

Republic of the Philippines
Office of the President
FILM DEVELOPMENT COUNCIL OF THE PHILIPPINES

**SUMMARY OF MAJOR ACCOMPLISHMENTS
FROM JANUARY TO DECEMBER 2017**

The Film Development Council of the Philippines (FDCP) under the Office of the President of the Philippines was created by virtue of Republic Act 9167. The Agency is mandated to establish and undertake programs and activities that promote the growth and development of the local film industry, as well as to encourage the production of quality films and to conduct film-related events that enhance the skills of the Filipino talents. The agency also leads the film industry's participation in domestic and foreign film markets, and local and international film festivals. It is also tasked to preserve and protect films as part of the country's national cultural heritage.

The following are the accomplishments of the Agency for 2017 broken down per mandate and division.

Cinema Evaluation Board and System

At a time when Hollywood films dominate the theater screens in the Philippines, it is certainly a challenge for Filipino filmmakers and producers, especially financially, to compete with foreign titles which were made with much bigger budget and more advanced equipment and effects. There are many instances of only one-time Filipino filmmakers and producers who, without any type of support, are unable to continue with their successive projects. This has caused a low turnout in number of produced Filipino films. From 2012 to 2015, 65% to 68% Hollywood films are screened against Filipino films. And out of the top ten (10) highest grossing films of all time in the Philippines, only three (3) are Filipino films from the bottom half of the list. Therefore, it is imperative to encourage more Filipino filmmakers to produce content that are quality and worth the support of its audience that would produce a healthy cycle of producing more films.

The Cinema Evaluation System grades films based on standards of quality that grants graded A films with 100% amusement tax incentive from box office returns. Those graded B films receive 65% with the remaining 35% forming part of the FDCP's budget for projects and assistance to films and filmmakers. This system encourages filmmakers to take bolder risks in producing quality films and gives them the capital to continue on to produce next projects.

The FDCP is in charge of the administration and providing technical assistance to the implementation and discharge of functions of the System. For 2017, a total of seventy (70) films applied for grading with the **Cinema Evaluation Board (CEB)**. Of these, twenty four (24) films were graded A, and thirty seven (37) were graded B. All of these were released theatrically.

Graded A Films	
Mainstream	10
Independent	<u>14</u>
TOTAL	24
Graded B Films	
Mainstream	24
Independent	<u>13</u>
TOTAL	37
No Grade	9
ALL FILMS RATED	61

From the strongest box office week of the year during the Metro Manila Film Festival, all eight (8) finalists were graded. The highest grossing film, *The Revenger Squad*, starring Vice Ganda and produced by ABS CBN Productions, totaled to P 538, 856, 680 in box office. As the film was graded B, the expected amusement tax incentive to be received from the 10% amusement tax from major cities is at P 17, 000, 0000.

In 2015, the constitutionality of the system of granting amusement tax incentives to graded Filipino films were challenged. The Supreme Court issued a ruling the following year that the system was indeed unconstitutional in against the Local Government Code on utilization of amusement tax. FDCP filed for a motion for reconsideration but was summarily dismissed. The Council is still waiting for the final resolution of the case pending the motion for reconsideration from the plaintiff's side.

Once the Supreme Court Decision is final, this significant form of government support would cease altogether, to the detriment of Filipino filmmakers and producers. The system of the Cinema Evaluation Board grading films based on standards of quality would be rendered irrelevant as well. Furthermore, since FDCP's budget relies partially on the income from the CEB collections, this would affect the Agency's ability to implement programs for film development and support.

To get ahead of this grave consequence, coordination and consultation with lawmakers and the Office of the President is ongoing to explore alternative ways of providing incentives for Filipino producers which are still in line with the mandates from RA 9167.

National Film Archives of the Philippines

Filipino films, which traces its origins to a hundred years back, are a testament to the country's heritage and as the sum of its parts, tells the story of our people. The importance of preserving our old and classic films cannot be stressed enough as currently, sixty five (65%) of our film copies are already destroyed and lost forever, with the remaining in danger of damage and decay every day. The creation of the **National Film Archives of the Philippines (NFAP)** under the FDCP aims to address this challenge by preserving as much titles as it can, already being the custodian to classic titles, including Lino Brocka's *Insiang* and *Maynila sa mga Kuko ng Liwanag*, and Ishmael Bernal's *Moral* and *Pagdating sa Dulo*.

As of December 31, 2017, the total collection stored at the environmentally controlled vaults of the NFAP has reached 24,989 archival elements and scanned and digitized thirty nine (39) titles.

For 2017, NFAP made a digital transfer and restoration of Zamboanga at Central Digital Lab for this year's centennial. It is one of the oldest existing film in custody with the NFAP and opened the Pista ng Pelikulang Pilipino (PPP) festival in August.

NFAP also screened the following restored films for the following events:

- International Film Festival of Kerala
 - *Insiang*
- Asian Film Archive
 - *Genghis Khan*
- Yerba Center for the Arts
 - *Pagdating sa Dulo*
- Singapore International Film Festival
 - *The One-Armed Executioner*
- Internationale Kurzfilmtage Winterthur - Swiss Film Festival
 - *Sex Warriors and the Samurai*
- ABS-CBN Reelive the Classics
 - *Insiang*
- Pelicula Spanish Film Festival
 - *A Portrait of the Artist as Filipino*

Furthermore, the following events were hosted and partnered with the NFAP:

- **21st SEAPAVAA (SoutEast Asia-Pacific AudioVisual Archive Association) Conference.** This took place in Manila last April 3-8, 2017, and NFAP welcomed and helped organize the workshops in its offices. FDCP also participated in the Board Meeting and conferences held in CCP.
- **FIAF Workshop in Bangkok, Thailand.** Thai Film Archive, also known as Film Archive (Public Organization), in collaboration with FIAF (International Federation of Film Archives), hosted and co-organized the second edition of the AEC (ASEAN Economic Community) Film Preservation Workshop from June 19-23, 2017, for individuals from countries of ASEAN. The focus of the workshop was to give participants an in-depth, comprehensive look at film preservation including archival management and project planning, digitization of video and film, open source software tools, access, storage of archival material, identification of film formats, and digital preservation. The workshop combined a series of lectures and hands-on sessions throughout the five days.

