

Republic of the Philippines  
House of Representatives  
Quezon City

Eighteenth Congress  
Third Regular Session



---

COMMITTEE REPORT NO. 1179

Submitted by the Committees on Creative Industry and Performing Arts, Appropriations, and Ways and Means August 30, 2021

Re: House Bill No. 10107

Recommending its approval in substitution of House Bill Numbers 4692, 6476, and 8101

Sponsors: Representatives Christopher V.P. de Venecia, Eric Go Yap, and Joey Sarte Salceda

---

Mr. Speaker:

The Committees on Creative Industry and Performing Arts, Appropriations, and Ways and Means to which was referred House Bill No. 4692, introduced by Representative Rep. Victor A. Yap, entitled:

“AN ACT  
TO DEVELOP AND PROMOTE THE CREATIVE INDUSTRIES OF THE  
PHILIPPINES”

House Bill No. 6476 introduced by Rep. Carlos O. Cojuangco, entitled:

“AN ACT  
PROMOTING AND SUPPORTING THE DEVELOPMENT OF THE  
CREATIVE INDUSTRY, APPROPRIATING FUNDS THEREFOR, AND  
FOR OTHER PURPOSES”

and House Bill No. 8101 introduced by Rep. Christopher V.P. de Venecia, Jose Francisco “Kiko” B. Benitez, Lucy Torres-Gomez, Rosanna “Ria” Vergara, Sharon S. Garin, Stella Luz A. Quimbo, Lianda B. Bolilia, Cristal L. Bagatsing, Aloy Lim, Ma. Lourdes T. Arroyo, Alfred C. Delos Santos, Edward Vera Perez Maceda; John Marvin “Yul Servo” C. Nieto, Joy Myra S. Tambunting, Evelina G. Escudero, Xavier Jesus D. Romualdo, Kristine Singson-Meehan, Juan Miguel Macapagal Arroyo, Anna Marie Villaraza-Suarez, Marlyn “Len” B. Alonte, Deogracias Victor “DV” B. Savellano, Lorenz R. Defensor, Joey Sarte Salceda, Ronnie L. Ong, Rufus B. Rodriguez, Loren Legarda, Ann K. Hoffer, Rose Marie “Baby” J. Arenas, Angelica Natasha Co, Claudine Diana D. Bautista, and Sol Aragonés entitled:

“AN ACT

PROVIDING FOR THE PROMOTION AND DEVELOPMENT OF THE  
PHILIPPINE CREATIVE INDUSTRIES AND PROVIDING FUNDS  
THEREFOR”


have considered the same and recommend the approval of House Bill No. **10107**,entitled:

“AN ACT

PROVIDING FOR THE PROMOTION AND DEVELOPMENT OF THE  
PHILIPPINE CREATIVE INDUSTRIES AND APPROPRIATING FUNDS  
THEREFOR”

in substitution of House Bills Numbered 4692, 6476, and 8101 with Representatives Victor A. Yap, Carlos O. Cojuanco, Christopher V.P. De Venecia, Jose Francisco “Kiko” B. Benitez, Lucy Torres-Gomez, Rosanna “Ria” Vergara, Sharon S. Garin, Stella Luz A. Quimbo, Lianda B. Bolilia, Cristal L. Bagatsing, Aloy Lim, Ma. Lourdes T. Arroyo, Alfred C. Delos Santos, Edward Vera Perez Maceda; John Marvin “Yul Servo” C. Nieto, Joy Myra S. Tambunting, Evelina G. Escudero, Xavier Jesus D. Romualdo, Kristine Singson-Meehan, Juan Miguel Macapagal Arroyo, Anna Marie Villaraza-Suarez, Marlyn “Len” B. Alonte, Deogracias Victor “DV” B. Savellano, Lorenz R. Defensor, Joey Sarte Salceda, Ronnie L. Ong, Rufus B. Rodriguez, Loren Legarda, Ann K. Hoffer, Rose Marie “Baby” J. Arenas, Angelica Natasha Co, Claudine Diana D. Bautista, Sol Aragones, Jericho Jonas B. Nograles, Johnny Ty Pimentel, Shirlyn L. Bañas-Nograles, Estrellita B. Suansing, Mark O. Go, Jose Jr. L. Atienza, Cheryl P. Deloso-Montalla, Jose Gay G. Padiernos, Roman T. Romulo, Alyssa Sheena P. Tan, Corazon T. Nuñez-Malanyaon, Janette L Garin, Alfel M. Bascug, Micaela S. Violago, Virgilio S. Lacson, Pablo John F. Garcia, Jumel Anthony I. Espino, Joaquin Jr. M. Chipeco, Horacio Jr. P. Suansing, Janice Z. Salimbangon, Sonny “SL” L. Lagon, Eric Go Yap, Ruwel Peter Gonzaga, Strike B. Revilla, Divina Grace Yu, Tyrone D. Agabas, Ria Christina G. Fariñas, Elenita Milagros “Eileen” Ermita-Buhain, Lorna P. Baustista-Bandigan, Peter John D. Calderon, Luis Jr. N. Campos, Luisa Lloren Cuaresma, Manuel Jose “Mannix” M. Delipe, Paul Ruiz Daza, Rudys Caesar G. Fariñas I, Greg G. Gasataya, Ed Christopher S. Go, Sandro L. Gonzalez, Jocelyn Sy Limkaichong, Francisco Jose “Bingo” F. Matugas II, CPA,CESO,LLB, David “Jay-Jay” C. Suarez, Jose “Pingping” I. Tejada, Juliette T. Uy, Manuel F. Zubiri, Ma. Angelica M. Amante-Matba, Angelo Marcos Barba, Gabriel Jr. H. Bordado, Fernando T. Cabredo, Rudy S. Caoagdan, DPA, Sergio C. Dagooc, Abdullah D. Dimaporo, Alan “Aldu” R. Dujali, Jocelyn F. Fortuno, Godofredo N. Guya, Glona G. Labadlabad, Mario Vittorio “Marvey” A. Mariño, Maricel G. Natividad-Nagaño, Ma. Lucille L. Nava, M.D. Geraldine B. Roman, Lorna C. Silverio, Angelina “Helen” D.L. Tan, M.D., John Reynald M. Tiangco, Kristine Alexie B. Tutor, Manuel DG. Cabochan III, Elisa “Olga” T. Kho, Edgar Mary S. Sarmiento, and Raul “Boboy” C. Tupas as authors thereof.

