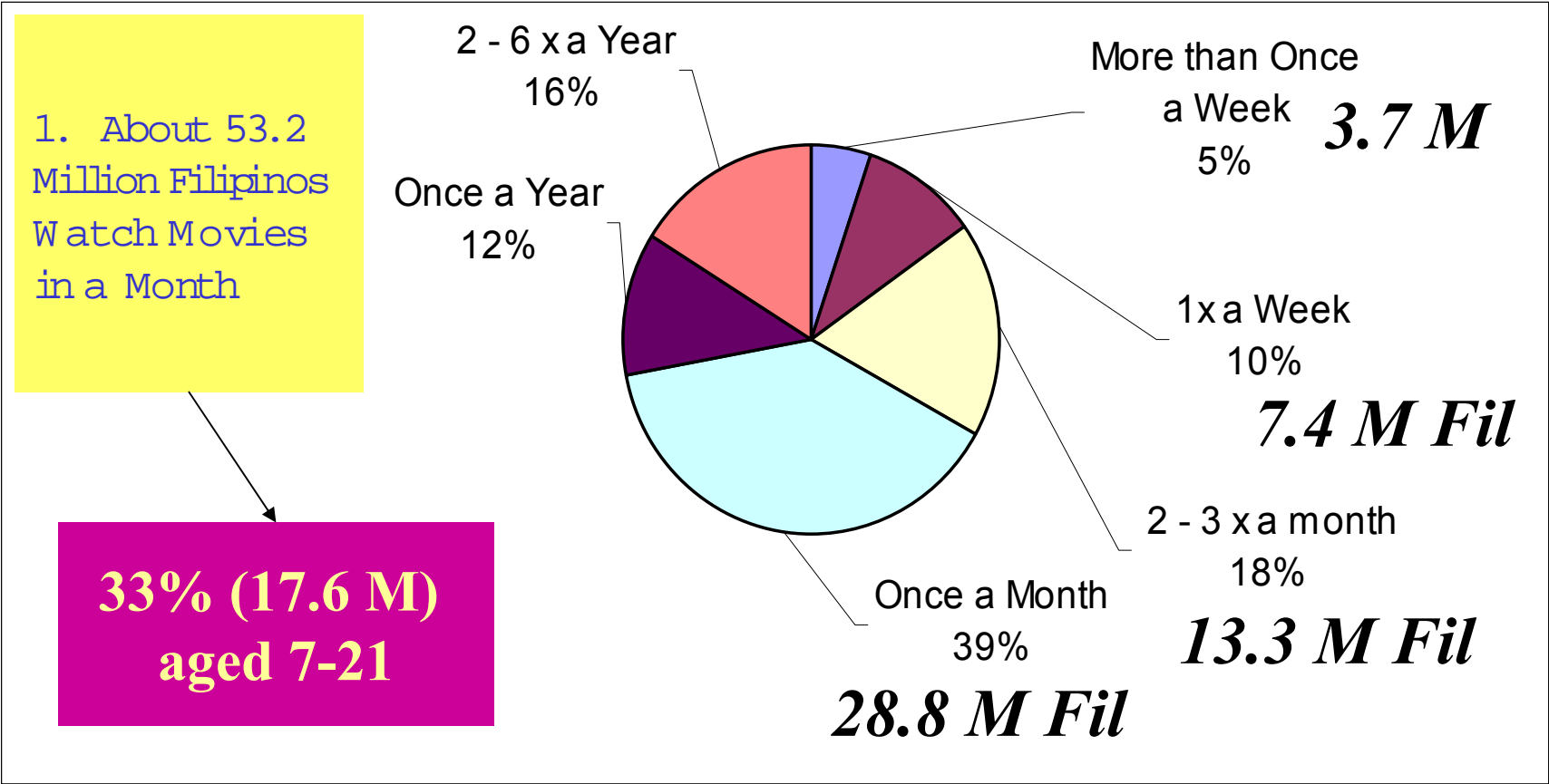
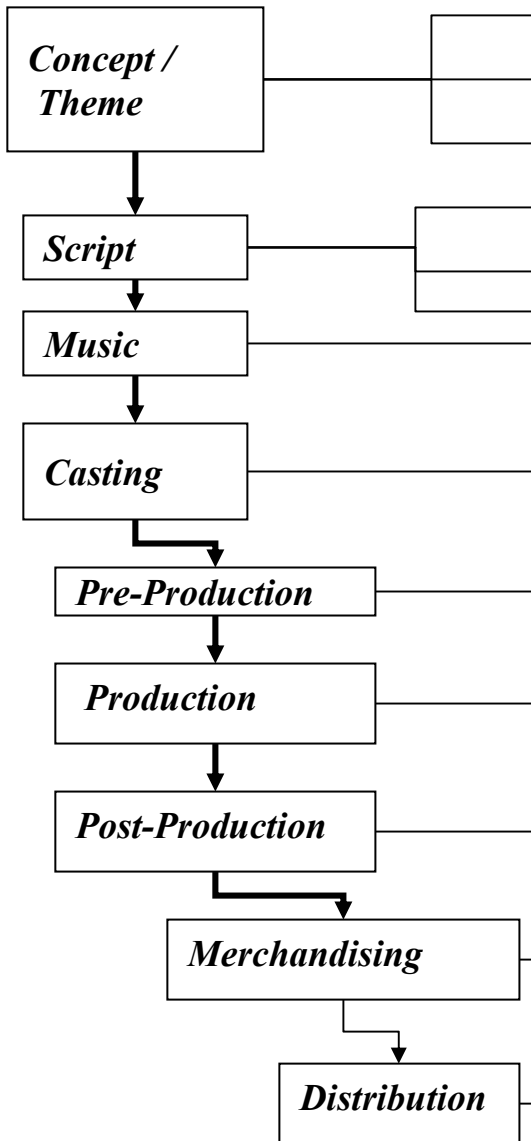


