The Philippine Animation Industry
More than 25 years of Quality Creative Talent

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Global Animation Perspective
According to NASSCOM estimates, the global animation industry in 2005 is $50 billion and is expected to touch $80 billion by 2010.

Why this is so?

Animation is just cartoons that kids watch either in TV or the movies? What factors drive this billion dollar industry worldwide?
Factors in the increasing demand of animation globally

- Technology, internet and advancement in telecommunications paved the way for new animation platforms.
- Popularity of cable and satellite TV worldwide has widened viewership and the demand for acquisition of content increased.
- TV stations started producing animation series/movies not only for kids but for teenagers, adults and the whole family now.
- Licensing operations and merchandising of items have also been a major source of revenue for animation and distribution companies.

Factors in the increasing demand of animation globally

- Animation is increasingly being used for education called “edutainment”, interactive cds and in visuals.
- Movies are increasingly reliant on animation and computer graphic special effects.
- Video games, PC games, online gaming, RPG’s is now becoming the billion dollar industry in animation worldwide.
The Top 3 animation Global demand

- Entertainment covering Broadcast Media, movies, TV and the game industry
- Content for internet/ websites, Mobile Phones, multimedia outputs, commercials, AVPs, educational instructional materials.
- Preproduction designs, storyboards, character designs

Animation styles / look:

- 2D / Traditional animation
- Flash animation
- 3d animation
- Clay or paper animation (stop motion)
- Motion capture animation
DUE TO COPYRIGHTS OF THE IMAGES USED IN THIS PRESENTATION, MS GRACE DIMARANAN HAS REMOVED SOME OF THE SAMPLES.

Storyboard

(THE OUT CAM) KIESHA LOOKED AT THE BARGE.

NARR: SHE ARRIVES JUST WHEN THE BATHYSHERE IS BEING LOWERED...

BATHYSHERE INTO SC. AND KIESHA HOLDS THE CABLE.

NARR: ...AND HITCHES A RIDE UNNOTICED BY ITS INHABITANTS.

KIESHA: THIS SHOULD BE SO EXCITING.

(SOUND EFX: SPLASH)
Full color Character turn around sample

Colored Backgrounds & illustrations
3D architectural Walkthru & Game design

Medical science animation
2D animation series samples
Tapping the creative talent: The Philippines’ valuable resource

- Filipino artists are very creative even with limited resources.
- Filipinos have diverse artistic background
- Filipinos have a very strong cultural affinity with the US and are proficient in English
- Filipinos understand Western sense of humor
- Filipinos have varied cultural exposure
- Filipinos are flexible & can easily adapt in work & schedules
- Filipinos are very service-oriented.
Evolution of Philippine Animation:

- **Year 2001 – 2004** - competitors came in & we are not ready. Economic Disaster - 9/11 event. (Note: main market of animation is the US)
- **Year 2005-2007** – step by step industry recovery & formation of effective alliances. Strategies are learned and applied in line with new policies & industry outlook.
- **Year 2008 to present** – continuation of Moving forward policy with the sense of better opportunities, collaborations & better understanding of industry needs.

Getting our acts together: The Birth of an Industry

- Database gathering & promotion of the business engaged in animation thru the Dept. of Trade and Industry & its other branch of offices (*Role of the government*)
- Establishment of an Industry Association--The Animation Council of the Philippines (*Role of the the Industry*)
- Training additional skilled & Knowledgeable & creative manpower for absorption in the industry (*Role of the Academe/ Training Institutions*)
Role of the Government

- Promotion of the industry thru public awareness campaigns locally & internationally via conferences, trade fairs, exhibits etc.
- Arrange business investment tie ups & trade opportunities.
- Come up with viable policies to help the industry grow & prosper encouraging entrepreneurship & partnerships.
- Assist in capability building of the business sector.
- Work closely with other partner govt institutions to target goals unitedly to result with better business tie ups & opportunities for the industry.

Government institutions:

- Department of Trade and Industry
- Board of Investments
- Bureau of Export Trade & Promotions
- Center for Trade expositions & missions
- Commission on Information & Communication and Technology
- Commission on Science & Technology
- National Commission of Culture and Arts
- Department of Education
- Technological Educ. for Skills Development Authority
- Commission on higher Education
- Department of Foreign Affairs
In 2005, **ANIMATION is one of the TOP 5 SECTORS** promoted by the government as part of the I.T and I.T enabled services.