Respectfully submitted,

  
**CHRISTOPHER V.P. DE VENECIA**  
Chairperson  
Special Committee on Creative  
Industry and Performing Arts



**ERIC GO YAP**  
Chairperson  
Committee on Appropriations



**JOEY SARTE SALCEDA**  
Chairperson  
Committee on Ways and Means

**THE HONORABLE SPEAKER**  
HOUSE OF REPRESENTATIVES  
QUEZON CITY



Republic of the Philippines  
**HOUSE OF REPRESENTATIVES**  
Quezon City, Metro Manila

**EIGHTEENTH CONGRESS**  
*Third Regular Session*

**HOUSE BILL NO. 10107**

---

Introduced by Representatives Victor A. Yap, Carlos O. Cojuanco, Christopher V.P. De Venecia, Jose Francisco “Kiko” B. Benitez, Lucy Torres-Gomez, Rosanna “Ria” Vergara, Sharon S. Garin, Stella Luz A. Quimbo, Lianda B. Bolilia, Cristal L. Bagatsing, Aloy Lim, Ma. Lourdes T. Arroyo, Alfred C. Delos Santos, Edward Vera Perez Maceda; John Marvin “Yul Servo” C. Nieto, Joy Myra S. Tambunting, Evelina G. Escudero, Xavier Jesus D. Romualdo, Kristine Singson-Meehan, Juan Miguel Macapagal Arroyo, Anna Marie Villaraza-Suarez, Marlyn “Len” B. Alonte, Deogracias Victor “DV” B. Savellano, Lorenz R. Defensor, Joey Sarte Salceda, Ronnie L. Ong, Rufus B. Rodriguez, Loren Legarda, Ann K. Hoffer, Rose Marie “Baby” J. Arenas, Angelica Natasha Co, Claudine Diana D. Bautista, Sol Aragones, Jericho Jonas B. Nograles, Johnny Ty Pimentel, Shirlyn L. Bañas-Nograles, Estrellita B. Suansing, Mark O. Go, Jose Jr. L. Atienza, Cheryl P. Deloso-Montalla, Jose Gay G. Padiernos, Roman T. Romulo, Alyssa Sheena P. Tan, Corazon T. Nuñez-Malanyaon, Janette L. Garin, Alfel M. Bascug, Micaela S. Violago, Virgilio S. Lacson, Pablo John F. Garcia, Jumel Anthony I. Espino, Joaquin Jr. M. Chipeco, Horacio Jr. P. Suansing, Janice Z. Salimbangon, Sonny “SL” L. Lagon, Eric Go Yap, Ruwel Peter Gonzaga, Strike B. Revilla, Divina Grace Yu, Tyrone D. Agabas, Ria Christina G. Fariñas, Elenita Milagros “Eileen” Ermita-Buhain, Lorna P. Baustista-Bandigan, Peter John D. Calderon, Luis Jr. N. Campos, Luisa Lloren Cuaresma, Manuel Jose “Mannix” M. Delipe, Paul Ruiz Daza, Rudys Caesar G. Fariñas I, Greg G. Gasataya, Ed Christopher S. Go, Sandro L. Gonzalez, Jocelyn Sy Limkaichong, Francisco Jose “Bingo” F. Matugas II, CPA,CESO,LLB, David “Jay-Jay” C. Suarez, Jose “Pingping” I. Tejada, Juliette T. Uy, Manuel F. Zubiri, Ma. Angelica M. Amante-Matba, Angelo Marcos Barba, Gabriel Jr. H. Bordado, Fernando T. Cabredo, Rudy S. Caoagdan, DPA, Sergio C. Dagooc, Abdullah D. Dimaporo, Alan “Aldu” R. Dujali, Jocelyn F. Fortuno, Godofredo N. Guya, Glona G. Labadlabad, Mario Vittorio “Marvey” A. Mariño, Maricel G. Natividad-Nagaño, Ma. Lucille L. Nava, M.D. Geraldine B. Roman, Lorna C. Silverio, Angelina “Helen” D.L. Tan, M.D., John Reynald M. Tiangco, Kristine Alexie B. Tutor, Manuel DG. Cabochan III, Elisa “Olga” T. Kho, Edgar Mary S. Sarmiento, and Raul “Boboy” C. Tupas

---

**AN ACT  
PROVIDING FOR THE PROMOTION AND DEVELOPMENT OF THE PHILIPPINE  
CREATIVE INDUSTRIES, AND APPROPRIATING FUNDS THEREFOR**

*Be it enacted by the Senate and the House of Representatives of the Philippines in Congress assembled:*

TITLE I

**PRELIMINARY PROVISIONS**

**SECTION 1. *Short Title.*** – This Act shall be known as the “*Philippine Creative Industries Development Act.*”

**SEC 2. *Declaration of Policy.*** – It is the policy of the State to promote and support the development of Philippine creative industries by protecting and strengthening the rights of creative firms, artists, artisans, creators, and content providers, cultivating all economic activities of the creators and owners of intellectual property related to technology, arts, and culture, by nurturing creative industry human resources, creating employment, and providing incentives to encourage and sustain entrepreneurship in the creative industries for economic, social, and cultural development.

Towards this end, the State shall implement a long-term program for the development and promotion of creative industries, establish financial enabling mechanisms for the creative industries, nurture the creative industry human resources, create employment, and provide incentives to encourage and sustain entrepreneurship and the arts.

**SEC 3. *Definition of Creative Industries.*** As used in this Act, creative industries are trades involving persons, whether natural or juridical, that produce cultural, artistic, and innovative goods, products, and services, where such goods and services originate in individual creativity, skill, and talent and have a potential to create wealth through the generation and utilization of intellectual property.

1 Creative industries include those directly or indirectly involved in the creation,  
2 production and manufacturing, performance, broadcasting, communication and exhibition, or  
3 distribution and sale of works and other subject matter, in accordance with existing laws, rules  
4 and regulations on intellectual property rights protection.