The Film Industry is a Vital Industry



Source: Project Atlantis, PSRC, 2000

2. *Philippine Film Creates A Lot of Jobs*



The Industry
directly employs

about **180,000 employees**
thus affecting...

Close to a million
household members

Philippine Film helps establish Cultural Identity

Gerardo de Leon

- *Diego Silang* (1951)
- *Sisa* (1951)
- *Noli Me Tangere* (1961)
- *El Filibusterismo* (1962)

Lino Brocka

- *Tinimbang Ka Ngunit Kulang* (1974)
- *Maynila Sa Kuko ng Liwanag* (1975)
- *Insiang* (1976)
- *Jaguar* (1979)

Lamberto V. Avellana

- *Anak Dalita* (1956)
- *Badjao* (1957)
- *Kundiman ng Lahi* (1959)
- *Portrait of an Artist as Filipino* (1966)

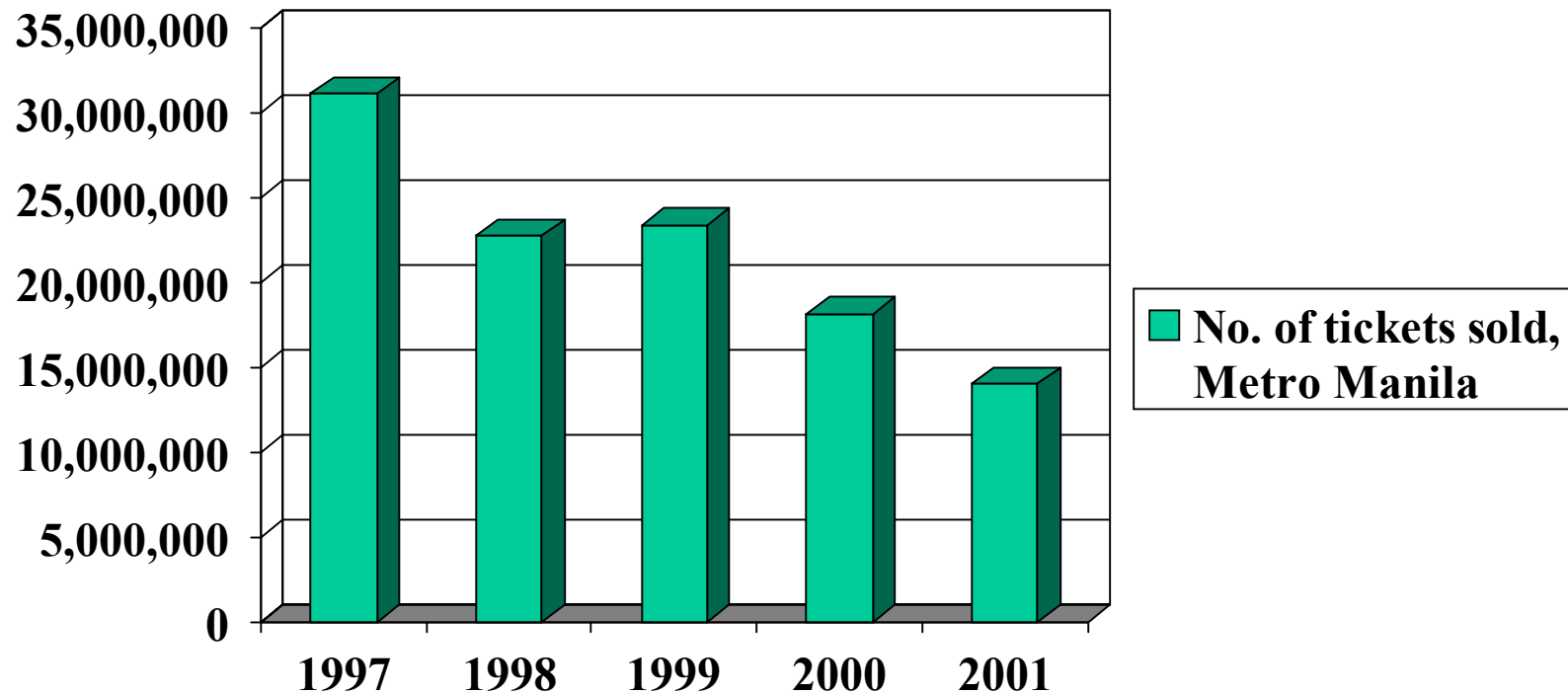
Ishmael Bernal

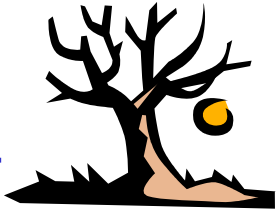
- *Nunal Sa Tubig* (1976)
- *City After Dark* (1980)
- *Himala* (1982)
- *Broken Marriage* (1983)

But ... the Film Industry is Dying



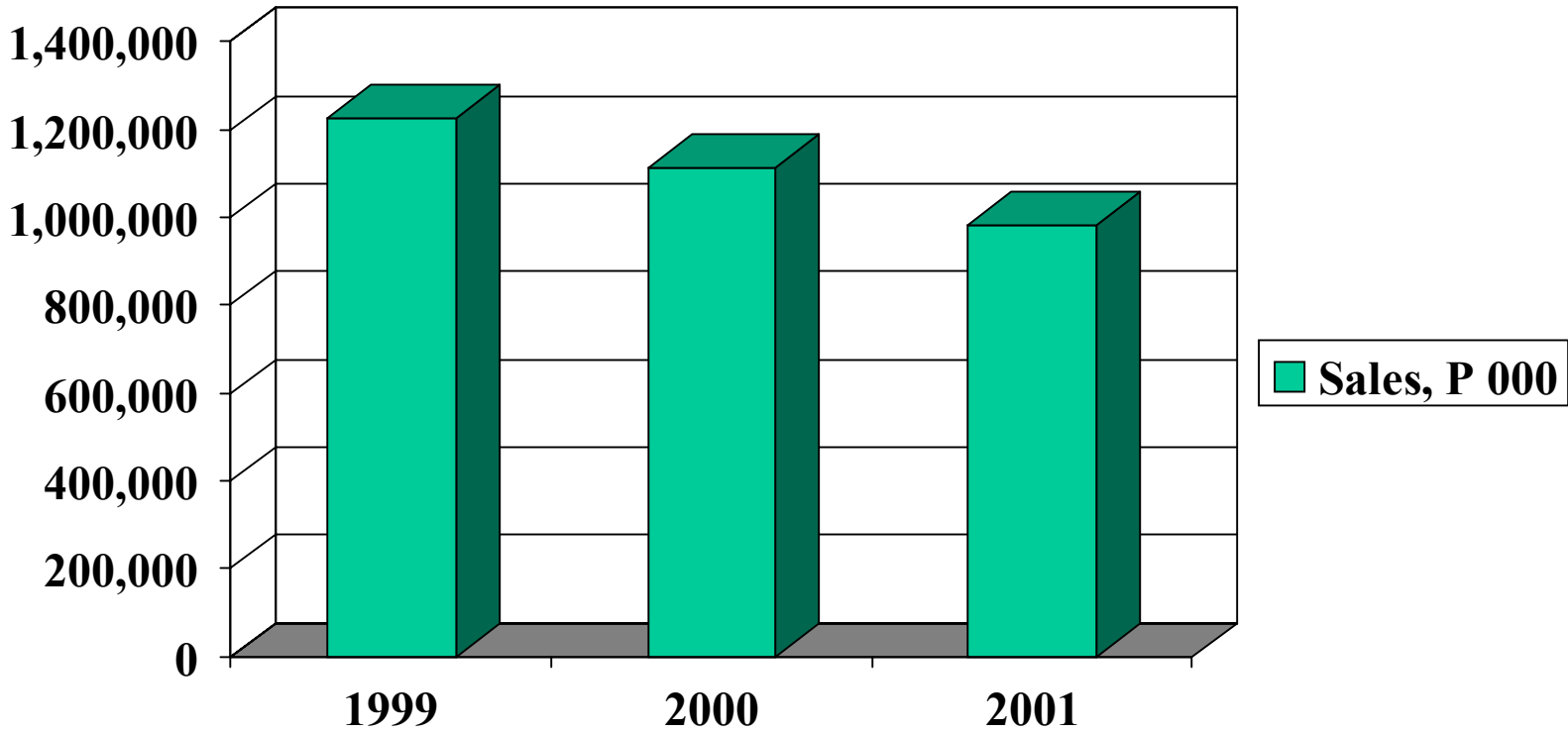
Tickets bought in Metro Manila dropped from 30M in 1997 to 15M in 2001