-- Funds were allotted to develop the industry to increase skilled & creative manpower.
-- Partnerships were formed with Animation Council of the Phils to ensure INDUSTRY-BASED learning.
-- Promotions and campaign was enforced to ensure public awareness of the industry and the potential for career & job opportunities.

**CREATION of PEZA IT Zones**

- Eastwood City Technopark
- RCBC Plaza
- PBCCom Tower
- Northgate Cyberzone
Role of the industry:

- Promotion & marketing of the industry thru specific events, trade fairs, conferences that will benefit & highlight the capabilities of its members. This is to address the OUTSOURCING side of the industry.
- Elevate the knowledge & creative skills of its members & the potential manpower thru effective trainings & proper education of the arts & animation. This is to address the ARTS & ANIMATION EDUCATION FOR SKILLS DEVELOPMENT side of the industry.
- Encourage entrepreneurship, Creativity and sense of pride in ones own culture & heritage through arts & animation. This is to address ORIGINAL CONTENT CREATION side of the industry.

The Animation Council of the Phils.

- Approximate number of animation studios in the Phils. Is 100
- Animation Council of the Philippines 2009 Members 50
- Total Current Estimated Filipino Artists in Animation: 10,000
- Total Revenue in 2006 is $70M; 2007 is $105M; 2008 is $110M
Services Provided:
- Preproduction designs / graphic designs
- Animation for TV series or movies
- Commercials and AVPs
- Internet & web animation content
- Mobile Phone content
- Original content creation
- Interactive games, CDs, PC games etc.
- School & training centers
- Voice over, dubbing etc.

Philippine Animation, multimedia & Game Companies
- Tooncity Animation, Inc.
- TOEI Animation Philippines
- Holy Cow! Animation
- I-Academy
- Top Peg Animation Studio
- Cutting edge Productions
- CreativesAsia Company, Inc.
- Take One Animation
- Kinematic Studios
- Lady Luck Digital Media
- The studio of Secret 6
- Guhit Pinoy Animation
- Interactive Art services
- Anino Entertainment
- Artfarm Asia, Inc.
- Geebo Digital Studios
- NGC Animation
- CadWeb Business Solutions
- Unang Kumpanya
- Argon Animation
- EACOMM Corporation
- Mowelfund Institute
- CreatiVoices Productions
- Challenge Systems, Inc.
- ABS-CBN animation
- Media Farm
- Studio D animation
- StarZ animation
- Woodpecker studio
- Topdraw animation
### Philippine Animation, multimedia & Game Companies

- R & D studios
- DataQuest animation
- Evershine animation
- Mano Productions
- Beanstalk Media
- Pukaw Productions
- Keep me posted inc.
- Animation 1
- Design Armada
- Dog n Bon studio
- Greatoons Inc.
- Rubicon - MAnila
- Ambient Media
- Neko studio
- Antcamp Productions
- Underground Logic
- Fahrenheit effx studios
- Riot studios
- Gameloft Philippines
- Milk animation studio
- Living room productions
- Flipside games
- Pixelstream studios
- Katz toonlite production
- King Koi Animation
- Antfarm digital studios
- Animechanix
- Phil. animation studios, inc.
- Dimbox studios
- Empire Entertainment
- Redfox Animation studio
- Toonmanila, Inc.

### Philippine Animation, Game Companies & schools

- WVCST ( Iloilo city )
- STI college – sampaloc
- UNITEI, Inc.
- Egg Animation studio
- Seven animation studio
- Crumpled paper studio
- Lazy animation studio
- Larger than life studios
- Glow animation
- Pegbar animation studio
- Mind tap studios
- MRM studios
- Imaginimage studio
- OC animation studio
- TULDOK animation studios
- DSP digital animation
- Imaginary Friends studio
- Ateneo de Naga University
- College of St Benilde
- Ateneo de zamboanga university ( Mindanao )
- Holy Angel University
- Korphil training center
- ACSAT
- Phoenix One
- Mapua IT center
- University of Sto. Tomas
- Cordillera school of Digital Arts ( Baguio )
- Iligan Computer Institute
- MISnet inc.
- Digital dodge
- Motion Lab Inc.
- Digital Octane
50 registered member companies
( under ACPI only )