NFAP also applied for the following film digitization and restoration projects:

- **Korean Film Archive (KOFA) Asia Digitization Project.** The basic premise is that KOFA will digitize two titles from the selected film archive's collection of significant cultural and historical importance, and then two archive staff members will be allowed to visit their facilities for a digitization workshop. The two films proposed for digitization were Sampaguita titles, *Maalaala Mo Kaya* (1954, Mar S. Torres) and *Dalagang Ilokana* (1954, Olive La Torre).
- **ReACT: Film Restoration Technology for Southeast Asia Countries – EUROPEAN PROJECT.** The aim of the project is to establish cost effective and robust work flow, including hardware and software solutions, in film digitization, restoration, and storage. This system shall be designed to be optimized in the Asian market by adapting technology currently used in the European market. The focus is to provide solutions for Southeast Asian film archives in film digitization. Various Southeast Asian film archives and institutions are partners in the project, including The School of Library and Information Studies of the University of the Philippines, National Film Archives of the Philippines, Vietnam Film Institute, Thai Film Archive, among others. The Southeast Asia and Pacific Audiovisual Archives Association is supporting the project.

Even with these accomplishments, however, NFAP still does not have a permanent facility to store its titles and is running out of storage space for films that it is attempting to acquire. Hence, it is going to be a priority of FDCP to propose for a comprehensive proposal on the construction and funding of a permanent facility.

It was also proposed in late 2017 for the name of NFAP to be changed to Philippine Film Archives to provide distinction between the National Archives of the Philippines.

Philippine Film Export Services Office (PFESO)

The Philippines has so much to offer in terms of diversity and lushness of its islands and locations. Both urban and exotic locations come in large numbers and offer opportunity to be featured in films. To take advantage of this, PFESO was created by virtue of Executive Order 674 to encourage foreign movie and television makers to produce their films in the country. This would not just expose the Philippines to the global audience, it will fuel an industry of film production and related services, generating employment and business, as well as leading to film tourism.

This Office is under the administrative and technical supervision of the FDCP and was reactivated in 2016 aiming to integrate, simplify and streamline the requirements for foreign producers interested in doing location shooting in the country. Specifically, the office is in charge of the following:

- Facilitating the promotion and marketing of the Philippines as location site for the production of international films and television programs

- Formulating and recommending an incentive package for foreign film/television companies interested in shooting films/television programs in the country
- Assisting foreign film companies in processing pertinent documents and various requirements relative to the production of international films/television programs in the country
- Coordinating with various government agencies in assisting the entry and exit of foreign film/television producers, artists and production crew
- Providing a direct link between foreign production companies, producers, filmmakers and artists with local production manpower services, local artists, bit players and technical crew and facilities
- Utilizing the services of tourism attaches abroad, through the Department of Tourism, in the promotion and marketing of Philippine locations sites/resources and local film production manpower
- Coordinating with the local government units in the country to form local film commissions which will be responsible for creating local film programs and implementing PFESO-related activities and assistance to productions

For 2017, PFESO reaffirmed its relationship and coordination with the following:

- Board Members and Government Agencies
 - Department of Finance
 - Department of Foreign Affairs
 - Civil Relations Service AFP
 - Bureau of Customs
 - Insurance Commission of the Philippines
 - National Economic and Development Authority
 - Manila International Airport Authority
 - Congress and Senate of the Philippines
 - Department of Tourism
 - Local Government Units of Ilocos Norte, San Fernando, Davao, Pasay, Burauen, and Zambales
- Local Film Production-Related Companies
 - Wildsound Studios, Inc.
 - Beginnings @ Twenty Plus, Inc.
 - CMB Film Services, Inc.
 - Unitel Productions, Inc.
 - Toon City
 - VIVA Entertainment, Inc.
 - Central Digital Lab
 - BlackOps Studio Asia, Inc.

- Bullet Manila

PFESO also hosted Location Promotion Forums and Workshops for tourism officers and the following government units, providing guidance on the creation and management of local film commissions:

- Municipality of Buraen, Leyte
- City Government of San Fernando, Pampanga
- Western Visayas
- Municipality of Nabunturan, Compostela Valley

Through the initiative of PFESO as well, the following units have submitted pending ordinances and executive orders on the creation of their local film commissions:

- Provincial Government of Cebu
- Provincial Government of Bohol
- Davao City

It also led the Agency's representation to the following international film markets in fulfillment of the RA 9167 mandate to *encourage and undertake activities that will promote the growth and development of the local film industry and promote its participation in both domestic and **foreign markets***:

- **Hong Kong Filmart (March 13-16, 2017)**. HK Filmart is one of Asia's largest entertainment market to which FDCP has been participating since 2007. The Filmart boasts of around 800 exhibitors from 60 countries and regions, and was attended by internationally renowned film producers, distributors, investors, and professionals.
- **Marche Du Film / Cannes Film Festival (May 17-26, 2017)**. The Cannes Film Festival, along with its film market counterpart, Marche Du Film, is considered the biggest international film festival and marketplace in the world where a large majority of film business deals are transacted the discussed. The Film Development Council of the Philippines, as it has done in the past, has annually participated in the Festival and hosted a booth to cater to its delegates and their networking efforts, as well as to showcase Philippine content.
- **Annecy International Animated Film Festival and Market (June 12-17, 2017)**. As one of the oldest animation film markets in the world, FDCP participated for the first time in MIFA in partnership with Animation Council of the Philippines, Inc. to host the first ever Philippine Pavilion.
- **Kre8tif! Conference (August 9-10, 2017)**. This is an initiative from Malaysia Digital Economy Corporation (MDEC) an agency under the Ministry of Communication & Multimedia Malaysia, with the mandate to develop the creative content industry in Malaysia. As a form of partnership, MDEC offered a free booth for the Philippines to meet regional and international distributors and buyers.