But ... the Film Industry is Dying

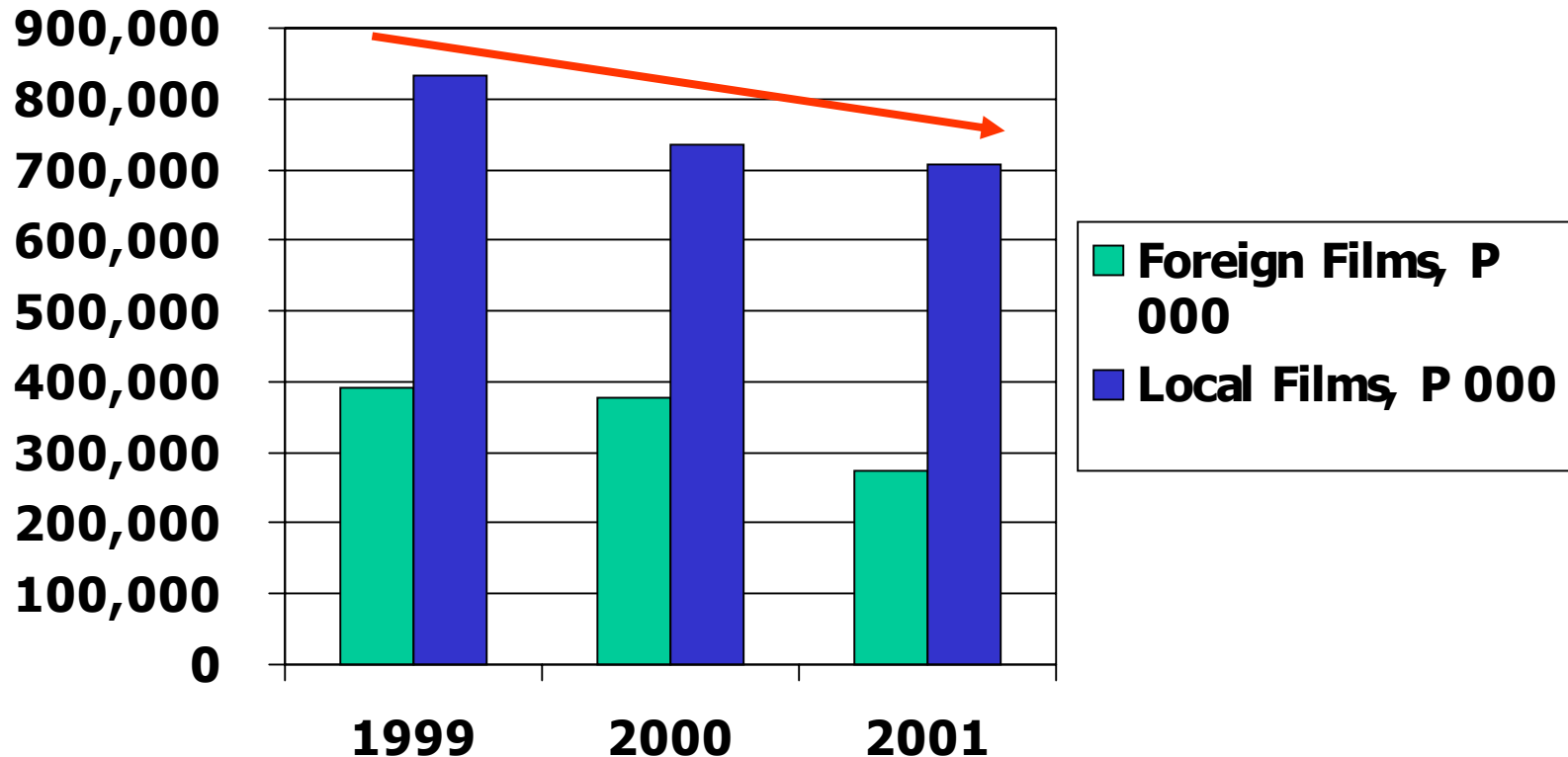
Nationwide, ticket sales is estimated to have dropped from about P1.2 B in 1999 to P981.3 M in 2001(18% in 3 yrs)