5 Creative industries include the following domains that, due to the human capacity for  
6 adaptive innovation may each be made up of a non-exhaustive list of industries:

- 7 1. *Audiovisual Media Domain* refers to the gamut of recorded and live audio and  
8 audiovisual content that are distributed through various broadcast media such as  
9 television, radio, cable, satellite broadcasts, digital streaming platforms or exhibited in  
10 cinema theaters, including films, television content, animated film productions, vlogs,  
11 and other content that utilize motion graphics, two-dimensional, and three dimensional  
12 design technology and animatronics, recorded music, music scores, compositions ready  
13 for recording, podcasts, and entertaining audio or audiovisual material or content  
14 developed for educational purposes or edutainment content;
- 15 2. *Digital Interactive Media Domain* refers to digital software programs, mobile  
16 applications and games created for and operated on inter-active digital devices where user  
17 input is essential to the experience, including software and mobile apps, video games,  
18 computer games, mobile games, virtual augmented or mixed reality games, and  
19 digitalized creative content;
- 20 3. *Creative Services Domain* refers to demand-driven commercial creative service work  
21 done on behalf of commissioning clients for complete creative output or partial  
22 outsourcing work, including advertising and marketing, creative research and  
23 development, cultural and recreational services, and live creative experiences, which

- 1 refer to predesigned, real-time artistic performances and experiences aimed at specific  
2 audiences, with management and technical services provided to enhance the delivery of  
3 the performance and experience;
- 4 4. *Design Domain* refers to the process of envisioning, planning, creation, and  
5 manufacturing of symbols, images, and products, whether for industrial and aesthetic  
6 purposes, spaces, and systems, whether static or for interactive experiences, at the heart  
7 of which is creating solutions that address a need or a problem in various fields such as in  
8 architecture, urban landscaping, interior and spatial planning, fashion and accessory  
9 making, textile development, furniture making, jewelry making, and toy making;
- 10 5. *Publishing, and Printed Media Domain* refers to the creation, publication, and  
11 distribution of artistic, journalistic, and commercial literature in traditional print and  
12 digital format, including books, blogs, comics, graphic novels, editorials and  
13 commentaries, magazines, and other published media;
- 14 6. *Performing Arts Domain* refers to all activities involved in the training of performers, the  
15 creation, promotion, distribution, exhibition, and preservation of artistic shows,  
16 performances, and such other art forms including live music, theatre, musical theatre,  
17 dance, opera, circus, spoken word, and puppetry;
- 18 7. *Visual Arts Domain* refers to all activities pertaining to the creation, promotion,  
19 distribution, and preservation of works that are primarily visual in nature, including  
20 paintings, drawings, sculptures, photographs, antiques, performance art, art toys,  
21 collages, or other similar decorative material;

- 1 8. *Traditional Cultural Expressions Domain* refers to tangible products and intangible  
2 customs, practices and expressions of traditional Filipino culture and heritage, including  
3 arts and crafts, gastronomy and culinary practices, cultural festivals, and celebrations;
- 4 9. *Cultural Sites Domain* refers to the physical human-made locations, sits, and monuments  
5 that are of vital significance to the objective of promoting Philippine Culture, including  
6 historic buildings and town sites, important archaeological sites, and works of  
7 monumental sculptures or paintings. This domain encompasses the strategic role and  
8 activities of museums, libraries, creative cities, performing arts venues, and cultural  
9 exhibitions to promote the country's cultural sites; and
- 10 10. Other such domains and industries as the Council may determine, subject to the  
11 guidelines and criteria issued by the Council.

## 12 TITLE II

### 13 ORGANIZATION OF THE PHILIPPINE CREATIVE INDUSTRY DEVELOPMENT 14 COUNCIL

15 SECTION 4. *The Philippine Creative Industry Development Council* – The Philippine  
16 Creative Industry Development Council, herein referred to as the Council, is hereby created as an  
17 office administratively attached to the Department of Trade and Industry.

18 The Council shall be composed of seventeen (17) members, nine (9) regular members  
19 from the private sector and eight (8) *ex-officio* members.

20 The eight (8) members who shall be *ex-officio* members of the Council are:

- 21 1) Secretary of the Department of Trade and Industry (DTI), as Chairperson;
- 22 2) Secretary of the Department of Education (DepEd);
- 23 3) Secretary of the Department of Science and Technology (DOST);
- 24 4) Chairman of the National Commission for Culture and the Arts (NCCA);



- 1        5) Director General of the Intellectual Property Office of the Philippines (IPOP HL);
- 2        6) Chairperson of the Commission on Higher Education (CHED);
- 3        7) Secretary of the Department of Tourism (DOT); and
- 4        8) Secretary of the Department of Information and Communication Technology (DICT).

5        The *ex officio* members of the Council may designate their respective next-in-rank officials as  
6 permanent alternates whose acts are considered as the acts of their principals.

7        The nine (9) regular members of the Council are:

- 8        1) Private sector representative of the Audio and Audiovisual Domain;
- 9        2) Private sector representative of the Digital Interactive Media Domain;
- 10       3) Private sector representative of the Creative Services Domain;
- 11       4) Private sector representative of the Design Domain;
- 12       5) Private sector representative of the Publishing, and Printed Media Domain;
- 13       6) Private sector representative of the Performing Arts Domain;
- 14       7) Private sector representative of the Visual Arts Domain;
- 15       8) Private sector representative of the Traditional Cultural Expressions Domain; and
- 16       9) Private sector representative of the Cultural Sites Domain.

17       Every regular member shall be appointed by the President from a list submitted by the *ex*  
18 *officio* members of the Council nominating at least three (3) nominees for every regular member  
19 seat: *Provided*, That each of the nominees shall come from the private sector and must have at  
20 least ten (10) years of experience in the creative industry domain which the nominee belongs to:  
21 *Provided, further*, That each of the nominees shall have been endorsed by a business support  
22 organization or creative association relative to the creative industry domain sought to be  
23 represented.

1           The Council shall elect a co-chair among the nine (9) regular members.

2           The regular members of the Council shall serve for a term of six (6) years, unless sooner  
3 separated from the service due to death, voluntary resignation, or removal for cause. In case of  
4 death, resignation, or removal for cause, their replacements shall serve only the unexpired  
5 portion of the replaced members. Of the first set of regular members, five (5) shall hold office for  
6 a term of three (3) years and the remaining four (4) for a term of six (6) years.

7           The regular members of the Council shall receive *per diem* every meeting in accordance  
8 with existing rules and regulations.