- **Busan International Film Festival and Asian Film Market (October 14-17, 2017).** The Asian Film Market serves as a total film market covering all stages of film industry from pre-production to film sales. The Film Development Council of the Philippines mounted a booth, featuring fifteen (15) films and twenty one (21) producers and companies.
- **Japan Content Showcase (October 23-26, 2017).** The Japan Content Showcase is a multi-content market featuring music, TV, film and animation and the affiliated market counterpart of the Tokyo International Film Festival. A complimentary booth was provided for FDCP to showcase its Philippine Film Export Services Office (PFESO) and the Philippine locations for filming of international productions.
- **American Film Market (November 1-8, 2017).** The American Film Market (AFM) is the world's largest motion picture business event. Over 7,000 industry leaders converge in Santa Monica for eight days of deal-making, screenings, conferences, networking and parties. Participants come from more than 80 countries and include acquisition and development executives, agents, attorneys, directors, distributors, festival directors, financiers, film commissioners, producers, writers, the world's press all those who provide services to the motion picture industry.

Furthermore, eleven (11) ongoing international projects were supported by PFESO by way of services and facilitating government permits and clearances for the production teams. These projects include big titles such as the *Survivor Series*, *General Commander* starring Steven Seagal, and *Down by Law* by Jackie Chan.

Film Education and Studies Programs

Film education has been a core program of the FDCP geared towards educating and encouraging new film talents around the country, while also introducing skill advancement trainings for current professionals, and facilitating platforms for healthy debates, forums and discussions on the film industry. The following projects and programs were conducted in line with this:

- **Planting Seeds: The Future of Philippine Cinema.** This is the main educational program conducted by the FDCP which consists of three (3) stages, conducted in the regions:
 - **Faculty Symposium** – 15 Regions
 - **Basic Workshops** – 3 Regions
 - **Advanced Classes** – 6 Events
- **International Film Studies Assistance Program (IFSAP).** This aims to expose Filipino filmmakers to the best film practices of the world and to develop their talents in their chosen fields through various international film studies program, and film and talent labs.

In 2017, FDCP granted IFSAP to twenty six (26) filmmakers who participated in seventeen (17) film studies, film labs, and film festivals. Included in this

assistance are those under the partnership programs with FDCP such as **Busan Fellow 2017** (1 recipient) in South Korea and **Fly 2017** (2 recipients) in Yogyakarta, Indonesia.

- **Film Industry Conference and Film Producers' Series @ QCinema (October 20-22, 2017).** It is important to orient and update Filipino filmmakers on the with the rapidly changing landscape of the world cinema. Tapping on FDCP's relationships with international partners and leaders of the international film industry, it hosted the Film Industry Conference in 2017, an event offered both local and international perspectives on how to strengthen Filipino filmmaking through several in-depth training, workshops discussions ranging from bigger picture (current and emerging trends in filmmaking) to specific topics such as film financing, festivals, marketing and distribution. This was conducted during the QCinema International Film Festival.

FDCP gathered twenty (20) local movers and shakers of the local film industry as speakers, as well as eleven (11) international speakers from various film sectors to share their experiences to the Filipino Audience.

Topic / Activity	Speaker
Let's Talk About Us: The State of Philippine Cinema as an Industry	<ul style="list-style-type: none"> • Edgar Tejerero- Managing Director of Fulcrum Asia and Former President of SM Lifestyle Entertainment, Inc. • Tess Fuentes- Film Producer, Production Manager and Assistant Director • Paul Soriano- Film Director and Producer • Kriz Gazmen- Creative Director of Star Cinema
Roundtable on Festival Grants	<ul style="list-style-type: none"> • Ronald Arguelles- Festival Director of CinemaOne Originals • Ed Lejano- Festival Director of QCinema • Madonna Tarrayo- Festival Director of Cine Filipino • Wilson Tieng- CEO and President of Solar Entertainment Corporation • Maryo J. Delos Reyes- Festival Director of TOFARM
"You Don't Need to Just Go Local": Getting Films Funded through International Grants	<ul style="list-style-type: none"> • Tonee Acejo- Film Producer and <i>Violator of Shadow Behind the Moon</i> • Pamela Reyes- Film Producer of

	<p><i>Birdshot</i></p> <ul style="list-style-type: none"> • Armi Cacanindin- Assistant Director, Producer and Production Designer • Carlo Manatad- Film Producer
Certified Box-Office Hits: Successful Marketing Strategies for Independent Films (Case Studies)	<ul style="list-style-type: none"> • Perci Intalan- Film Producer, <i>Die Beautiful</i> • Ronald Arguelles- Producer, <i>That Thing Called Tadhana</i> • EA Rocha- Film Producer, <i>Heneral Luna</i>
“What If I Don’t Get a Theatrical Release?”: Alternative Distribution Platforms For Local Independent Films	<ul style="list-style-type: none"> • Georgette Tengco- Head of Content of <i>Iflix</i> • Popoy Guillermo- Programming Head of Film Development Council of the Philippines (FDCP CineLokal) • Madonna Sanchez- Education Film Distributor, Producer, <i>EDSA, Filemon Mamon</i> • Vincent Nebrida- Cinema76
Globe Film Finance: Funding Films through International Investors Real Talk: Programmers of A-List Film Festivals Reveal What They Look For In a Film	<ul style="list-style-type: none"> • Justin Deimen - Co-Founder, Southeast Asian Financing (SAFF) • Sherman Ng - Film Producer and Actor, Founder of Salt Media & Entertainment pte Ltd. • Roger Garcia - Executive Director, Hong Kong International Festival
Real Talk: Programmers of A-List Film Festivals Reveal What They Look For in a Film	<ul style="list-style-type: none"> • Paolo Bertolin - Festival Programmer, Venice International Film Festival • John Badalu - International Film Programmer for Berlin • Benjamin Illos - Selection Committee, Cannes Directors’ Fortnight

<p>Film Marketing: How to Reach a Broader Audience</p>	<ul style="list-style-type: none"> • Marcin Sobczak - Film and Transmedia Producer and CEO of This Way Publicity • Winston Emano - Documentary Publicist, Founding Board Director and Chair Emeritus for FilAm ARTS
<p>The Northern American Market: Important Steps on How to Distribute Your Film Internationally</p>	<ul style="list-style-type: none"> • Michaelangelo Masangkay – International Film Distributor and General Manager of Raven Banner Entertainment
<p>From Asia to the World: Producing Asian Films for the European Market</p>	<ul style="list-style-type: none"> • Raymond Phathanavirangoon – Film Producer, International Film Festival Programmer, Executive Director of the Southeast Asian Fiction Film Lab (SEAFIC) • Isabelle Glachant – Founder and CEO of Chinese Shadows and Asian Shadows, a European Distributor of Asian Films

As for the Film Producers’ Workshop Series @ QCinema, it was a three-day workshop in partnership with QCinema aimed to give trainings, consultations and networking opportunities to the young filmmakers and producers with the help of international film experts on the development of their projects to get them ready for the international market.

