

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

Nineteenth Congress
First Regular Session

HOUSE BILL NO. 345



Introduced by Rep. DANILO RAMON S. FERNANDEZ

EXPLANATORY NOTE

The 1987 Philippine Constitution provides that "The State shall give priority to education, science and technology, *arts, culture*, and sports to foster patriotism and nationalism, accelerate social progress, and promote total human liberation and development" (Article II, Section 17, *italics supplied*).

Movie producers invest a lot of money to produce a movie. It is only fair that they be given the opportunity to get a return on their investment. Unfortunately, local movies tend to lose their competitive edge over major foreign films for a number of reasons.

This bill aims to obligate the State and the movie theatre owners to support our local movie producers by encouraging and motivating them to make more films which, in turn, would create more job opportunities for Filipinos. Further, more local movies produced and shown in theaters would entice younger generations to watch original Filipino films that will foster patriotism and nationalism in them.

To complement the effort of promoting local films through increased screening time, this measure seeks to declare the month of September of every year as the "Philippine Movie Industry Month." This is in line with the official launch in September 2019 of one hundred (100) years of Philippine cinema and also the day (September 12, 1919) when the first Filipino film *DALAGANG BUKID* of Jose Nepomuceno was released in cinemas. To celebrate the occasion, a ten (10)-day national film festival, to be known as the *Pista ng Pelikulang Pilipino*, would also be held annually.

An innovative feature of this bill is the creation of the so-called Box Office Online System and Tracking (BOOST), an electronic monitoring system that publishes in real time the box office numbers of the film industry. Not only intended for tax and other regulatory purposes, this transparency measure is also designed to provide available data in the earnest hope that potential foreign investors might be encouraged to pour money into our local film industry.

In view of the foregoing considerations, the early approval of this bill is fervently requested.

A handwritten signature in black ink, appearing to read 'Danilo Ramon S. Fernandez', with a long horizontal flourish extending to the right.

HON. DANILO RAMON S. FERNANDEZ
Lone District of Santa Rosa City, Laguna

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**AN ACT
REVITALIZING THE PHILIPPINE MOVIE INDUSTRY
THROUGH INCREASED SCREENING TIME IN MOVIE
THEATERS AND OTHER INSTITUTIONAL MEASURES,
PROVIDING FUNDS THEREFOR AND FOR OTHER PURPOSES**

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

SECTION 1. *Short Title.* – This Act shall be known as the “Local
Movies Act.”

SEC. 2. *Declaration of Policy.* – It shall be the policy of the State
to promote and support the development and growth of the local film
industry as an aesthetic and cultural medium for a better understanding
and appreciation of Filipino social values and national identity, and as an
indispensable economic partner in nation-building.

To achieve this end, the State shall formulate and implement
policies and programs to upgrade the art and craft of film-making and
encourage production of films for commercial purposes, intended for

public entertainment, that seek to enhance the quality of life, examine the human and social conditions and contribute to the dignity and nobility of the human spirit.

SEC. 3. Duties and Obligations of Movie Theater Operators. -

Notwithstanding the provision of any law, rules and regulations to the contrary, movie theater operators shall:

(a) Run Movie and Television Review and Classification Board (MTRCB) – approved and rated local movies at the minimum span of five (5) consecutive days to support local movie producers;

(b) Divide theater screening slots between local films and foreign films at the ratio of forty percent (40%) and sixty percent (60%), respectively;

(c) Equally divide movie trailer slots – 50% local film and 50% foreign film movie trailers - prior to the actual film screening of a featured movie; and

(d) Make Fridays as start of movie play dates, instead of Wednesdays, to give local movies a better fighting chance in the box office.

SEC. 4. Creation and Operationalization of the Box Office Online

System and Tracking. – In order to further promote the Philippine movie

industry and in the interest of transparency for tax and other regulatory purposes, the Film Development Council of the Philippines (FDCP) created under Republic Act No. 9167 is hereby mandated to create and administer the Box Office Online System and Tracking (BOOST), an electronic monitoring system that publishes in real time the box office numbers of the film industry. All exhibitors and cinemas are hereinafter required to enroll with BOOST, subject to the implementing rules and regulations to be issued under this Act.

SEC. 5. Declaring September of Every Year as the Philippine Movie Industry Month. – In commemoration of the Centennial celebrations of Philippine cinema in September 2019, the month of September of every year is hereby declared as the Philippine Movie Industry Month. In conjunction thereto, the FDCP shall hold a ten (10)-day national film festival, to be known as the Pista ng Pelikulang Pilipino (PPP), to celebrate the Philippine Movie Industry Month.

SEC. 6. Monitoring and Enforcement. – To attain the objectives of this Act, the FDCP shall:

(a) Adopt a monitoring and reporting system to track violators, and impose fines and penalties for any violation of this Act, with due process;

(b) Cause or initiate criminal or administrative proceedings with the concerned government agencies for violations of this Act; and

(c) Cause the closure or suspension of any theater or cinema in violation of this Act, upon observance of due process.

SEC. 7. *Penalties.* - Any person who violates the provisions of this Act shall be punished with imprisonment of not less than one (1) year but not more than five (5) years or a fine of not less than fifty thousand pesos (P50,000.00) but not more than one hundred thousand pesos (P100,000.00), or both imprisonment and fine at the sound discretion of the Court.

SEC. 8. *Appropriations.* - The amount necessary for the implementation of this Act shall be included in the budget of the FDCP under the annual General Appropriations Act.

SEC. 9. *Implementing Rules and Regulations.* - Within ninety (90) days after the approval of this Act, the FDCP shall issue the necessary rules and regulations for the effective implementation hereof.

SEC. 10. *Separability Clause.* – If any portion of this Act is declared unconstitutional, the same shall not affect the validity and effectivity of the other provisions not so affected.

SEC. 11. *Repealing Clause.* - All laws, decrees, orders, issuances, rules and regulations which are inconsistent with the provisions of this Act are hereby repealed, amended or modified accordingly.

SEC. 12. *Effectivity.* - This Act shall take effect fifteen (15) days after its publication either in the Official Gazette or in two (2) newspapers of general circulation.

Approved,