--- 16 are schools / training centers
--- 6 are foreign owned companies
--- 4 are animation suppliers
--- 24 are local owned production houses and studios

10,000 artists in the industry

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PARTNERSHIPS to develop knowledge & creative skills on Arts & animation:

ACPI co-developed curriculum with TESDA (www.tesda.gov.ph) for 2D, 3D, Flash animation, 2D Digital Full production for country-wide distribution. Game development is underway. This is to help schools, universities & training centers all over the country to teach industry-based animation. This assistance greatly helped the animation sector in providing manpower that can be readily absorbed by the industry.

TESDA – Technological Education for Skills Development Authority
-- Short term courses/ skills training
Role of the Academe: Commission on Higher Education

- Republic act (RA) No. 7722 (Higher Education Act of 1994), and by virtue of Resolution No. 927-2007 of the Commission En Banc (CEB) dated Dec. 10, 2007, The model embedment of Technical & vocational Education & Training (TVET) training regulations (TRs) of animation in the BSCS, BSIS, BSIT programs are hereby adopted & promulgated by the commission.
  -- Diploma and 4 year courses

Department of Education

- Dept. of Education partnered with the Animation Council of the Phils to come up with a Tech Voc curriculum for our HIGH SCHOOL STUDENTS.
  -- Encourage creative skills of the students.
  -- Enhance their knowledge & skills before they pursue animation or multimedia courses in College.
  -- Address possible job opportunities for highschool graduates.
BRANDING THE PHILIPPINE ANIMATION INDUSTRY

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TOEI ANIMATION PHILIPPINES
A subsidiary of TOEI Limited Japan
Since 1986
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Released in the US early this year, 2006.

**HOODWINKED**
Produced by:
The Weinstein Company
a full 3D animation done in the Philippines by a local company.

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Produced by:
**Top Peg Animation & Creative Studio**
a 2D animation TV Series done in the Philippines by a local company as its own original content
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TerraWars: NY Invasion  
Battle for the Pacific  
Fleet Strike Force

Games developed and produced by: **Lady Luck Digital Media**  
a developer and publisher of interactive electronic entertainment for personal computers, game consoles and mobile devices.

**More than 25 years of Quality Creative Talent**

LapuKID is a young teacher of freedom inspired by the life of Lapu-lapu, as the first Philippine national hero. A cartoon animated movie produced by Norman G. Dela Cruz (NGC animation). It is a hundred percent ORIGINAL FILIPINO CREATION from concept to screen.
Anito: Defend a land enraged

By ANINO ENTERTAINMENT
Anino Games is a third-party game developer specializing in art outsourcing and end-to-end game development for the PC, mobile phones, and handheld platforms.

KUWENTONG KAYUMANGGI (Stories from the Malay Race), is a trilogy of selected Filipino Myths and legends from each of the country's three main island groups -- Luzon, Vizayas, Mindanao.

Produced by Artfarm Asia Animation
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TULDOK
TULDOK Animation Studios Inc.

LIBINGAN

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URDUJA (for 2008 release)
Local 2D animation movie produced by APT entertainment & the collaboration between Seventoon & Imaginary friends production.
DAYO — The first All-Digital Filipino Full Length Film. It combines 2D & 3D animation techniques & features celebrity voices. The story showcases Filipino Mythology & Folklore. For 2008 release by Cutting Edge Productions.

ANIMAHENASYON 2007

Animation FESTIVAL to showcase the best of the Filipino Creativity and Talent.
ANIMAHENASYON 2008

ANIMAHENASYON 2009
Future prospects of the Philippine Animation Industry

MISSION STATEMENT:
ACPI shall be the center of excellence for animation and content creation services through building more efficient collaborative business practices that will elevate our client and country’s economies and culture.

- The Philippines has always been recognized as a haven of good creative animators and artists. Our more than 25 years of experience has placed us in the map in the global animation market and we are proud of it.
Thank You!

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