○ **WORKSHOP 1: FILM FINANCING**
 Speaker: **Marcin Sobczak**

He is Polish film and transmedia producer and the CEO of This Way Productions. He gave a brief introduction about himself. Before he entered the film, he started in music world. He also introduced his projects such as: Urbace (2014), Loving Vincent (2012) and Under the Dog for the Kinema Citrus (2015).

He discussed about how film financing works and how it helps in making and producing films. Through film financing, amateur filmmakers and producers can make good connections with the established production companies and help them to finance their present and future projects.

Consultation Proper. After a short discussion, a 10-minute consultation with Mr. Sobczak began where the participants can share their plans for their film projects. He also gave advice and encouragement for them to pursue their plans.

○ **WORKSHOP 2: INTERNATIONAL FILM DISTRIBUTION**

Speaker: Michaelangelo Masangkay

Michaelangelo Masangkay is a Filipino international film distributor based in Canada who led the Toronto Film School, produced Canadian Fashion Shows, General Manager of Raven Banner Entertainment and founder of Cue Music.

He discussed different international market and international film distribution geared towards North America. Throughout the discussion, Michaelangelo gave his insights about the topic and gave advice to amateur filmmakers and producers that film distribution can help them grow. He also mentioned that film as a product is not enough; there are other materials that can be considered in distributing films. Examples are: music cue sheets, music lessons, insurances and etc.

○ **WORKSHOP 3: PRODUCING FILMS INTERNATIONALLY**

Speakers: Raymond Phathanavirangoon and Isabelle Glachant

The third workshop was led by Raymond Phathanavirangoon, a film producer, international film programmer and executive director of the Southeast Asian Fiction Film Lab (SEAFIC). He worked for HongKong Film Festival, Toronto Film Festival, Cannes Critics' Week and other international film festivals. The films that he produced are: Tokyo Sonata (2008), Headshot (2016) and Apprentice (2016).

He was joined by Isabelle Glachant the founder and CEO of Chinese Shadows and Asian Shadows (European Distributor of Asian Films). Before she conquered the film industry, she was a French journalist for French TV Canal Plus and worked at the French Embassy in China as an Audiovisual Attaché. She began her career in the industry as an Executive Producer of Shanghai Dreams in 2005.

They discussed the in-depth and step-by-step process on how young filmmakers and producers can produce their films internationally. They emphasized that directing your first and second films are critical to any filmmaker as most opportunities for funding and production support are given to new filmmakers.

The Conference and Workshop Series were attended by more than three hundred (300) participants from the different sectors of the film industry as well as students and enthusiasts.

Film Festival Partnership and Development

Film festivals are important drivers of film cultures in the regions and in the country. They encourage diversity and for more voices, old and new, to be heard. For the past decade, there has been a surge of local and regional film festivals and activities offered to the public. This would lead to a more inclusive appreciation and access to local and alternative content.

Recognizing this, FDCP strengthened and implemented assistance programs that granted financial assistance, film rating, marketing, and event support to the following local, regional, and special film festivals in 2017.

- **Film Festival Partnership Program** (for local film festivals)
 - ToFarm Film Festival
 - Cinemalaya Film Festival
 - Cinema One Originals
 - QCinema International Film Festival

- **Film Festival Development Assistance Program**
 - Regional Film Festivals
 - Cinema Rehiyon 9
 - Pelikultura (CALABARZON)
 - Cine Kabalen (Pampanga)
 - Binasaya Film Festival (Cebu)
 - Cebu International Film Festival
 - Urduja Film Festival (Pangasinan)
 - Davao Ngilngig Film Festival
 - Sine Negrense (Bacolod)
 - Mindanao Film Festival
 - Cinekasimanwa (Western Visayas)
 - Salamindanaw Asian Film Festival (General Santos)

 - Special Events
 - Short + Sweet Manila Film Festival
 - Cinemakulay Film Festival
 - Powermac-Cinemansanas
 - Tingin ASEAN Film Festival
 - Active Vista Festival

Film Workers Support

Programs to empower, protect, and provide access to Filipino film workers were introduced in 2017 in recognition of the role that they play in ensuring the quality and

sustainability of the film industry. These workers are more often employed on non-permanent basis and are in need of assistance. Therefore, FDCP launched the following as a platform to focus on the workers and start the conversation.

- **National Registry.** Launched in 2017, the National Registry is a registry of active film workers duly recognized by the Film Development Council of the Philippines. The registry serves as a database for FDCP to monitor, protect and provide services to film workers nationwide. Members of the registry are given a government-issued identification card and are entitled to benefits such as SSS, PhilHealth and Pag-IBIG services, workshops, forums and consultations on the welfare of workers, and access to job opportunities for local and foreign productions.
- **Film Workers' Summit (August 30-31, 2017).** The Film Workers' Summit is a 2-day conference which gathered all kinds of workers in the Philippine film industry. As an event focusing on the welfare of film workers, the Summit aimed to unite the workers by becoming a venue for discussing their basic rights and privileges.

Participants were given a chance to share their experiences and concerns through panel sessions, open forums and breakaway sessions. The summit culminated with a presentation of agendas drafted by the participants to address the pressing problems of the industry to lawmakers present. This was the first step of FDCP in championing the rights and welfare of the film industry workers, by recognizing them as the primary driving force behind a professional and united Philippine film industry.

Onsite registration for the National Registry was also conducted available during the Summit, as well as orientations on SSS, Philhealth, and Pag-Ibig services.

The event was attended by three hundred (300) film workers and members of the Philippine film industry.