But ... the Film Industry is Dying



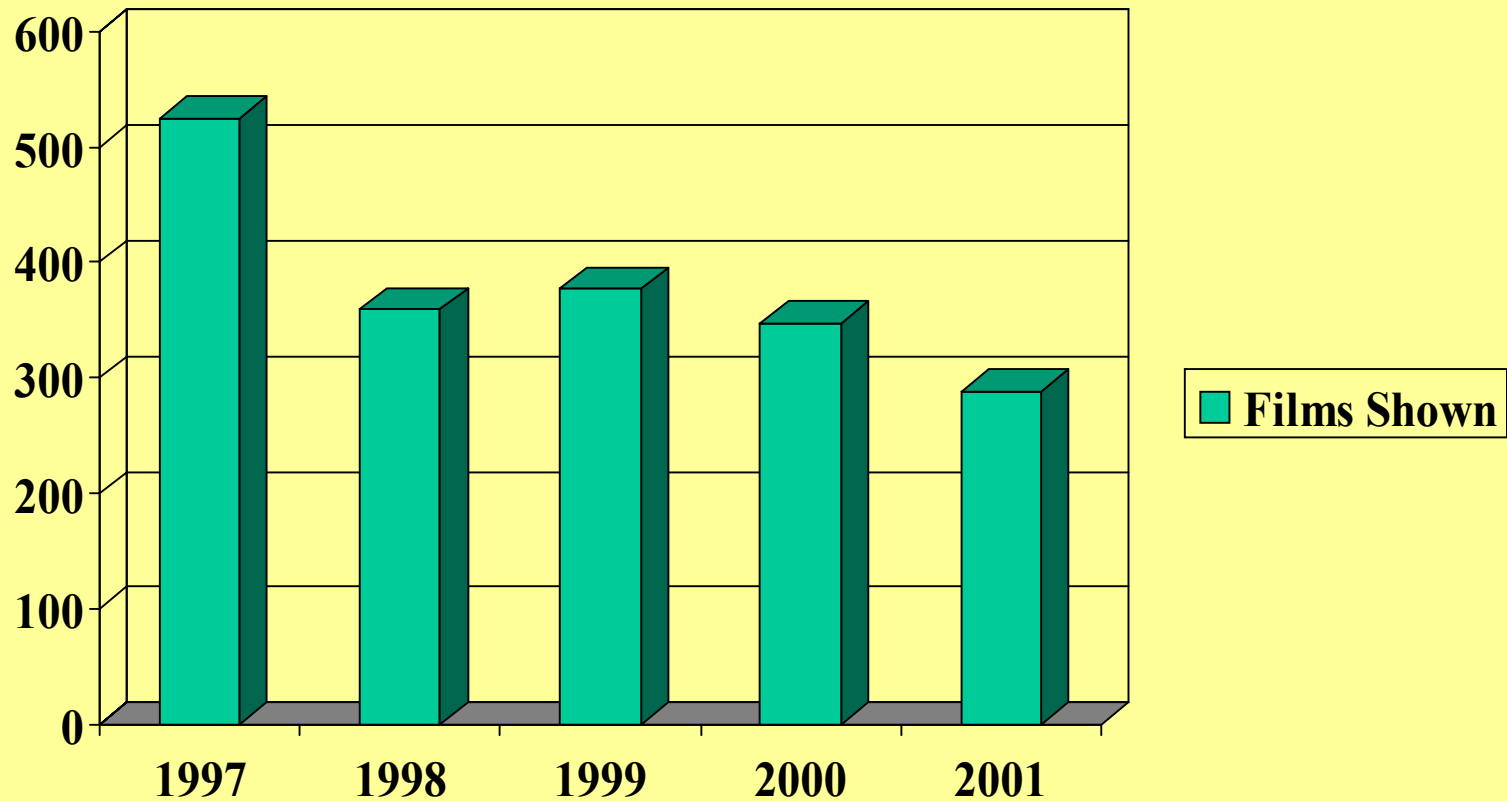
Estimated that sales of local film dropped from P833.8 M in 1999 to 706.5 M in 2001 (15.3% drop in 3 years)



