the role of movie content in normalising drinking.

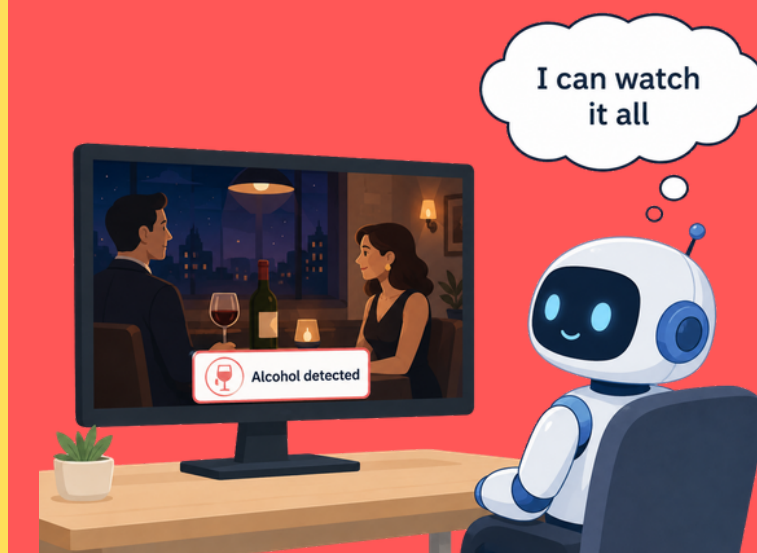


What limit us?

Researchers must watch every movie and record each alcohol scene by hand—but as new movies are released every day, can humans really watch it all?

What did we do?

We built an artificial intelligence system that watched 1373 Australian movies and identified when, where, and for how long alcohol appeared, much faster than humans^{4,5}.

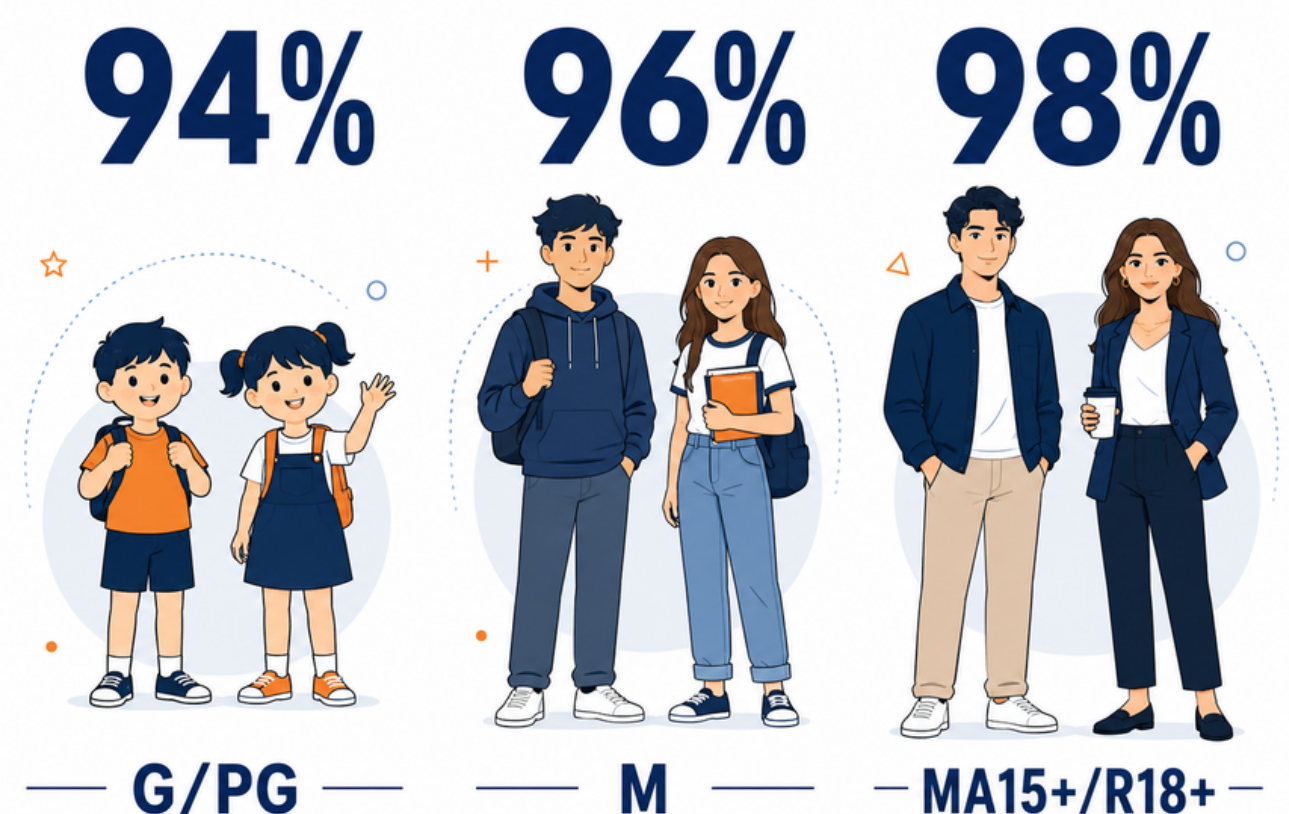


What did the screen reveal?

96.5%
of movies contained alcohol

5 minutes
of alcohol per movie

Even kids are not safe!!!



Not a single movie has alcohol specific consumer advice

What does this mean?

Alcohol is extremely common across movies, even in kids' movies. But ratings do not clearly warn families about it.

To reduce alcohol harm, we must question the screen culture that makes drinking look normal.

What is next?

Make alcohol visible in the rating, not just on the screen. Enable parental control filters, browser plugins⁶, and use AI movie alcohol monitoring.



For further information

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