Cine Lokal

Cine Lokal is a three-year a partnership with SM Cinemas, the biggest cinema chain in the Philippines, that dedicates eight (8) cinemas for screening FDCP-curated content. This allows FDCP to screen films that are worthy of a mainstream audience, including but not limited to small and independent films, and foreign (Asian, European, etc) content. This was inaugurated with President Rodrigo Duterte last April 19, 2017.

The goal is two-fold: to provide independent filmmakers with a commercial venue for their films, thereby strengthening their experience and training on film marketing and distribution, and to create a culture of support and viewership among Filipinos nationwide.

The last decade saw the exponential growth of independent films in the country. These are films mirror our society's milieu in the most meaningful and affective ways, from the pretty to the ugly, from the good to the bad and things in between.

Filipino films have gotten the attention of the global market, and while they have brought tremendous honor to the country with international recognition, there is still a gap when it comes to bringing these films home to our countrymen and making them accessible. We have engaged the majority of independent filmmakers in this regard and they are ready and yearning for their works to have wider release.

Even with the numerous efforts of several independent festivals in the country to bring independent films to our audience, lack of commercial venues to screen them creates limited accessibility. FDCP's Cinelokal provides the opportunity to bring films closer to the Filipino people.

For 2017, forty three (43) films were screened in Cine Lokal, to wit:

- Spotlight
- Himala
- Iadya Mo Kami
- Of Sinners and Saints
- SWAP
- TPO
- MRS
- Sleepless
- Area
- Ang Huling Cha Cha ni Anita
- Slumber Party
- Sa Aking Mga Kamay
- Pamilya Ordinaryo
- The Janitor
- Magtanggol
- TBird at Ako
- Kung Mangarap Kat Magising
- Pamilya Ordinaryo
- PPP Films
- 1st Ko Si Third
- Puti
- I Found My Heart in Sta. Fe
- I Love You Thank You
- Singing in Graveyards
- Shift
- Riding in Tandem
- Best Partee Ever
- Ligaw
- Poching
- Sundalong Kanina
- Loving Vincent
- Sonata
- Ano Ang Kulay ng Mga Nakalimutang Pangarap
- Maestra
- Transit

FDCP took charge of curating and marketing the abovementioned films through numerous press conferences and events.

Cinematheque Programs

FDCP's Cinematheques are alternative film venues around the country which serve as a hub for FDCP's film-related events and programs and as a conduit to grow and nurture a locality's film culture. These are located in Manila, Iloilo, Davao, Baguio, and Zamboanga. As the agency is mandated to champion and promote the film industry's development, it is important for FDCP to spread its educational and cultural programs around the country through the Cinematheques. With these, the Agency hopes to diversify the content and programs that would cater to the film culture needs of the regions.

In 2017, FDCP was hard at work to conduct monthly thematic events and screenings to encourage audience to support and appreciate films.

Month	Event / Film
February	<ul style="list-style-type: none"> • Sining Sinta - Exhibit Opening and POETIKA: Spoken Word Poetry Competition and Screening of Arts and Love Films • Pag-ibig. Kalayaan. Bayan: People Power Commemoration Event with BENTE UNO • Planting Seeds (Iloilo and Davao) • Xperimento Pelikula: Experimental Film Screening / Venue Rental: KATAGA Workshop and Catch Film Festival
March	<ul style="list-style-type: none"> • PANAY PINAY Screening of Women-centric films PANAY PINAY POTOGRAPIYA Exhibit Opening and Awarding Screening of Spanish Films Cine Juana Film Screenings – Partnership with PCW • Babae sa Babae: 21st Century Pinay in Cinema Forum • ROMCOM: Paano Kiligin ang Pusong Pinay – Director’s Talk with Mae Cruz-Alviar • PAGPASIDUNGOD: A Celebration of Women. An Evening of Art and Poetry
April	<ul style="list-style-type: none"> • SEAPAVAA Archives Conference • Screening of Religious and Environmental Films • FDCP Charity Event in relation to the Holy Week • Film Rocks the Earth – Earth Day Celebration • Sine at Panitikan – Partnership with NCCA (Literature Month)
May	<ul style="list-style-type: none"> • Mother’s Day Event with Mother Lily Monteverde • Cine Centenario screenings • Screening of Mother-centric films • Screening of Youth-oriented films • Screening of Summer-themed films • Werner Herzog Retrospective • Isturya Kuris-Kuris • Siento Salida Kick-Off Party
June	<ul style="list-style-type: none"> • PELIKULAYAAN Screening of LGBT-themed films Cinematikulay Film Festival PRISM: Pride Carnival Screening of LGBT Short Films French Film Festival Screenings • Intensive Script Development Workshop with Raymond Phatanavirangoon • Launch of UFlix – Screening of student films

	<ul style="list-style-type: none"> • Screening of Cinemarehiyon shorts (Davao) • FDCP Iloilo Outreach Program • Filmmaking Workshop (Davao) • Araw ng Dabaw Event
July	<ul style="list-style-type: none"> • BLURRING THE LINE: The Relationship of Mainstream and Independent Cinema Director's Talk with Sigrid Andrea P. Bernardo Screening of Ang Huling Chacha ni Anita • Director's Talk with Ryota Nakano Screening of Her Blood Boils Bathwater • Screening of Spanish Films (La España del Guernica) • Argentine Film Festival screenings • Screening of Culture-related films • CineKasimanwa Screenings with Director's Talk with Elvert Bañares
August	<ul style="list-style-type: none"> • Mano A Mano: Talakayan ng mga Manunuri at Manggagawa ng Pelikulang Pilipino • Screening of Regional Short Films • Sandaan Pre-Launch: Lecture with Dr. Charles Musser • Script Development and Screenwriting Workshop with Doy del Mundo • Subangan Film Camp • Brillante Mendoza Film Appreciation • Gallery Visit – Statefields School
September	<ul style="list-style-type: none"> • Director's Talk with Kim Seong Ho Screening of How to Steal a Dog • Screening of PPP Films • SANDAAN Event: Centennial Celebration of Philippine Cinema • Director's Talk with Ellen Ongkeko-Marfil Screening of Indigo Child • Script Writing Development with Bibeth Orteza
October	<ul style="list-style-type: none"> • QCinema International Film Festival Screenings • Cine Europa (Baguio, Manila, Iloilo) Screenings and Reception Night
November	<ul style="list-style-type: none"> • Cinema One Originals Screenings • VIDDSEE Juree Philippines Workshop and Awarding Ceremony
December	<ul style="list-style-type: none"> • Danish Film Festival Screening and reception night • Pelikularuan

Furthermore, the groundbreaking and construction of the new Cinematheque in **Nabunturan** was also prioritized in 2017, to be inaugurated in the second quarter of 2018.

