

STRATEGIC OBJECTIVES

MANDATE

Formulate and implement policies and programs to upgrade the art and craft of filmmaking. Encourage the production of films for commercial purposes intended for public entertainment that seek to enhance the quality of life, examine the human and social conditions and contribute to the nobility and dignity of the human spirit. Maximize the country's comparative advantage as a location site for international movie and television making to generate income, promote tourism and enhance the image of the country abroad.

VISION

A flourishing, professional and united film industry that produces and promotes high quality films which encourage social and cultural transformation and is viewed by a wider audience both locally and internationally.

MISSION

Make Philippine Cinema the preeminent instrument for the enrichment of Filipino culture and the articulation of the Filipino identity. Make Philippine Cinema a constant stimulus to self awareness and social responsibility among all sectors of society. Reinforce and expand sustainability of Philippine Cinema as art and industry.

KEY RESULT AREAS

Rapid inclusive and sustainable economic growth

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 Paambansa 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.

ORGANIZATIONAL OUTCOMES (OOs) / PERFORMANCE INDICATORS (PIs)	BASELINE	2016 TARGETS
Local Films Quality Upgraded		
98% of total local film produced graded by the FDCP-CEB	55 films	98%
Promotion of the country as a locational site for international film and TV production employment generation increase of 5% by 2016	2,000 jobs	2,500 jobs
Awards received of films co-produced increase by 50% in 2016	10 awards received	50%
Film Heritage Preserved and Protected		
20% of recoverable films shown in mainstream cinemas achieved by 2016	200 titles	20%

MAJOR FINAL OUTPUTS (MFOs) / PERFORMANCE INDICATORS (PIs)	2016 Targets
MFO 1: ADMINISTRATION OF FILM TAX INCENTIVE SYSTEM	
Cinema Evaluation Board	
No. of applications for film rating acted upon	55
No. of reimbursement payments made.	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 reimbursement payments made within thirty (30) days of receipt of funds from theater/cinema proprietors.	99%
No. of inspections 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 in the last twelve (12) months.	95%
MFO 2: FILM PRESERVATION SERVICES	
No. of films restored	3
No. of films managed in archives	25,000
% of persons viewing the preserved films who rate the quality of preservation as good or better	96%
% change in the stock of films requiring preservation	25%
MFO 3: FILM INDUSTRY PROMOTION AND DEVELOPMENT SERVICES	
No. of promotional events undertaken	50
% of stakeholders who rate the promotional events as good or better	90%
% of promotional events that commenced within 30 minutes of the scheduled start time	95%

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