9           **SEC 5. Meetings** – The Council shall meet at least once every quarter, or as often as  
10 necessary at the call of the Chairperson or majority of the members. Members of the Council  
11 who cannot physically attend or vote at Council meetings can participate and vote through  
12 remote communication technologies or other electronic means such as videoconferencing,  
13 teleconferencing, or other alternative modes of communication that allow them reasonable  
14 opportunities to participate. A majority of the incumbent members of the Council shall constitute  
15 a quorum to do business.

16           **SEC 6. Mandate, Powers, and Functions of the Council.** - The Council shall exercise  
17 the following powers and functions:

- 18           a) Define economic goals and key performance indicators for the creative industries  
19 including value creation, contribution to gross domestic product, job creation, export  
20 targets, and creative intellectual property targets, as articulated in the Plan;
- 21           b) Create a classification of the creative industries into sub-sectors based on strategic  
22 considerations, and create technical panels, working groups, or task forces that will assist  
23 the Council in the performance of its functions, in coordination with the Philippine

- 1 Statistics Authority (PSA) for its integration in the Philippine Standard Industry  
2 Classification;
- 3 c) Issue guidelines and criteria in identifying the persons and stakeholders in the creative  
4 industries who may receive aid from the State in times of national emergencies;
- 5 d) Issue guidelines for the accreditation of business support organizations and creative  
6 associations that may be entitled to the programs of the Council under this Act, as well as  
7 create programs that will assist the creative industry stakeholders in establishing such  
8 business support organizations and creative associations;
- 9 e) Generate and mobilize resources from domestic and foreign sources, receive and accept  
10 donations and other conveyances including funds, materials and services, by gratuitous  
11 title, and rationalize the use and the equitable distribution of such resources to the various  
12 creative industries through mechanisms including competitive grants;
- 13 f) Develop and sustain cooperative exchanges, partnerships, and collaborations with and  
14 among government agencies, creative entities, organizations, and associations, locally  
15 and overseas, whether from the public or private sector, and coordinate with the  
16 Department of Foreign Affairs (DFA) and other pertinent government agencies for  
17 overseas cooperative exchanges, partnerships, and collaborations;
- 18 g) Endorse to the DTI prospective multi- and bi-lateral international trade agreements that  
19 will benefit the Philippine creative industries, as well as United Nations Conference on  
20 Trade and Development (UNCTAD) and United Nations Educational, Scientific and  
21 Cultural Organization (UNESCO) creative economic activities, conferences, and events  
22 for possible country representation, in coordination with the Philippine National  
23 Commission for UNESCO (UNACOM);

- 1 h) Enter into, and carry out contracts of every kind and description with any person, firm or  
2 association or corporation, domestic or foreign, and sue or be sued relative to the  
3 contracts entered into;
- 4 i) Acquire, utilize or dispose of, in any manner recognized by law, real or personal property  
5 in the Philippines or elsewhere necessary to carry out the purposes of this Act;
- 6 j) Raise or borrow, within the limitation provided by law, and subject to the approval or  
7 opinion of the Monetary Board of the *Bangko Sentral ng Pilipinas* (BSP) and the  
8 Department of Finance (DOF), as the case may be, adequate and necessary funds from  
9 local or foreign sources, to finance its projects and programs under this Act and for this  
10 purpose, issue bonds, promissory notes and other forms of securities, and secure the same  
11 by a guarantee, pledge, mortgage, deed of trust or an assignment of all or part of its  
12 property or assets;
- 13 k) Adopt, alter, and use a corporate seal;
- 14 l) Delegate, from time to time, any of the powers of the Council which may be lawfully  
15 delegated pursuant to existing laws, to the Executive Director, or in the absence of the  
16 Executive Director, to any of the deputy executive directors, upon such terms as may be  
17 deemed fit;
- 18 m) Create *ad hoc* committees or technical working groups representing different creative  
19 industries and appropriate government agencies to discuss specific issues relative to each  
20 creative industry, provide sound advice, and recommend policies or programs to the  
21 Council; and

1 n) Promulgate such rules and regulations and exercise such other powers and functions as  
2 may be necessary to effectively carry out the attainment of the purposes and objectives of  
3 this Act.

4 In the exercise of its powers and functions, the Council shall, at all times, coordinate and  
5 synergize its plans and programs with the National Cultural Policy and Plan and those of the  
6 national government agencies (NGAs) that have existing mandates in culture and the arts, and  
7 the plans and programs of the various creative industry domains that are defined in Section 3 of  
8 this Act, as well as those of national government agencies that may be similarly mandated under  
9 future legislation or government reorganization, including the following:

- 10 1. Film Development Council of the Philippines;
- 11 2. National Council for Children’s Television;
- 12 3. Design Center of the Philippines;
- 13 4. Cultural Center of the Philippines;
- 14 5. National Museum; and
- 15 6. National Book Development Board.

16 To this end, the Council may invite the NGAs to present their proposed plans, and  
17 programs during its regular meetings.

18 **TITLE III**

19 **PHILIPPINE CREATIVE INDUSTRIES DEVELOPMENT PLAN**

20 **SEC 7. *The Philippine Creative Industries Development Plan.*** – A committee headed  
21 by the Secretary of Trade and Industry, in coordination with the Director General of the National  
22 Economic and Development Authority (NEDA) and representative organizations of the nine (9)  
23 creative industry domains identified in Section 3 of this Act, shall formulate the Philippine

1 Creative Industries Development Plan, hereinafter referred to as the Plan, that sets forth the  
2 objectives, targets, strategies, and activities on the growth and development of Philippine  
3 creative industries. The Plan must be submitted to the President of the Philippines for approval  
4 within one (1) year after the effectivity of this Act and shall be subject to mandatory review  
5 every three (3) years.

6 The Plan shall include a three-(3) year, six-(6) year, and ten-(10) year development  
7 timeline and shall enunciate its vision, mission, goals, and milestones.