Pista ng Pelikulang Pilipino

With the fact that three fifths of the overall number of films screened in the last five years in the Philippines are foreign films, there is a need to create more programs for the creation of platforms to highlight Filipino films which would give them the opportunity not just to be featured, but to profit from their content.

For the first time and in partnership with theaters nationwide, FDCP conducted the *Pista ng Pelikulang Pilipino (PPP)*, a week-long celebration where all theaters nationwide exclusively screened Filipino films from August 16-22, 2017 in line with the *Buwan ng Wika*. PPP featured twelve (12) films of various genres, a majority of which were independently produced.

Title	Producer	Actor / Actress
100 Tula Para Kay Stella By Jason Paul Laxamana	Viva Communications	JC Santos, Bella Padilla
Ang Manananggal Sa Unit 23B By Prime Cruz	The IdeaFirst Company	Ryza Cenon, Martin Del Rosario
AWOL By Enzo Williams	Skylight	Gerald Anderson, Dianne Medina, Bembol Roco
Bar Boys By Kip Oebanda	Tropic Frills, Inc.	Carlo Aquino, Rocco Nacino, Enzo Pineda, Kean Cipriano, Odette Khan
Birdshot By Mikhail Red	TBA Studios	Arnold Reyes, Mary Joy Apostol, Ku Aquino, John Arcilla
Hamog By Ralston Jover	CPI/ Cinema One	Zaijian Jaranilla, Therese Malvar
Paglipay (Crossing) By Zig Dulay	TOFARM	Garry Cabalic, Joan Dela Cruz, Anna Luna
Patay Na Si Hesus By Victor Villanueva	T-Rex Entertainment Production	Jaclyn Jose, Chai Fonacier, Vincent Viado, Mailes Kanapi, Melde Montanez, Sheenly Gener, Olive Nieto
Pauwi Na (Pedicab) By Paolo Villaluna	TOFARM	Bembol Roco, Cherry Pie Picache, Meryl Soriano, Jerald Napoles, Jess Mendoza, Chai Fonacier
Salvage By Sherad Sanchez	CPI/ Cinema One	Jessy Mendiola, JC De Vera
Star na Si Van Damme Stallone By Randolph Longjas	Unitel x Straight Shooters	Paolo Pingol, Candy Pangilinan, Sara Brakensiek, Ebong Joson
Triptiko By Miguel Michelena	Michelena Brothers Production	Albi Casino, Joseph Marco, Kean Cipriano, Kylie Padilla

These were screened in over seven hundred ninety theaters (790) theaters nationwide. Aside from the support and cooperation of all the theaters in the country, FDCP also secured partnerships from several agencies and private companies, including NCCA, MTRCB, PCOO, PIA, Komisyon sa Wikang Filipino, MMDA, National Parks Committee, DPWH, ULAP, several LGUs nationwide, Globe Telecom, Sip Water, Vikings, WhiteSpace, Inc., Sequoia Hotel, and Optima Digital.

Particularly, FDCP's partnership with Globe is in light with #PlayItRight, a shared anti-piracy advocacy that seeks to change the Filipinos' mindset and behavior in consuming entertainment and watching films from legitimate sources by increasing awareness on the hard work and valuable time that go into creating films.

To promote the industry event, FDCP conducted various promotional events such as mall tours, school tours, media guestings, educational forums and press conferences. The following major events were also held:

- **Announcement of Finalists**
- **Grand Press Conference**
- **Pista at the Park.** A whole-day affair held at Luneta Park, Manila paired with a motorcade of all the PPP films and stars and a grand program for the public.
- **Premiere Night.** Kicked off the PPP week, featuring the restored version of *Zamboanga*, the oldest film in possession of the FDCP.
- **Thanksgiving Night.** Held at the end of the PPP week to show gratitude to the PPP films, partners, supporters, and organizers of the industry event. A Critics' Choice Award was given to *Birdshot*, Special Jury Prize Award to *Patay na si Hesus*, and People's Choice Award to *100 Tula Para Kay Stella*.

On top of the quality film offering of PPP, several theater promos were available to the audience :

- 4+1 Promo for all cinemas (Buy Four Tickets, and Get One for Free)
- Students Rates: P 150 for Metro Manila cinemas and P 100 for cinemas outside Metro Manila
- ePlus Promo for SM Cinemas – P 990 for 6 films

The overall gross of the twelve (12) films reached One Hundred and Fifty Million Pesos (P 150 Million) in seven (7) days, with some titles being extended in playdate by the theaters.

International Relations Programs

Among FDCP's powers and functions include the following:

- *To establish, organize, operate and maintain local and international film festivals, exhibitions and similar activities*
- *To encourage and undertake activities that will promote the growth and development of the local film industry and promote its participation in both domestic and foreign markets (also consistent with Executive Order No. 674 which created the Philippine Film Export Services Office under the FDCP)*
- *To develop and promote programs to enhance the skills and expertise of Filipino talents necessary for quality film production*

The very creation of the FDCP is anchored on the understanding that Philippine cinema and its industry is severely lacking and has much to learn from and connect to from more progressed film industries around the world. More than that, the country's filmmaking industry can largely benefit from learning and bringing knowledge from best practices and applying those to our own. Furthermore, with the increase of Filipino films and talents being featured in international platforms, it is incumbent upon the government to support and empower them.

In line with this, in 2017, FDCP implemented programs geared towards the promotion of Filipino films internationally through partnerships and coordination, as well as facilitating film culture exchange with partner institutions.

- **International Film Festival Assistance Program.** This was extended to seventy nine (79) filmmakers and individuals who were featured in international film festivals in 2017 through airfare, or accommodation expenses, allowance or VISA endorsements.

