

FIFTEENTH CONGRESS OF THE )  
REPUBLIC OF THE PHILIPPINES )  
First Regular Session )

OFFICE

JUL 12 P2:14

SENATE

S.B. 1242

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Introduced by Senator Manny Villar

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### EXPLANATORY NOTE

Reading is an essential source of knowledge and information, as well as a medium of entertainment for man. In the Philippines, the komiks phenomenon have enduring contributions to popular culture as reflected by their reuse in books, movies, radio plays, and television shows. From 1970s to the mid-80s, komiks was the leading force of entertainment, aside from movies. It was the primary reading material among the ordinary people and the elites as well. It has been found to be the least expensive but the most effective means of providing basic information in the past decades. Most noteworthy about the komiks is it is a healthy and educational entertainment that can explain in the simplest possible way incomprehensible and recalcitrant reality in the native language through the use of words and pictures, thereby reaching the minds of the masses. It is through komiks that one read stories that faithfully reflect the mores and traditions, the idiosyncracies and history of the Filipino people.

Komiks has been the champion of the masses: political, sociological, and financial issues; the mirror of the country's times: dreams and disillusion, passions, and fashions; cultural anchor: a gentle reminder of our heritage and values; and a teacher as it contributes to the propagation of the Filipino language in a country of more than 70 languages, thereby strengthening the Filipino race and the national language.

Sadly, with the advent of computer games, compact discs, digital video discs, and the internet, the local komiks industry suffered. Moreover, the best illustrators in the local komiks industry have been lured by the high pay they received in the United States. Thus, the joy of reading komiks has been set aside and, as a consequence, results in the twin evils of diminishing readership and illiteracy.

While the government provided the local movie industry with incentives, the local komiks industry was left neglected and unaided. It continues to feel the effect of production cost and the declining interest in reading. Hence, in order to revitalize the komiks industry, this proposed measure seeks to provide the prospective investors such fiscal incentives for the next five years.

In view of the foregoing, there is a need to jumpstart the revival of the komiks which used to be the undisputed king of reading and entertainment materials among Filipinos.

  
MANNY VILLAR

FIFTEENTH CONGRESS OF THE )  
REPUBLIC OF THE PHILIPPINES )  
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10 JUL 12 P2:14

SENATE

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**AN ACT**  
**PROMOTING THE REVIVAL OF THE KOMIKS INDUSTRY, PROVIDING TAX**  
**INCENTIVES THEREFOR, AND FOR OTHER PURPOSES**

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

**SECTION. 1. Short Title.** This Act shall be known as the “**Komiks Industry Act of 2010**”.

**SEC. 2. Declaration of Policy.** It is hereby declared the policy of the State to recognize komiks as an essential source of education, information and entertainment. Towards this end, the State shall endeavor to revive the Philippine komiks industry to boost the government's drive for increased literacy, values formation as well as broaden the knowledge on Philippine culture.

**SEC. 3. Revival of the Komiks Industry.** Komiks is a medium of *entertainment, information and instruction; a creative combination of novel, painting and movie in one reading matter; the propagation of ideas and values.* The komiks industry is hereby revived as instrumental in stimulating the minds of the old and the new generations; harness the artistic and literary talents of the people and solve the twin evils of illiteracy and diminishing readership.

**SEC. 4. Distribution and Dissemination of the Komiks as a Medium of Education and Information.** - To bring back the interest in reading among the youth and the earlier generations, the local government units, the private sectors and allied fields in publication and media shall coordinate and harmonize their efforts in the distribution and dissemination of komiks as the medium of education and information.

**SEC. 5. Government Agencies' Initiatives.** The Department of Education (DepEd), National Commission for the Culture and the Arts (NCCA) and Komisyon

sa Wikang Filipino (KWF) shall launch initiatives to revive the komiks industry. They shall conduct lectures on komiks writing among the various regions of the country. DepEd shall tap komiks writers and creators to make instructional materials to be used as teaching tools in schools.

These agencies shall institutionalize awards to komiks writers and contributors to recognize their contribution to Philippine arts and culture.

**SEC. 6. Fiscal Incentives.** To attract more investors in the komiks industry, publishers of komiks shall be exempt from the payment of their business tax. The imposition of EVAT for the purchase of materials needed for the publication and printing of the komiks shall likewise be suspended for the next five (5) years: Provided, However, That such expenses shall be exclusively used for the printing and publication of the same.

**SEC. 7. Implementing Agency** - The National Commission for the Culture and Arts (NCCA), in coordination with the DepEd shall issue the necessary rules and regulations to effectively implement the provisions of this Act.

**SEC. 8 . Separability Clause.** If any portion or provisions of this Act is declared unconstitutional, the same shall not affect the validity and effectivity of the other provisions not affected of this Act.

**SEC. 9. Repealing Clause.** All laws, decrees, executive orders, rules and regulations, and other issuances or parts thereof which are inconsistent with this Act are hereby repealed, amended, or modified accordingly.

**SEC. 10. Effectivity.** This Act shall take effect after fifteen (15) days following the publication in two (2) newspapers of general circulation.

Approved,