

## O. MOVIE AND TELEVISION REVIEW AND CLASSIFICATION BOARD

### STRATEGIC OBJECTIVES

#### MANDATE

The Movie and Television Review and Classification Board is both a regulatory and developmental agency. It is empowered to review and classify motion pictures and television programs, and exercise all powers and prerogatives consistent with such functions. In this connection, the Board is tasked to promote an environment which may lead to authentic and responsible self-regulation in the film and television industry. It is also mandated to initiate plans and cooperate with the movie and television industry to improve, upgrade and make viable the said industry as one source of fueling the national economy. Consistent with the constitutional mandate to promote and protect the family, the youth, the disabled, and other sectors of society requiring special attention in the realm of media and entertainment, the present Board strongly desires to empower the Filipino family and each and everyone of its members, including the "kasambahay", to evaluate and intelligently choose media content. Desiring to make the ratings in efficacious reality down to the grassroots level, such that every Juan and Juana can wield the system in evaluating content, the Board intends to animate this mission by promoting a value-oriented media and entertainment culture. Thus, there will be programs, initiatives, processes, activities, and institutional adjustments that will create a sensitive environment in terms of family, children, gender, the disabled, the elderly, the indigenous people, and other concerned sectors of Philippine society.

#### VISION

The Movie and Television Review and Classification Board envisions to be of service to the Filipino public as a Movie and Television regulatory board, not only confined in review and classification but as a prime catalyst of change by helping the Movie and Television industry become globally competitive. The agency recognizes TV and Movie Media as indispensable tools for moral recovery and nation-building.

#### MISSION

The MTRCB, as a Regulatory Board, aims to afford the public exemplary exhibitions of movie and television with the purpose of encouraging production of globally-competitive movies/exhibitions, which should be both entertaining and artistic, in order to raise the standard of art for the general public.

#### KEY RESULT AREAS

Rapid, inclusive and sustained economic growth

#### SECTOR OUTCOME

1. A globally competitive and innovative movie and television industry, through the vision, inspiration, shepherding and guidance of the Board 2. Up-to-date and efficient equipment, resources, and technical knowledge, appropriate development and training for its Board Members, staff and deputies 3. Active collaboration with the stakeholders of the industry

## ORGANIZATIONAL OUTCOME

1. Movie, television and optical media materials are efficiently and effectively reviewed and classified
2. Partnership and collaboration between the Agency and the various stakeholders of the movie and television industries that promotes positive Filipino cultural values are strengthened

## PERFORMANCE INFORMATION

## KEY STRATEGIES

1. Streamlining of, and improving, the review process;
2. Greater stakeholder involvement and community-based engagement to raise public awareness on the movie and television classification system;
3. Intensify the monitoring activities and enforcement functions of the Agency to ensure compliance of the various stakeholders with Presidential Decree No. 1986 and its Implementing Rules and Regulations; and
4. Improve the quality of services through the conduct of trainings and seminars among the officials and employees to enhance knowledge and skills, as well as upgrade equipment and facilities to deliver competent and efficient services.

ORGANIZATIONAL OUTCOMES (Oos) / PERFORMANCE INDICATORS (Pis)	BASELINE	2015 TARGETS
Movie, television and optical media materials are efficiently and effectively reviewed and classified		
No. of movie, television, optical media materials that are reviewed and classified	165,584	80%
Increase in the level of awareness of the Public on the relevance of classification system for movies and television	a. 45	a. 5% decrease in the number of complaints received from public viewers
	b. 45	b. 5% decrease in the number of cases filed for violation of PD 1986 and its implementing rules and regulations
Partnership and collaboration between the Agency and the various stakeholders of the movie and television industries that promotes positive Filipino cultural values are strengthened		
No. of best practices conference between the MTRCB and TV networks, film producers, and other stakeholders on matters dealing with regulatory and developmental function of MTRCB	45	80%
No. of fora, seminars, dialogues, and other dissemination campaign conducted with stakeholders as participants in relation to "Matalinong Panood Para sa Pamilya nina Juan at Juana" campaign of the agency	36	Increase of at least thirty percent (30%) in the number of "Matalinong Panood" activities conducted in CY 2014

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

## 2015 Targets

## MFO 1: REGULATION SERVICES

## Classification and registration

Issuance of value-based age appropriate classification rating based on contemporary cultural Filipino values into G, PG, SPG for television programs and G, PG, R13, R16, R18 for films according to set time table.

170,000

Percentage of items submitted to classification that are acted upon 14 days.

110%

Percentage of applications for license are acted upon within fourteen (14) days.

110%

## Monitoring

Regular conduct of campaign activities.

19/19

Number of registered entities, films, and television programs monitored.

40,000

## Enforcement

Non-adversarial resolution of cases through adoption of self-regulatory measures.

45/45

## Developmental Services

Number of seminars fora, infomercials, and other information dissemination campaign on "Matalinong Panonood"

36

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