In exchange for the assistance, the filmmakers were required to undertake an agreement with the FDCP and will contribute to the Agency's film education program in order to pay forward their learnings from their international experiences.

- **FDCP Participation in International Film Festivals and Events.** In addition to the assistance granted to filmmakers and the film markets, FDCP participated in recognized and relevant international film festivals:
 - **Asia Society Spotlight.** In partnership with the Asia Society and the Philippine Consulate General in Hong Kong. This screened the following Filipino films: Sunday Beauty Queen, Entre Medio del Fin, Sakaling Hindi Makarating, Imbisibol, and Curiosity, Adventure, and Love

FDCP facilitated the curation of the selected film and coordinated with the participating producers on behalf of the event.

- **Berlinale Film Festival.** One of the world's most prestigious festivals, Berlinale is a great opportunity for the FDCP to create and nurture networks and contacts for film festivals. One of the major goals of the FDCP for its attendance in the Berlinale was to scope out if it could be the platform where the Agency can launch the Philippine Film Export Service Office (PFESO).
- **Osaka Asian Film Festival.** The Festival featured a record-breaking nine (9) films in 2017 and FDCP hosted a Philippine Night for Osaka participants the OAFF Award Ceremony, where actress Iza Calzado won the Yakushi Pearl Award for outstanding acting in Bliss. Around one hundred (100) people attended the Philippine Night, including directors and producers from the films, the OAFF festival organizers, members of the press and the OAFF jury, and the Philippine Consul General in Osaka Maria Aileen Bugarin and her team. Around one hundred (100) guests attended the Philippine Night.
- **Far East Asian Film Festival.** The Far East Film Festival (FEFF) features Asian cinema and is considered one of the richest exhibitions of Far East cinema in Europe. This year's 19th edition of the Festival was held in Udine, Italy. The FDCP was invited by the Festival to forge stronger relations with Philippine cinema and its representation in the featured films.
- **ASEAN International Film Festival and Awards.** The third edition of the bi-annual ASEAN International Film Festival and Awards (AIFFA) furthers the art and craft of ASEAN filmmaking by inspiring and championing the work of screenwriters, filmmakers and all artistes who use the language of film to tell a story.

FDCP supported AIFFA this year by hosting its Philippine roadshow and press conference in Cinematheque Manila where they featured filmmakers who submitted their film and other past Philippine delegates of AIFFA 2013 and 2015 with Livan Tajang, AIFFA's the festival director.

FDCP was invited to the AIFFA main event in Malaysia to represent the Philippines as well as to show support to the nine (9) featured Filipino films and forty (40) Filipino delegates through a Philippine Night.

- **Cannes Film Festival.** Cannes is one of the big 3 A-list international film festivals and film markets in the world. FDCP hosted a booth with Singapore Film Commission, bringing in fifteen (15) film production services and agencies and promoting the Agency's Philippine Film Export Services Office. FDCP also took the opportunity to meet:
 - American Film Market - which secured the 2017 Philippine booth in the December Locations Expo Market.
 - Raven Banner Entertainment – FilAm distributor of worldwide content and genre. The General Manager ended up sharing insights

on preparing one's film for international distribution during FDCP's Film Industry Conference in October 2017.

- Southeast Asia Fiction Film Lab – started initial discussions on disseminating the call for submissions for Filipino filmmakers. The world-renowned founder ended up being an expert workshop facilitator and speaker for FDCP's programs in Planting Seeds, Film Industry Conference, and Producers' Workshop.
 - CNC - National Centre for Cinema and the Moving Image – Leading to a discussion on the setup and organization of the government-led organization that supports the French filmmaking industry and also the best practices that can inspire growth in the Philippine film industry. Specifically, this gave a possible model for FDCP to explore for alternative source of funding for the incentive to producers.
 - CNC Archives Bois D'Arcy – Attended a tour of their large permanent archive facility and gave insights on how FDCP can proceed with building its own in the Philippines. FDCP also perused their library for Filipino content and discussed transfer of technologies and best practices.
- **Annecy Animation International Film Festival and Market** – which led to FDCP hosting a booth for the first time in support and assistance to Filipino animation companies.
 - **San Sebastian Film Festival.** The San Sebastián International Film Festival is an annual international film festival held in the Spanish city of Donostia-San Sebastián in the Basque Country. Since its creation in 1953, it has been established itself as one of the most important cinema festivals in the world, being one of the 14 "A" category competitive festivals accredited by the FIAPF (International Federation of Film Producers Associations) whose organization's accreditation the FDCP subscribes to as well.

FDCP was invited by the Festival through the assistance of the Spanish Embassy in Manila to explore more partnership and collaboration between Spain and the Philippines. This served also to show support the film *Pailalim (Underground)* by Daniel Palacio which was featured in the New Directors Section, an important competition section of the festival which launched the professional careers of notable directors like Pedro Almadovar, Roman Polanski and Francis Ford Coppola.

- **Downtown LA Film Festival.** The DTLA Film Festival was established in 2008 and has screened more than 1,000 films and partnered with more than 75 other profit and nonprofit business in Los Angeles. The Festival's programming reflects downtown L.A.'s vibrant new urbanism, the unique ethnic and cultural diversity of its neighborhoods, its burgeoning independent film community, its singular blend of late 19th and 20th century architecture, and the seminal role it played in the early days of American cinema (epitomized by the world's largest group of vintage

movie palaces located in the Broadway Theater District). While mostly contained to content from LA, the Festival is a great example of reflecting cultural identities through film, something that can be imbibed by film festivals in the Philippines.

- **3D Wire Animation Film Festival.** 3D Wire is the professional animation, video games and new media market which takes place in Spain and is one of the most important European markets. It is one of the most important animation events in Spain.

Chair Dino was personally invited to the conference and was also a speaker in one of the panels featuring Philippines as country of focus. She presented the animation industry of the Philippines together with Animation Council of the Philippines President Miguel del Rosario.

