

## I. FILM DEVELOPMENT COUNCIL OF THE PHILIPPINES

## STRATEGIC OBJECTIVES

## SECTOR OUTCOME

Cultural development

## ORGANIZATIONAL OUTCOME

1. Local Films Quality Upgraded
2. Film Heritage Preserved and Protected

## PERFORMANCE INFORMATION

KEY STRATEGIES

1. Continued implementation of the Sineng Pambansa and Sine ng Masa Programs to revive interest in local films and quality film production through showing of insightful films and holding of film-related workshops to grassroots level of society.
2. Holding of the World Premieres Film Festival and International Film Expo to elevate the status of the Philippine film industry in the international level.
3. Encourage location filming and co-production ventures in the country through new avenues and networks and direct participation in international productions.
4. Generate awareness of the country's film industry and open doors to new learning and technology transfer by partnering with industry players in the conduct of trainings, workshops and on-the-job boot camps.
5. Preserve our cultural heritage in films and other audio-visual medium through the digitization of audio visual holdings and restoration of significant films.
6. Continued implementation of the Cinema Evaluation Program where tax rebate incentives are given to producers of graded films.

<u>ORGANIZATIONAL OUTCOMES (Oos) / PERFORMANCE INDICATORS (PIs)</u>	<u>BASELINE</u>	<u>2017 TARGETS</u>
Local Films Quality Upgraded		
98% of total local film produced graded by the FDCP-CEB	55 films	98%
Promotion of the country as a location site for international film and TV production employment generation increase of 5% by 2017	2,000 jobs	2,100 jobs
Awards received of films co-produced increase by 50% in 2017	10 awards received	50%
Film Heritage Preserved and Protected		
20% of recoverable films shown in mainstream cinemas archived by 2017	200 titles	20%

## GENERAL APPROPRIATIONS ACT, FY 2017

## MAJOR FINAL OUTPUTS (MFOs) / PERFORMANCE INDICATORS (PIs)

## 2017 Targets

## MFO 1: ADMINISTRATION OF FILM TAX INCENTIVE SYSTEM

## Cinema Evaluation Board (CEB)

No. of applications for film rating acted upon	40
No. of incentive payments made (per film)	250
% of film ratings made over the last three (3) years which are overturned on appeal	0%
% of applications for film rating acted upon within three (3) days of receipt	100%
% of incentive payments made within thirty (30) days of receipt of funds from theater/cinema proprietors	99%
No. of inspections/reconciliations carried out	12
No. of theaters and cinemas with two (2) or more detected violations over the last three (3) years as a percentage of the total number of recorded violators	8
% of theaters and cinemas subject to one (1) or more inspections/reconciliations in the last twelve (12) months	95%

## MFO 2: FILM PRESERVATION SERVICES

No. of films restored	2
No. of films managed in archives	28,000
% of persons viewing the preserved films who rate the quality of preservation as good or better	96%
% of change in the stock of films requiring preservation	25%

## MFO 3: FILM INDUSTRY PROMOTION AND DEVELOPMENT SERVICES

No. of promotional events assisted & undertaken	75
% of stakeholders who rate the promotional events as good or better	95%
% of promotional events that commenced within thirty (30) minutes of the scheduled start time	97%

NOTE : Exclusive of Targets funded from other sources, e.g. Special Account in the General Fund.