8 The Plan shall include the following components, among others as may later be  
9 determined by the Council:

- 10 a) Well-defined and measurable economic goals and key performance indicators for the  
11 creative industries including value creation, contribution to gross domestic product, job  
12 creation, export targets, and creative intellectual property targets;
- 13 b) A review of the existing governance and policy framework under which the Plan may be  
14 implemented;
- 15 c) Current data and findings of scientific, interdisciplinary and policy-oriented research on  
16 technological advancements, methodologies, distribution models, product lines, and value  
17 chains pertaining to creative industries in aid of the implementation of the Plan;
- 18 d) Analyses of current and emerging trends and changes in technology, trade, consumption,  
19 demography, the environment, and health that impacts the labor market for creative  
20 talent;
- 21 e) Areas of possible strategic investments in the creative industries;
- 22 f) Financial assistance programs, investments schemes, loan programs, and guarantees for  
23 micro, small, and medium enterprises (MSMEs) in the creative industries;

- 1 g) Technical, technological, and financial assistance programs for the development,  
2 processing, commercialization and marketing of goods and services generated by the  
3 creative industries;
- 4 h) Programs that promote stronger linkages and collaborations between stakeholders in the  
5 creative industries and government;
- 6 i) Programs and areas of investment to incubate, encourage, and promote the development  
7 of original creative content and talent in the relevant creative industry domains;
- 8 j) Strategies that allow creative industries greater access to both national and international  
9 markets and harness their competitive advantages of the creative industries;
- 10 k) Possible Special Economic Zones that support the growth and development of various  
11 creative industries in accordance with Republic Act No. 7916, otherwise known as "*The*  
12 *Special Economic Zone Act of 1995*," as amended, as part of a digital-creative economy  
13 nexus;
- 14 l) Programs that promote the hiring and employment of workers in the creative industries;
- 15 m) Programs that promote a stronger intellectual property ecosystem among and across  
16 creative industries;
- 17 n) A comprehensive digital acceleration plan for Philippine creative industries;
- 18 o) Strategies towards the creation of a creative cities network to promote an avenue of  
19 mutual support and exchange of ideas among local government units, in coordination  
20 with the DFA, UNACOM, and the Department of Interior and Local Government  
21 (DILG);
- 22 p) Programs that establish a coordinative relationship with the National Disaster Risk  
23 Reduction and Management Council to ensure that players of the creative economy are

1 covered, involved, and included in all aspects of disaster risk reduction and mitigation  
2 planning and management, and resilience building; and

- 3 q) Guidelines, programs, and strategies for the proper management of the creative industry  
4 development fund as provided for under Section 18 of this Act.

5 **SEC 8. *Organization of the National Secretariat on Creative Industries.*** – The Council  
6 shall organize a National Secretariat to be headed by an Executive Director, who should be a  
7 Filipino citizen, a resident of the Philippines, and at least thirty (30) years of age at the time of  
8 appointment. The Executive Director, who shall have the rank of Undersecretary, must possess  
9 good moral character, be a person of proven integrity, is a holder of a college degree in a related  
10 field of discipline, a person of proven administrative proficiency, independence, experience,  
11 knowledge, and commitment to the promotion and development of Philippine creative industries  
12 and who has served in a position of leadership for at least ten (10) years in at least one (1)  
13 creative industry sector prior to the date of appointment.

14 The Executive Director shall be assisted by two (2) Deputy Executive Directors and an  
15 administrative staff.

16 The President of the Philippines shall appoint the Executive Director and the Deputy  
17 Executive Directors from a list of at least five (5) nominees submitted by the Council.

18 The Executive Director and the Deputy Executive Directors shall serve for a term of six  
19 (6) years, unless sooner separated from service due to death, voluntary resignation, or removal  
20 for cause. In case of death, resignation, or removal for cause, their replacements shall serve only  
21 the unexpired portion of the respective terms.

22 Within one hundred twenty (120) days after the effectivity of this Act, the Council shall  
23 determine, upon the recommendation of the Executive Director, the organizational structure,



1 staffing pattern, and compensation system of the National Secretariat, including the duties,  
2 qualifications, responsibilities, and functions of its officers and staff members, and submit the  
3 same to the Department of Budget and Management (DBM) for approval. The officers and  
4 employees of the National Secretariat shall be appointed in accordance with civil service laws,  
5 rules, and regulations.

6 The DTI and other related NGAs may, from time to time, assign technical staff to  
7 complement the National Secretariat in the exercise of its functions and shall establish the  
8 permanent office of the National Secretariat within one (1) year upon the effectivity of this Act.

9 **SEC 9. *Duties and Functions of the Executive Director.*** The Executive Director shall  
10 exercise the following duties and functions:

- 11 a) Direct and manage the affairs of the National Secretariat in accordance with the policies  
12 of the Council;
- 13 b) Establish the internal organization of the National Secretariat under such conditions that  
14 the Council may prescribe;
- 15 c) Submit an annual budget and necessary supplemental budget to the Council for its  
16 approval;
- 17 d) Ensure the faithful and proper implementation of the Plan, and recommend changes  
18 thereto for consideration of the Council;
- 19 e) Review all existing policies, plans, programs, and projects of the government and  
20 formulate and recommend to the Council and other government agencies, in coordination  
21 with government agencies, non-government organizations and business support  
22 organizations, national policies, plans, and programs that support the creative industries;

- 1 f) Maintain a database of all relevant data and information regarding the creative industries  
2 in conjunction with the PSA and such other agencies that maintain any related database;
- 3 g) Maintain a database of accredited business support organizations and creative  
4 associations in the creative industries, in coordination with the Local Culture and Arts  
5 Councils (LCAC), pursuant to Section 21 of this Act;
- 6 h) Encourage persons in the creative industries to join business support organizations and  
7 creative associations in their respective fields;
- 8 i) Establish and promote a culture of continuing dialogue between government and business  
9 support organizations and creative associations within the creative industries on proper  
10 planning and evaluation of policies, programs, and projects affecting its stakeholders;
- 11 j) Build national awareness of the creative industries through various strategies including  
12 advocacy and communication campaigns;
- 13 k) Ensure the promotion, marketing, distribution, and export of creative industry outputs in  
14 both local and international markets in coordination with the Board of Investments (BOI),  
15 Export Management Bureau (EMB), Foreign Service Trade Corps (FSTC), and the  
16 Center for International Trade, Expositions, and Missions (CITEM);
- 17 l) Submit within thirty (30) days after the close of each fiscal year an annual report and  
18 other reporting requirements to the Council;
- 19 m) Submit to the Council for its approval, policies, systems, procedures, rules, and  
20 regulations that are essential to the operation of the National Secretariat;
- 21 n) Recommend to the Council the remuneration and other emoluments of its officers and  
22 employees in accordance with existing laws on compensation and position classification;  
23 and

1 o) Perform such other duties as may be assigned by the Council or which are necessary or  
2 incidental to the office.