- **Busan International Film Festival.** The Film Festival and Market counterpart in Busan is one of the most heavily participated international events by Filipino producers and constantly features Filipino films. The Asian Film Market covers all stages of film industry from pre-production to film sales. The FDCP mounted a booth, featuring fifteen (15) films and twenty one (21) producers and companies, and fifty (50) Filipino delegates. For the Festival, it featured seven (7) Filipino films supported by FDCP. FDCP also featured eight (8) young filmmakers to participate in PLATFORM Busan, a new program launched by the Festival which opens the opportunity for Asian independent filmmakers can communicate, share experiences and eventually grow together, as well as to develop association within Asian independent films and establish a foothold on the world stage.

FDCP and PH's strong presence in the events led to securing a spotlight programme on Philippine cinema for its one hundred years in 2018.

- **Tokyo Film Festival.** The Tokyo International Film Festival (TIFF) is the only Japanese film festival accredited by the FIAPF (International Federation of Film Producers Associations) held over a ten-day period and featured five (5) Filipino films in 2017. For the Japan Content Showcase, FDCP was given a complementary booth to showcase the Philippine Film Export Services Office and the Philippine locations for filming of international productions. Chair Diño was also selected as the resource persons in the JCS panel entitled Philippines: Promoting Film Locations. Lessons for Japan. It was highlighted how the Philippines has been among the first Asian countries to gain the preference of Hollywood and international productions even during the American occupation era due to its accessibility, relative laxer censorship guidelines, and its population's English literacy. The resurgence of locations promotions is in no small part due to this legacy and is continuously growing especially with the big push of FDCP to activate its networks and services to the rest of the world. The response to the panel, especially from counterparts in Japan, have been positive and they were impressed with the current

initiatives of the government in partnership with private and public organizations.

- **Singapore Media Festival and Southeast Asian Film Financing Project Market.** The Tokyo International Film Festival (TIFF) is the only Japanese film festival accredited by the FIAPF (International Federation of Film Producers Associations) held over a ten-day period and featured five (5) Filipino films in 2017. For the Japan Content Showcase, FDCP was given a complementary booth to showcase the Philippine Film Export Services Office and the Philippine locations for filming of international productions. Chair Diño was also selected as the resource persons in the JCS panel entitled Philippines: Promoting Film Locations. Lessons for Japan. It was highlighted how the Philippines has been among the first Asian countries to gain the preference of Hollywood and international productions even during the American occupation era due to its accessibility, relative laxed censorship guidelines, and its population's English literacy. The resurgence of locations promotions is in no small part due to this legacy and is continuously growing especially with the big push of FDCP to activate its networks and services to the rest of the world. The response to the panel, especially from counterparts in Japan, have been positive and they were impressed with the current initiatives of the government in partnership with private and public organizations.
- **TorinoFilmLab.** The TorinoFilmLab (TFL) supports emerging talents from all over the world through training, development, production, and distribution funding activities and has been credited for supporting the best films that were developed and produced in the recent years. Chair Diño was invited as one of the Decision Makers who sat down with projects in developments looking for support. A Filipino project entitled Whether the Weather is Fine by Carlo Francisco Manatad and Armi Rae Cacanindin as part of the pitched projects this year which was awarded the TFL Top Jury Prize worth € 50.000 that earmarked to complete the feature film. An output of FDCP's participation is the start of a relationship between TFL and FDCP in hopes to bring a customized workshop to the Philippines which would develop filmmakers' strategies on developing film projects and all processes that need to be properly executed before the production stage.

Film Cultural Exchange Program

As important as it is to value our own films, it is also important to be exposed and appreciate the film heritage of the rest of the world's cinema. Films are meaningful reflections of a people's culture, their varying sensibilities, and how they view the world. It promotes understanding and acceptance and these are a big part of what keeps the peace and love in this world and among nations. That in itself, is a worthy cause to promote through films. In the country, a great number of foreign embassies recognize this potential and organize film festivals and events to introduce and promote their culture.

In 2017, FDCP served as partners to the following by granting ratings to their films, promoting the events, and offering FDCP Cinematheques as venues for film screenings and programs:

- Manila Shimbun Cine Club
- Swiss Family Film Festival
- French Film Festival
- Argentine Film Film Festival
- 4th Manila Shimbun Cine Club Movie Show
- Eiga Sai Japanese Film Festival
- Venice Film Festival
- 11th International Silent Film Festival
- Korean Film Festival
- German Film Week
- Japan ASEAN TV Festival
- Cine Europa
- Danish Film Festival
- Pelicula-Pelikula Spanish Film Festival
- Hungarian Film Festival
- Cine Latino
- Czech Film Festival
- Spring Film Festival

Philippine Embassy and Posts Support

FDCP attended the Department of Foreign Affairs' Global Conference for Heads of Posts in January 2017 where the Agency's film programs were presented. Discussions led to more Philippine Embassies and Posts to explore conducting and supporting more film-related events and FDCP assisting them in the coordination with Filipino film producers, including:

- Embassy of the Philippines in New Delhi, India
- Embassy of the Philippines in Washington, D.C.
- Philippine Consulate General in Los Angeles, California
- Philippine Consulate General in San Francisco
- Philippine Consulate General in New York
- Embassy of the Philippines in Lisbon, Portugal
- Embassy of the Philippines in Tokyo, Japan
- Embassy of the Philippines in Paris, France
- Embassy of the Philippines in Berlin, Germany
- Embassy of the Philippines in Seoul, South Korea
- Philippine Consulate General in Busan, South Korea
- Philippine Consulate General in Osaka, Japan
- Philippine Consulate General in Hong Kong
- Embassy of the Philippines in Madrid, Spain
- Embassy of the Philippines in Mexico, Mexico
- Embassy of the Philippines in Rome, Italy
- Embassy of the Philippines in Jakarta, Indonesia

- Embassy of the Philippines in Moscow, Russia
- Embassy of the Philippines to the Holy See
- Embassy of the Philippines in Vienna, Austria
- Embassy of the Philippines in Tel Aviv, Israel
- Embassy of the Philippines in Buenos Aires, Argentina
- Embassy of the Philippines in Warsaw, Poland
- Embassy of the Philippines in Hanoi, Vietnam
- Embassy of the Philippines in Ottawa, Canada
- Embassy of the Philippines in Vientiane, Laos

FDCP also aligned with the DFA Cultural Diplomacy Unit to better facilitate assistance to these posts and embassies, and developed the Philippine Embassy Assistance Program to mainstream the processing of requests.