

Republic of the Philippines
HOUSE OF REPRESENTATIVES
Quezon City, Metro Manila

FIFTEENTH CONGRESS

Second Regular Session

House Bill No. 6228



Introduced by HON. EMI G. CALIXTO-RUBIANO

EXPLANATORY NOTE

Watching movies continue to be a dominant and preferred venue for people who, at an instant, decide to unwind or relax with their love ones, or even for those who simply want to hang out in an attempt to evade the torment of traffic congestion on his way home. It is still acclaimed as one of the cheapest forms of entertainment. Whatever the reasons may be, it is still an undeniable fact that watching movies continues to be a favorite past-time in this country. Aside from the fact that it is relatively cheaper, movies can be readily available to anyone and practically, at anytime of the day.

In the recent influx of tourists' arrivals in our country, it has become revealing that our foreign friends are here not only for the natural wonders that our islands can offer, but significantly, many of them are also interested in the history and culture of our people. This is why many of the travel agencies offering package trips make it a point to include historical sites and shopping malls, among others, as part of the menu-destinations. Many of us may still be unaware that four among the top ten biggest shopping malls in the world are located in the Philippines. As we all know, included in the structural designs of these malls are at least six to twelve cinemas ready to cater both foreign and local films.

Parenthetically, it has been an accepted notion that films, just like multi-media, are among the more effective vehicles to showcase relevant information about our history and culture. In fact, many of our foreign guests were commonly seen watching local films together with Filipino "chaperons" acting as interpreters. Notably, their numbers are continuously increasing, especially with the advent of larger Korean and Chinese arrivals. Interestingly, many of them have opted to stay in the Philippines for some time, both for our culture and to learn the English language, interestingly enough.

However, there are some common sentiments pertaining to local movies which were gathered from these people who, considerably, have already learned to adopt our culture. Many of them are interested to watch our local films but do not have the luxury of having a "chaperon" at all times. This is where the hindrance comes in.

This bill could be the answer. It is aimed at assisting our foreign guests to enjoy the privilege of watching our local films without having to worry about the problem of translation. This act will specifically require all local movie production outfits to produce at least one (1) in every five (5) films of the same title which are to be distributed to the major shopping malls and other prominent cinema outlets with English subtitles.

In this regard, we are offering our guests not only the opportunity to have a glimpse of what we can offer in terms of entertainment, but also the window to showcase our culture and some of our tourists spots as may be shown in the film. More importantly, this will boost the local film industry's competitiveness in the international market, not only benefiting the local film industry but also our culture in general.

The early approval of this measure is earnestly requested.



HON. EMI CALIXTO-RUBIANO
Lone District of Pasay City

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**AN ACT REQUIRING ALL LOCAL MOVIE PRODUCERS TO PROVIDE
ENGLISH SUBTITLES ON AT LEAST ONE (1) OF EVERY FIVE (5) COPIES
OF FILMS PRODUCED WHICH ARE INTENDED TO BE SHOWN AND/OR
CIRCULATED IN THE MAJOR SHOPPING MALLS AND OTHER
PROMINENT CINEMA OUTLETS IN THE COUNTRY.**

*Be it enacted by the Senate and the House of Representatives of the Philippines in
Congress assembled:*

Section 1. Nature and Scope of Coverage. - This Act shall cover all films which were produced locally or abroad containing Filipino language/dialogue, either entirely or in part, and which are intended to be circulated in the major shopping malls and other prominent cinema outlets in the country.

Section 2. - All local movie producers are hereby required to have at least one (1) in every five (5) copies of the Filipino films they produce to have English subtitles especially those that will be shown or circulated in the major shopping malls and other prominent cinema outlets in this country.

Section 3. - Implementing Rules and Regulations. - The Film Development Council of the Philippines (FDCP) shall implement and shall issue such rules and regulations as may be necessary to carry out the purpose of this Act.

Section 4. - Separability Clause. - If any provision or part hereof, is held invalid or unconstitutional, the remainder of the law or the provision not otherwise affected shall remain valid and subsisting.

Section 5. - Repealing Clause. - Any law, presidential decree or issuance, executive order, letter of instruction, administrative order, rule or regulation contrary to or inconsistent with, the provisions of this Act is hereby repealed, modified, or amended accordingly.

Section 6. - Effectivity. - This Act shall take effect fifteen (15) days after its publication in the Official Gazette or in at least two (2) newspapers of general circulation.

Approved,