3 TITLE IV

4 STATE SUPPORT TO THE CREATIVE INDUSTRIES

5 **SEC 10. *Infrastructure Support.*** - Entities from the creative industries may avail of  
6 shared service facilities from the DTI and the infrastructure support programs under Republic  
7 Act No. 11293, otherwise known as the “*Philippine Innovation Act*”. Further, the Council shall  
8 create subsidized rental schemes for studios and venues, and provide co-working spaces and  
9 other similar facilities and hardware that may be utilized by multiple creative industry  
10 stakeholders towards the creation, cultivation, and promotion of their goods or services.

11 Shared service facilities refer to machinery, equipment, tools, systems, accessories and  
12 other auxiliary items, skills, and knowledge that are being provided by the DTI under a  
13 combined and collective system to its target beneficiaries. The DTI shall promulgate guidelines  
14 on availing its shared facilities, including the manner of selecting its beneficiaries.

15 **SEC 11. *Research and Development (R&D) and Innovation Support.*** – Accredited  
16 entities from the creative industries may avail of the research and development support program  
17 of the DOST that provides financial support to research projects which address industry needs  
18 through science and technology interventions, accelerate the transfer and commercialization of  
19 generated technologies, and strengthen the capability of human resources and institutions to  
20 undertake research and development. Research grants may be availed of by government research  
21 and academic institutions as well as local companies and startups, subject to the evaluation and  
22 approval of the DOST.

1           **SEC 12. *Digitalization of the Creative Industries*** – Micro, small and medium enterprises  
2 and stakeholders in the creative industries shall be granted access to digital services and digital  
3 training platforms. Technical and financial assistance programs shall also be provided to Filipino  
4 entities that endeavor to create digital content distribution platforms benefitting the creative  
5 industries. Dedicated high-speed infrastructure and bandwidth shall be provided by the DICT  
6 and the National Telecommunications Commission to the accredited MSMEs and stakeholders in  
7 the creative industries, to ensure that such services, platforms, and programs are delivered  
8 efficiently to creative industry enterprises. The DICT shall promulgate guidelines to  
9 implement this program, including the manner of selecting its beneficiaries.

10           **SEC 13. *Creative Voucher System***. – A Creative Voucher System shall be  
11 established to systematize the granting of support, aid, and other incentives to creative industry  
12 entities. To this end, creative vouchers shall be issued to stakeholders from accredited business  
13 support organizations or creative associations in the creative industries, which entitle them to  
14 receive the support, aid, and incentives from the various government agencies. The Council shall  
15 promulgate guidelines to implement the Creative Voucher System.

16           **SEC 14. *Creative Industries Investment Priority Plan***. – The Council shall create a  
17 Creative Industries Investment Priority Plan (CIIPP) that shall contain a listing of specific  
18 activities in the creative industries that may qualify for incentives. The CIIPP must be duly  
19 supported by the studies on existing and prospective demands for such products and services in  
20 light of the level and structure of income, production, trade, prices and relevant economic and  
21 technical factors of the regions as well as existing facilities.

22           The BOI or the leading national agency charged with the creation of the government's  
23 investment priorities plan under Executive Order No. 226, as amended, otherwise known as the

1 “Omnibus Investment Code of 1987,” or successor legislation, shall classify creative industry  
2 enterprises as preferred areas of investment under the Investment Priorities Plan (IPP) pursuant  
3 to the CIIPP issued by the Council, subject to other pertinent rules and regulations.

4 **SEC 15. *Fiscal Incentives to Enterprises in the Creative Industries.*** – The creative  
5 industries may avail of the fiscal incentives provided within the boundaries of a performance-  
6 based, time-bound, and transparent system of incentives under the National Internal Revenue  
7 Code, as amended: *Provided*, That the activities of the creative industries shall undergo the  
8 standard processes involved in the identification of preferred activities under the Strategic  
9 Investments Priorities Plan (SIPP) and shall be accompanied by a cost-benefit analysis showing  
10 the need for incentives.

11 **SEC 16. *Access to Credit and Financial Instruments.*** – Government-owned, -  
12 controlled, or -supported financial institutions shall give priority to creative industries in  
13 providing credit assistance and guarantee schemes, subject to the rules and regulations of the  
14 concerned financial institutions.

15 **SEC 17. *Creative Instruction and Education.*** – The following NGAs shall establish a  
16 Creative Educational Plan and other policies, programs, and strategies geared towards the  
17 development of the country’s human resources in the creative industries:

- 18 1. DepEd and the CHED shall, among others, support and develop relevant programs  
19 related to creative industries and provide scholarships and other relevant programs to  
20 deserving basic education and college and post-graduate students, respectively, enrolled  
21 in programs and courses related to the creative industries: *Provided*, That priority shall be  
22 given to underprivileged students. The CHED shall also identify Creative Centers of  
23 Excellence and establish criteria for such identification;

1        2. The Technical Education and Skills Development Authority (TESDA) among others,  
2        shall provide talent and skills training through scholarship programs in courses related to  
3        creative industries for entrepreneurs, workers, trainees, and stakeholders in the creative  
4        industries, as well as provide continuous education, talent and skills training, and  
5        capacity-building for other stakeholders in the creative industries.

6        **SEC 18. *Data and Information Management.*** The Council and the National Secretariat  
7        shall be in close coordination with the PSA and other relevant NGAs in the setting up of a  
8        satellite account for creative industries, as well as its data collection and management. The  
9        collection and management of data must be conducted diligently to maintain the accuracy of the  
10       country's national income accounting.

11       **SEC. 19. *The Creative Industry Development Fund.*** There is hereby established a  
12       Special Account in the General Fund with the National Treasury to be called the Creative  
13       Industry Development Fund herein referred to as the Fund. The purpose of the fund is for  
14       research and development, trade promotion, human resource development in the creative  
15       industry and for the welfare of artists, workers and other stakeholders through accredited  
16       business support organizations and creative associations. The Fund shall be capitalized and  
17       administered by the Council in accordance with existing government budgeting, accounting and  
18       auditing rules and regulations. The fund shall be sourced from the loans, contributions, grants,  
19       bequests, gifts, and donations whether from local or foreign sources: *Provided*, That acceptance  
20       of grants, bequests, contributions and donations whether from local or foreign sources shall be  
21       subject to the approval of the President upon recommendation of the Secretary of the Department  
22       of Foreign Affairs.

