

HOUSE OF REPRESENTATIVES

RECEIVED

DATE: AUG 29 2019

TIME: 11:09 am

BY: Jorrell

BILLS & INDEX DIVISION

HOUSE BILL NO. 4255

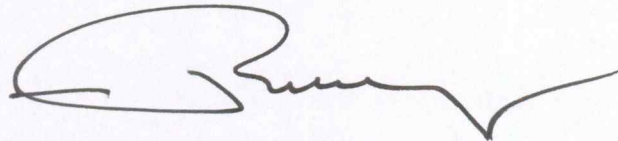
EXPLANATORY NOTE

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 Tracker (BOOST), an electronic monitoring system that publishes in real time the box office numbers of the film industry. At present, there is no system in place that electronically collects and collates data of the Philippine movie industry. BOOST aims to fill that need for an accurate database of the industry performance.

Not only intended for tax purposes, BOOST as a transparency measure is designed to provide available data in the earnest hope that potential foreign investors might be encouraged to pour money into our local film industry. Needless to state, sound film policy also depends upon the availability of accurate and valid data on our movie 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 'Dan S. Fernandez', with a stylized, sweeping flourish at the end.

HON. DAN S. FERNANDEZ
First District of Laguna

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

Eighteenth Congress
First Regular Session

HOUSE BILL NO. 4255

Introduced by Rep. DAN S. FERNANDEZ

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 Tracker.* – 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) established under Republic Act No. 9167 is hereby mandated to create and operate the Box Office-Online System and Tracker (BOOST), an electronic monitoring system that publishes in real time the box office numbers of the film industry. Subject to the implementing rules and regulations to be issued under this Act, all exhibitors and cinemas are hereinafter required to enroll with BOOST and transmit all data as may be prescribed by the FDCP, such as the number of audiences entering a relevant movie theater and the amount of sales of admission tickets, without intentional omission or manipulation.

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,