

**I. FILM DEVELOPMENT COUNCIL OF THE PHILIPPINES**

**STRATEGIC OBJECTIVES**

**SECTOR OUTCOME**

Philippine culture and values promoted

**ORGANIZATIONAL OUTCOME**

1. Local films quality upgraded
2. Film heritage preserved and protected

**PERFORMANCE INFORMATION**

**ORGANIZATIONAL OUTCOMES (OOs) / PERFORMANCE INDICATORS (PIs)**

**BASELINE**

**2020 TARGETS**

Local films quality upgraded

**FILM INDUSTRY PROMOTION AND DEVELOPMENT PROGRAM**

**Outcome Indicators**

- |   |     |     |
|---|-----|-----|
| 1. Ratio of quality films shown to number of films produced                   | 5:6 | 5:6 |
| 2. Percentage of films given awards from those provided assistance            | 25% | 35% |
| 3. Percentage increase in film workers provided employment over previous year | 6%  | 8%  |

**Output Indicators**

- |  |     |     |
|--|-----|-----|
| 1. Percentage of local films which applied for Cinema Evaluation Board (CEB) grading | 84% | 88% |
| 2. Percentage of films Graded "A" or "B" within the prescribed period                | 88% | 90% |
| 3. Percentage of stakeholders who rate the promotional events as good or better      | 90% | 95% |

Film heritage preserved and protected

**FILM HERITAGE PRESERVATION PROGRAM**

**Outcome Indicators**

- |   |       |       |
|---|-------|-------|
| 1. Percentage of growth in archives holdings  | 3%    | 7%    |
| 2. Percentage of recoverable films made available for public viewing  | 0.50% | 0.70% |
| 3. Percentage of persons viewing the preserved films who rate the quality of the preservation as good or better | 96%   | 98%   |

**Output Indicators**

- |  |                              |                               |
|--|------------------------------|-------------------------------|
| 1. Number and percentage of films evaluated and considered for restoration | 255<br>1% (baseline: 25,500) | 1275<br>5% (baseline: 25,500) |
| 2. Number of audio-visual elements deposited and managed in the Archives   | 25,265                       | 30,000                        |
| 3. Number of films restored  | 2                            | 4                             |