1           The program of expenditure for the programs, projects, and activities to be funded by the  
2 Trust Fund shall be itemized on a project-to-project basis and submitted annually to Congress. In  
3 the identification and prioritization of specific programs, projects, and activities, the Council  
4 shall conduct prior consultation with the representatives of the industry.

5           The Fund shall be valid for five (5) years and shall be subject to review of the Council.  
6 Any remaining balance thereafter shall be reverted to the General Fund.

7           **SEC 20. *Engagement with the Private Sector.*** – Accredited business support  
8 organizations and creative associations shall, at all times, be consulted and coordinated with on  
9 the formulation and implementation of policies and programs concerning the creative industries,  
10 including the creation of jobs and the granting of aid during national emergencies. Moreover,  
11 public-private partnerships shall also be promoted towards infrastructure development for  
12 creative industries, subject to the provisions of Republic Act No. 6957, as amended, otherwise  
13 known as the “*Philippine Build-Operate-Transfer (BOT) Law.*”

14           **SEC 21. *Local Culture and Arts Councils.*** - All local government units, in coordination  
15 with the Council and the DILG shall establish a Local Culture and Art Council (LCAC). The  
16 LCAC shall exercise the following functions and powers in addition to those provided under  
17 existing statutes, memoranda, and other issuances:

- 18           a) Support the Council in all of its functions as provided for in Section 6 of this Act;  
19           b) Report to the Council the development and status of the implementation of programs at  
20           the local level;  
21           c) Regularly maintain a database of business support organizations and creative associations  
22           within the territorial jurisdiction of the local government unit where the LCAC is located  
23           and transmit such data to the Council;

- 1 d) Formulate, plan, coordinate, implement, and assess policies, programs, activities, and  
2 projects that promote and develop the locality’s creative industries, in coordination with  
3 the Council; and
- 4 e) Perform such other duties and functions as the Council may direct.

5 **SEC 22. *One-Stop Registration Center.*** – The *Negosyo* Centers in local government  
6 units established under Republic Act No. 10644, otherwise known as the “*Go Negosyo Act,*”  
7 shall extend its services as a one-stop shop to assist creative industry MSMEs or entrepreneurs in  
8 availing government services that are applicable to the creative industries, including intellectual  
9 property registration, product and business registration, loans, grants and benefits programs.  
10 There shall be a special lane in all *Negosyo* Centers for this purpose.

11 The *Negosyo* Centers shall provide electronic means of access and registration for  
12 creative industry MSMEs or entrepreneurs, in accordance with the provisions of Republic Act  
13 No. 9485, otherwise known as the “*Ease of Doing Business and Efficient Government Service*  
14 *Delivery Act of 2018,*” as amended.

15 TITLE V

16 FINAL PROVISIONS

17 **SEC 23. *Annual Report.*** – The Council shall submit to the President of the Philippines  
18 and both Houses of Congress, not later than the 30th of April of every year following the  
19 effectivity of this Act, a report giving a detailed account of the implementation of this Act,  
20 including recommendations for legislation, if necessary.

21 **SEC 24. *Mandatory Review.*** – This Act shall be reviewed at least once every five (5)  
22 years or as often as may be deemed necessary by the Congress of the Philippines, with the



1 primary objective of enacting necessary reforms to respond to emerging needs and developments  
2 in the creative industry, which may include a review of existing governance structures.

3 **SEC 25. Appropriations.** – The amount necessary for the immediate implementation of  
4 this Act shall be included in the annual General Appropriations Act.

5 **SEC 26. Implementing Rules and Regulations.** – Within sixty (60) days from the  
6 effectivity of this Act, the Secretary of Trade and Industry shall, in consultation with other  
7 concerned government agencies, the industry representatives and non-government organizations,  
8 promulgate the necessary rules and regulations for the effective implementation of this Act.

9 **SEC 27. Separability Clause.** – If any part or provision of this Act is declared  
10 unconstitutional, the remaining parts or provisions not affected shall remain in full force and  
11 effect.

12 **SEC 28. Repealing Clause.** – All laws, presidential decrees, executive orders, rules and  
13 regulations and other issuances or parts thereof inconsistent with the provisions of this Act are  
14 hereby repealed or amended accordingly.

15 **SEC 29. Effectivity.** – This Act shall take effect fifteen (15) days after its publication in  
16 the *Official Gazette* or in a newspaper of general circulation.

17 Approved,

FACT SHEET

HOUSE BILL NO. 10107

(in substitution of House Bills Numbered 4692, 6476, and 8101)

