

Table S1. Summary of the 30 Spanish films

Release Year (in Spain)	Original title	Film Genre	Running time	Audience	Film rating	% Spanish production	Viewing platform for the study
2005	7 Vírgenes	Drama	88	972,474	18	100	Library
2005	Camarón	Drama (biopic)	119	618,833	13	100	Library
2005	El penalti más largo del mundo	Comedy	111	1,054,421	13	100	Filmin
2005	Fragile	Horror	99	554,312	13	80	Filmin
2005	Habana Blues	Musical	119	624,501	13	68	Library
2005	The secret life of words	Drama	118	510,711	13	100	HBO
2005	Los 2 lados de la cama	Comedy	112	682,309	18	100	Amazon Prime
2005	Princesas	Drama	117	1,168,446	18	100	Filmin
2005	Tapas	Comedy	87	735,317	7	70	Library
2005	Torrente 3	Comedy	96	3,573,065	18	100	Movistar Plus
2010	Biutiful	Drama	150	409,930	12	45	Library
2010	Buried	Thriller	95	377,597	16	100	Library
2010	You Will Meet a Tall Dark Stranger	Comedy	98	697,946	G	50	Filmin
2010	Entrelobos	Drama	115	424,883	G	80	Filmin
2010	Lope	Drama	108	601,166	G	77.5	Library
2010	Los ojos de Julia	Thriller	111	1,088,368	16	100	Library
2010	Pájaros de papel	Comedy	125	339,210	7	100	Library
2010	Que se mueran los feos	Comedy	109	1,127,131	7	100	Amazon Prime
2010	Tensión sexual no resuelta	Comedy	93	334,287	13	100	Library
2010	Tres metros sobre el cielo	Drama	118	1,331,895	12	100	Library
2015	Ahora o nunca	Comedy	86	1,398,013	12	100	Netflix
2015	Anacleto: Agente secreto	Comedy	87	415,716	16	100	Netflix
2015	El desconocido	Thriller	98	484,479	12	100	Netflix
2015	Extinction	Thriller	108	348,584	16	80	Library
2015	Mi gran noche	Comedy	93	476,021	12	100	Amazon Prime
2015	Ocho apellidos catalanes	Comedy	107	5,069,757	7	100	Netflix
2015	Palmeras en la nieve	Drama	163	731,386	16	100	Netflix
2015	Perdiendo el norte	Comedy	102	1,657,171	7	100	HBO
2015	Regresión	Thriller	106	1,437,155	12	58	Amazon Prime
2015	Truman	Drama	103	500,487	12	80	Filmin

Table S2. Description of social context categories for onscreen smoking.

Category	Definition
<i>Defiance</i>	The character uses or justifies his/her use of tobacco as questioning social institutions.
<i>Social acceptance</i>	The character uses or justifies his/her use of tobacco as a mechanism for exchanging peer-to-peer experiences.
<i>Smoking policy environment</i>	The character uses or justifies his/her use of tobacco because many others do or because it is a cultural tradition in their family environment or friendships.
<i>Identity</i>	The character uses or justifies his/her use of tobacco as an element to project an ideal image, associating glamour, charm, success, or power to his image or to identify with people or characters he/she admires.
<i>Habit</i>	The character uses or justifies his/her use of tobacco as a custom sign or because of his/her addition to it.
<i>Pleasure</i>	The character uses or justifies his/her use for pleasure or amusement, even to deal with stress or frustrating situations.