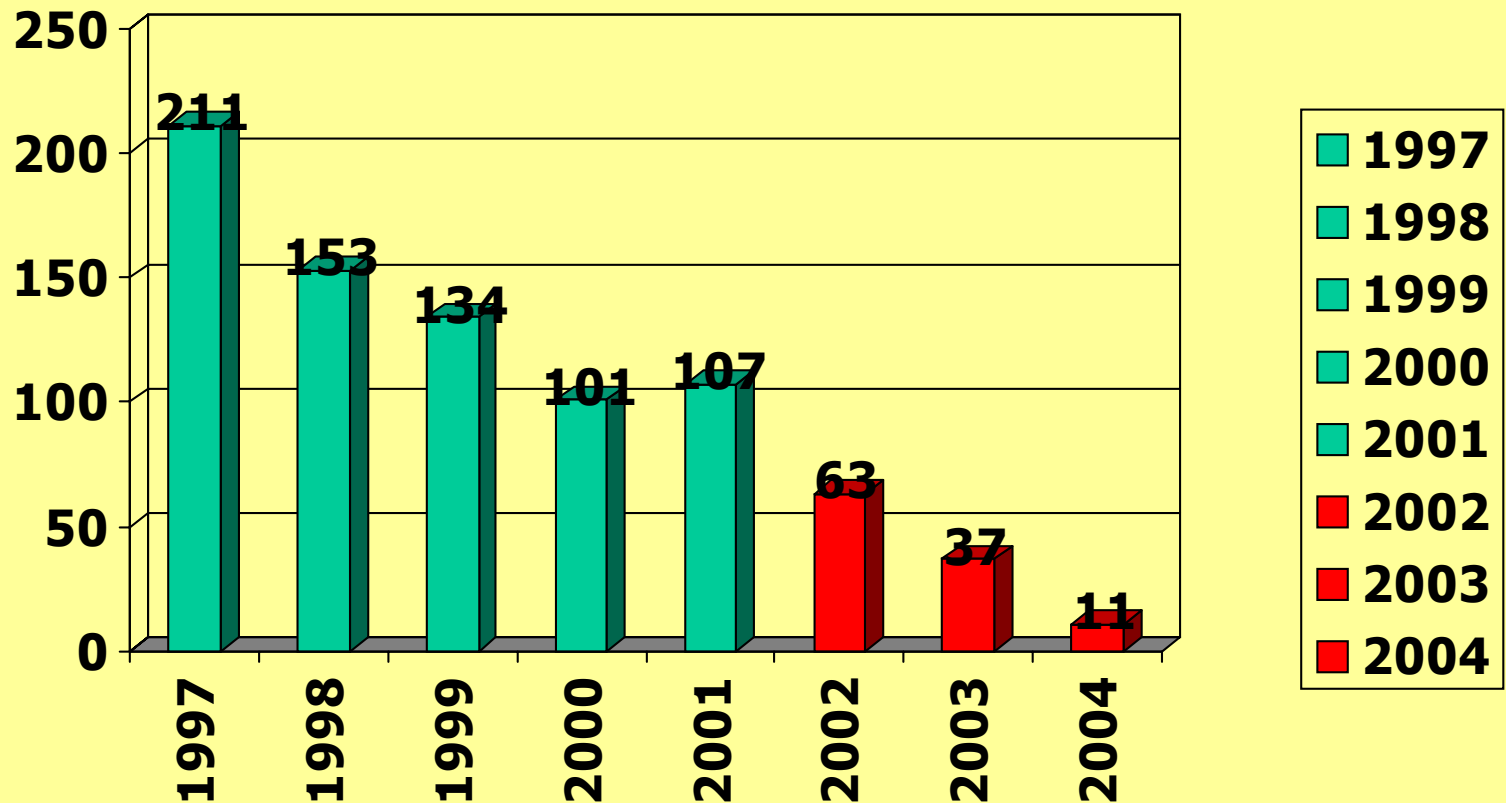
Why is it dying?