AN ACT

PROVIDING FOR THE PROMOTION AND DEVELOPMENT OF THE PHILIPPINE  
CREATIVE INDUSTRIES, AND APPROPRIATING FUNDS THEREFOR

*Introduced by: REPRESENTATIVES VICTOR A. YAP, CARLOS O. COJUANCO, CHRISTOPHER V.P. DE VENECIA, JOSE FRANCISCO "KIKO" B. BENITEZ, LUCY TORRES-GOMEZ, ROSANNA "RIA" VERGARA, SHARON S. GARIN, STELLA LUZ A. QUIMBO, LIANDA B. BOLILIA, CRISTAL L. BAGATSING, ALOY LIM, MA. LOURDES T. ARROYO, ALFRED C. DELOS SANTOS, EDWARD VERA PEREZ MACEDA; JOHN MARVIN "YUL SERVO" C. NIETO, JOY MYRA S. TAMBUNTING, EVELINA G. ESCUDERO, XAVIER JESUS D. ROMUALDO, KRISTINE SINGSON-MEEHAN, JUAN MIGUEL MACAPAGAL ARROYO, ANNA MARIE VILLARAZA-SUAREZ, MARLYN "LEN" B. ALONTE, DEOGRACIAS VICTOR "DV" B. SAVELLANO, LORENZ R. DEFENSOR, JOEY SARTE SALCEDA, RONNIE L. ONG, RUFUS B. RODRIGUEZ, LOREN LEGARDA, ANN K. HOFFER, ROSE MARIE "BABY" J. ARENAS, ANGELICA NATASHA CO, CLAUDINE DIANA D. BAUTISTA, SOL ARAGONES, , JOHNNY TY PIMENTEL, SHIRLYN BAÑAS NOGRALES, ESTRELLITA B. SUANSING, MARK O. GO, JOSE JR. L. ATIENZA, CHERYL P. DELOSO-MONTALLA, JOSE GAY G. PADIERNOS, ROMAN T. ROMULO, JERICHO JONAS B. NOGRALES, ALYSSA SHEENA P. TAN, CORAZON T. NUÑEZ-MALANYAON, JANETTE L. GARIN, ALFEL M. BASCUG, MICAELA S. VIOLAGO, VIRGILIO S. LACSON, PABLO JOHN F. GARCIA, JUMEL ANTHONY I. ESPINO, JOAQUIN JR. M. CHIPECO, HORACIO JR. P. SUANSING, JANICE Z. SALIMBANGON, SONNY "SL" L. LAGON, ERIC GO YAP, RUWEL PETER GONZAGA, STRIKE B. REVILLA, DIVINA GRACE YU, TYRONE D. AGABAS, RIA CHRISTINA G. FARIÑAS, ELENITA MILAGROS "EILEEN" ERMITA-BUHAIN, LORNA P. BAUSTISTA-BANDIGAN, PETER JOHN D. CALDERON, LUIS JR. N. CAMPOS, LUISA LLOREN CUARESMA, MANUEL JOSE "MANNIX" M. DELIPE, PAUL RUIZ DAZA, RUDYS CAESAR G. FARIÑAS I, GREG G. GASATAYA, ED CHRISTOPHER S. GO, SANDRO L. GONZALEZ, JOCELYN SY LIMKAICHONG, FRANCISCO JOSE "BINGO" F. MATUGAS II, CPA,CESO,LLB, DAVID "JAY-JAY" C. SUAREZ, JOSE "PINGPING" I. TEJADA, JULIETTE T. UY, MANUEL F. ZUBIRI, MA. ANGELICA M. AMANTE-MATBA, ANGELO MARCOS BARBA, GABRIEL JR. H. BORDADO, FERNANDO T. CABREDO, RUDY S. CAOAGDAN, DPA, SERGIO C. DAGOOC, ABDULLAH D. DIMAPORO, ALAN "ALDU" R. DUJALI, JOCELYN F. FORTUNO, GODOFREDO N. GUYA, GLONA G. LABADLABAD, MARIO VITTORIO "MARVEY" A. MARIÑO, MARICEL G. NATIVIDAD-NAGAÑO, MA. LUCILLE L. NAVA, M.D. GERALDINE B. ROMAN, LORNA C. SILVERIO, ANGELINA "HELEN" D.L. TAN, M.D., JOHN REYNALD M. TIANGCO, KRISTINE ALEXIE B. TUTOR, MANUEL DG. CABOCHAN III, ELISA "OLGA" T. KHO, EDGAR MARY S. SARMIENTO, AND RAUL "BOBOY" C. TUPAS*

*Committee Referral: 1. SPECIAL COMMITTEE ON CREATIVE INDUSTRY AND PERFORMING ARTS (Primary)*

*Committee Chairperson: HON. CHRISTOPHER V.P. DE VENECIA*

**2. COMMITTEE ON APPROPRIATIONS**

*Committee Chairperson: HON. ERIC GO YAP*

**3. COMMITTEE ON WAYS AND MEANS**  
*Committee Chairperson: HON. JOEY SARTE SALCEDA*

**1. OBJECTIVES**

- To develop and promote the country's creative industries
- To establish financial-enabling mechanisms for the creative industries, nurture the creative industry human resources, create employment, and provide incentives to encourage and sustain entrepreneurship and the arts

**2. KEY PROVISIONS**

- Defines the nine domains of creative industries namely: 1) Audio and Audiovisual Media; 2) Digital Interactive Media; 3) Creative Services; 4) Design; 5) Books, Publishing and Printed Media; 6) Performing Arts; 7) Visual Arts; 8) Traditional Cultural Expressions; and 9) Cultural Sites;
- Creates the Philippine Creative Industry Development Council composed of seventeen (17) members, nine (9) regular members from the private sector and eight (8) *ex-officio* members from the government sector, and provides for the powers and functions of the Council;
- Mandates the formulation of the Philippine Creative Industries Development Plan by a committee headed by the Secretary of Trade and Industry, with the Director General of the National Economic and Development Authority, and representative organizations of the nine (9) creative industry domains;
- Provides the following state support for creative industries: 1) Infrastructure Support; 2) Research and Development and Innovation Support; 3) Digitalization; 4) Creative Voucher System; 5) Creative Industries Investment Priority Plan; 6) Fiscal Incentives; 7) Access to Credit and Financial Instruments; 8) Human Resource Development in the Creative Industries; and 9) Data and Information Management;
- Establishes a Creative Industry Development Fund for research and development, trade promotion, human resource development and welfare of stakeholders;
- Promotes engagement with the private sector in the formulation and implementation of policies and programs for the creative industries, including the creation of jobs and the grant of assistance during national emergencies;
- Encourages local government units to establish their own Local Culture and Art Councils to support creative industries in their localities;
- Establishes a One-Stop Registration Center to assist creative industry micro, small and medium scale enterprises in availing government services;
- Provides appropriation for the initial implementation of the Act in the General Appropriations Act; and
- Assigns the Department of Trade and Industry, in consultation with other concerned government agencies, the industry representatives and non-government organizations, to promulgate the necessary rules and regulations for the implementation of this Act.

**3. RELATED LAWS**

- Republic Act No. 9485, otherwise known as the *“Ease of Doing Business and Efficient Government Service Delivery Act of 2018,”* as amended

- Republic Act No. 7916, otherwise known as *“The Special Economic Zone Act of 1995,”* as amended
- Republic Act No. 11293, otherwise known as the *“Philippine Innovation Act”*
- Republic Act No. 6957, as amended, otherwise known as the *“Philippine Build-Operate-Transfer (BOT) Law”*
- Republic Act No. 10644, otherwise known as the *“Go Negosyo Act”*
- Republic Act No. 7160, otherwise known as the *“Local Government Code of 1991”*
- Executive Order No. 226, as amended, otherwise known as the *“Omnibus Investment Code of 1987”*