

STATUS OF DIGITAL FILMMAKING IN THE PHILIPPINES

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Abstract

The Philippines was once considered to be one of the most prolific filmmakers in Asia, second to Bollywood of India. However, through the years, the Philippine Film Industry suffered a decline in number of film productions.

With the advancement of technology, independent Filipino filmmakers started to work on digital films. The year 2005 is considered to be the peak of digital filmmaking in the country. Numerous independent digital films were produced and some were given international recognition and awards.

Since digital imaging technology naturally pixelize when images are enlarged, as in exhibition in theaters, and a rather low image projection compared to commercial film which has a finer texture, it can be resorted for low-cost production of digital films. Since it has a low-budget, it doesn't star famous actors and actresses. It has also high risks of piracy since digital format can easily be copied.

However, digital films' strongest components are its relevant societal themes and storyline and new film treatment and creative freedom. It's usually being directed by new, young directors who have fresh ideas and insights, which sometimes, even the most sensitive subjects are being tackled. It primarily targets and develops a new set of audience, who basically belong to today's generation as digital filmmakers claimed to be the voice of the new generation on how they see life, the society and the world.

Promotion is the main problem of digital producers. It doesn't have enough funding to have its film promoted on TV and print.

However with the continuous struggle to educate the viewing public, with the help of different sectors, digital filmmaking has the potential to compete with commercial films in terms of volume of viewer ship, eventually contributing to the increase of film production in the Philippine Film Industry.