- Heavy Taxation
- Lower Quality Films
- Fewer Audiences
- Piracy & Other Entertainment Options

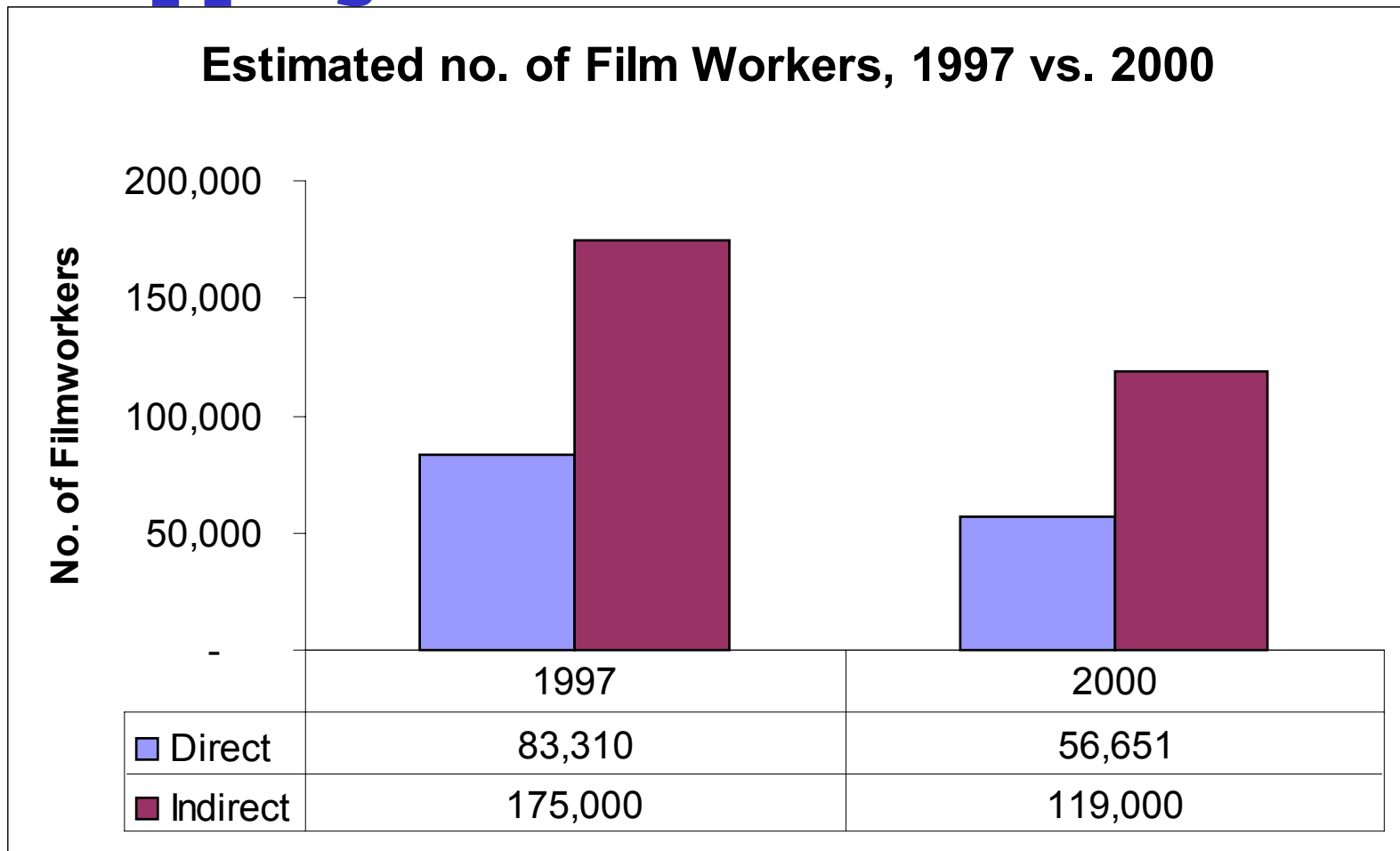
There are less and less films being made ... less and less producers



If trend continues, the Philippines will be producing less than 30 films yearly by 2004

