

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

TWENTIETH CONGRESS
First Regular Session

HOUSE BILL NO. 6406



Introduced by **ANG PROBINSYANO**
Party-List Representative Alfred Delos Santos

EXPLANATORY NOTE

The Philippine film industry has always been a powerful medium for telling the stories of our people, reflecting our struggles, triumphs, and aspirations. Yet, despite its cultural significance, Filipino films continue to face challenges in visibility and support, especially in local cinemas where foreign productions often dominate. This bill seeks to address this imbalance by mandating local cinema and movie houses to provide preferential treatment to Filipino film productions, thereby ensuring that our own narratives are given the space and recognition they deserve. This measure is in line with our advocacy which champions provincial empowerment, cultural preservation, and humane regulation that uplifts marginalized communities. By ensuring that Filipino films are given priority in their own homeland, we strengthen both our creative industries and our collective identity.

Recent achievements in Philippine cinema underscore the urgency and timeliness of this proposal. At the 73rd FAMAS Awards held in August 2025, the documentary *Alipato at Muog* won Best Picture and Best Director, marking only the second time in history that a documentary has been conferred the top prize, while *Mamay: A Journey to Greatness* garnered multiple awards including Best Cinematography and Best Musical Score.

Filipino cinema has also gained international recognition this year, with Lav Diaz's epic *Magellan* premiering at the Cannes Film Festival, alongside Filipino short films *Agapito*, *Ali*, and *Bleat!* screened at the prestigious event. These milestones prove that Filipino filmmakers are globally competitive, capable of producing works that resonate with audiences worldwide.

Similarly, the *CinePanalo Film Festival 2025* showcased the creativity of emerging filmmakers, with strong entries across student shorts and full-length films, proving that Filipino talent continues to thrive despite limited resources. These recognitions demonstrate the global competitiveness and artistic excellence of our filmmakers, who only need stronger institutional support to flourish further.

Looking ahead, the 51st Metro Manila Film Festival (MMFF) will once again take center stage this December 25, 2025, with a diverse lineup of official entries under the theme "*A New Era for Philippine Cinema*." The MMFF remains a vital platform for Filipino films to reach nationwide audiences, especially during the holiday season when families gather to celebrate and watch local movies together. By mandating preferential treatment for Filipino films in cinemas and movie houses, this Act will complement the MMFF's mission and ensure that Filipino stories are not confined to seasonal festivals but are consistently accessible to the public throughout the year.

The passage of this measure will not only strengthen the local film industry but also generate employment, stimulate allied creative sectors, and preserve our cinematic heritage for future generations. More importantly, it will empower Filipino filmmakers from the provinces and marginalized communities, giving them a fair chance to showcase their work and contribute to nation-building through art. In view of the foregoing, the immediate passage of the “Pelikulang Pilipino Act of 2025” is earnestly sought.



ALFRED C. DELOS SANTOS

Representative, Ang Probinsyano Party-List

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**AN ACT MANDATING LOCAL CINEMA AND MOVIE HOUSES TO PROVIDE
PREFERENTIAL TREATMENT TO FILIPINO FILM PRODUCTIONS, AND FOR
OTHER PURPOSES**

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

SECTION 1. *Short Title.* – This Act shall be known as the “Pelikulang Pilipino Act of 2025.”

SECTION 2. *Declaration of Policy.* – It is hereby declared the policy of the State to protect and promote the rights of local creatives, including filmmakers, actors, writers, and other workers in the film industry, and to strengthen the competitiveness of Filipino films vis-à-vis foreign productions. The State recognizes cinema as a vital tool for cultural preservation, national identity, and provincial empowerment, and shall ensure that Filipino stories are given preferential treatment in local movie houses.

SECTION 3. *Coverage.* – This Act shall apply to all cinemas, theaters, movie houses, and other similar establishments where films or comparable media are screened, for a fee, for public consumption.

SECTION 4. *Minimum Screening Rate.* – All cinemas, theaters, and movie houses are hereby mandated to ensure that at least fifty percent (50%) of the films being screened at any given time are Filipino-produced, Filipino-directed, or feature a predominantly Filipino cast.

SECTION 5. *Minimum Run Time.* – All Filipino produced films screened at local cinema, theaters, and movie houses shall be given a run time of not less than one (1) week.

SECTION 6. *Immediate Remittance of Revenue from Movie Tickets.* – Local movie houses are hereby mandated to remit within a period of twenty-one (21) days from the last day of screening the movie producer’s portion in the revenue collected from ticket sales.

SECTION 7. *Penalties.* – The following penalties shall be imposed for violations of this act:

- a. First Offense - Any cinema, theater, or movie house which fails to observe the requirements under Sections 4, 5, and 6 of this Act shall, after due notice and hearing, be punished with a fine of twenty thousand pesos (P20,000.00);
- b. Second Offense - Any cinema, theater, or movie house which fails to observe the requirements under Sections 4, 5, and 6 of this Act, after already having been penalized for a similar violation, shall, after due notice and hearing, be punished with a fine of fifty thousand pesos (P50,000.00); and
- c. Third and Subsequent Offenses - cinema, theater, or movie house which fails to observe the requirements under Sections 4, 5, and 6 of this Act, after already having been penalized for a similar violation two or more times, shall, after due notice and hearing, be punished with a fine of fifty thousand pesos (P100,000.00) as well as the suspension of their license to operate.

In case the cinema, theater and/or movie house is owned by a corporation, partnership, or association, the board of directors, partners, or officers responsible for the act or omission shall be held liable.

SECTION 8. *Implementing Rules and Regulations.* – The Film, Development Council of the Philippines (FDCP), in cooperation with other concerned government agencies, shall formulate the implementing rules and regulations within sixty (60) days from the effectivity of this Act.

SECTION 9. *Appropriations.* – The necessary funds for the implementation of this Act shall be included in the annual appropriations for the Film Development Council of the Philippines (FDCP) and other relevant agencies tasked with supporting Filipino film productions.

SECTION 10. *Separability Clause.* – If any provision of this Act, or part hereof, is held invalid or unconstitutional, the remainder of the law or provision not otherwise affected shall remain valid and subsisting.

SECTION 11. *Repealing Clause.* – All other laws, presidential decrees, orders, and issuances or portions thereof which are inconsistent with the provisions of this Act are hereby repealed, amended or modified accordingly.

SECTION 12. *Effectivity.* This Act shall take effect fifteen (15) days after its publication in the Official Gazette or in a newspaper of general circulation.

Approved,