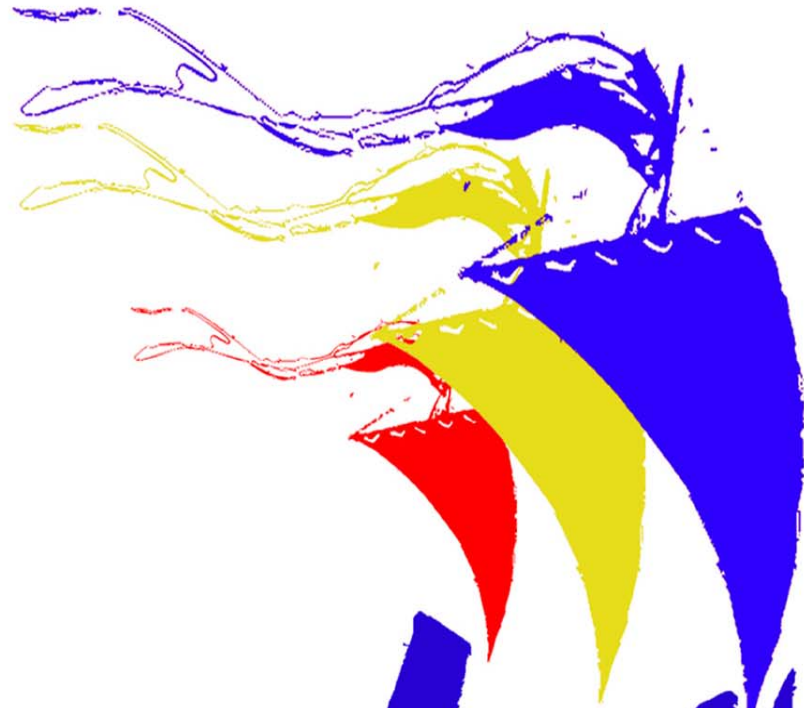


Jobs in the film business have dropped since 1997 ... And are still dropping



Local film industry is one of the most heavily taxed sectors

- **30%** Amusement taxes goes on the gross box office receipts
- **5%** Withholding tax on producer's film share
- **32%** Corporate income tax
- **10%** VAT on producer's film share



CINEMALAYA

Philippine Independent Film Festival **2006**

July 17-23 * Cultural Center of the Philippines



Discover, encourage and honor
the cinematic works of Filipino
filmmakers that boldly articulate
and freely interpret the Filipino
experience with fresh insight and
artistic integrity



Envigorate the Philippine film industry by developing a new breed of Filipino filmmakers

CINEMALAYA

Open to new filmmakers

Competitive

Judging through synopsis, screenplay
and completed film

FULL LENGTH and SHORT FILMS

CINEMALAYA 2005

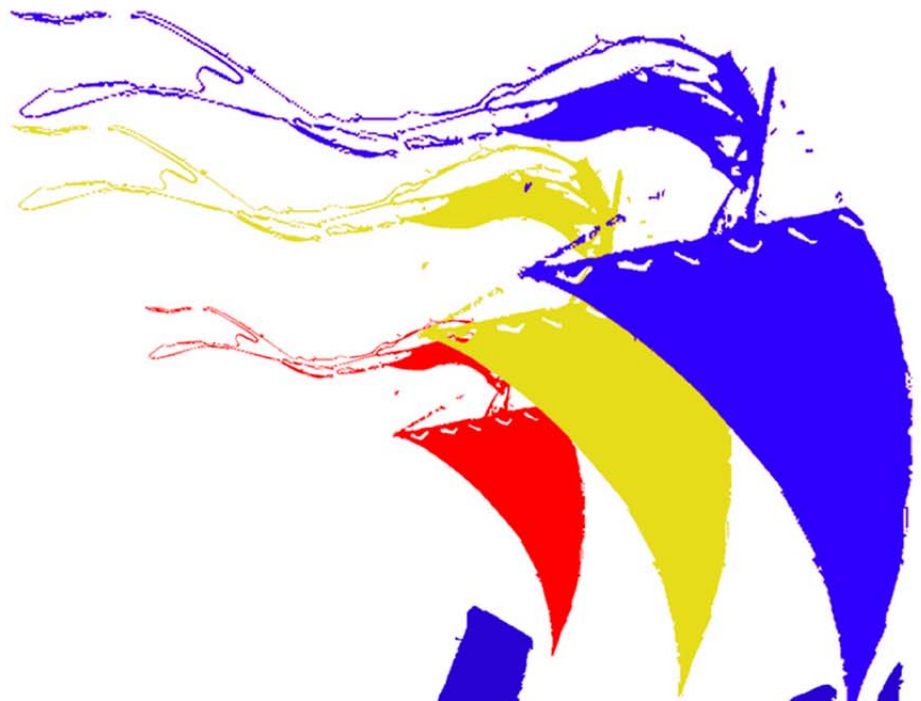
Ang Pagdadalaga ni Maximo Oliveros

Winner of 11 international awards

First Filipino film to be accepted for

competition in the prestigious

Sundance Film Festival



CINEMALAYÀ

Philippine Independent Film Festival **2006**