



In collaboration with



# HIGH LEVEL DIALOGUE ON ASEAN ITALY ECONOMIC RELATIONS

## Eighth Edition

November 6, 2024 - Philippines Dusit Thani Hotel, Manila

# PRESENTATION BY MARLYN MONTANO

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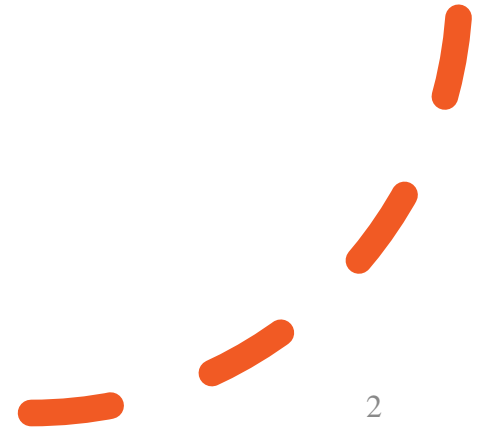
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# Animation Council of the Philippines, Inc.

Established in 2000



# Who We Are

## Animation Council of the Philippines, Inc. (ACPI)



ACPI is a non-profit organization promoting the **Philippine animation industry**.



We represent animation **professionals, students, and studios**, fostering talent and innovation.



Committed to **collaboration, education, and content creation** highlighting **Filipino culture and values**.



ACPI Mission to be the enabler of **growth and development** of its members to contribute to the Philippine creative industry.



By 2030, the Animation Council of the Philippines Inc. (ACPI) will be the **leading animation industry association** in Southeast Asia representing **content and talent developers and service providers** collaborating with International Industry Stakeholders.

# ACPI Board of Trustees



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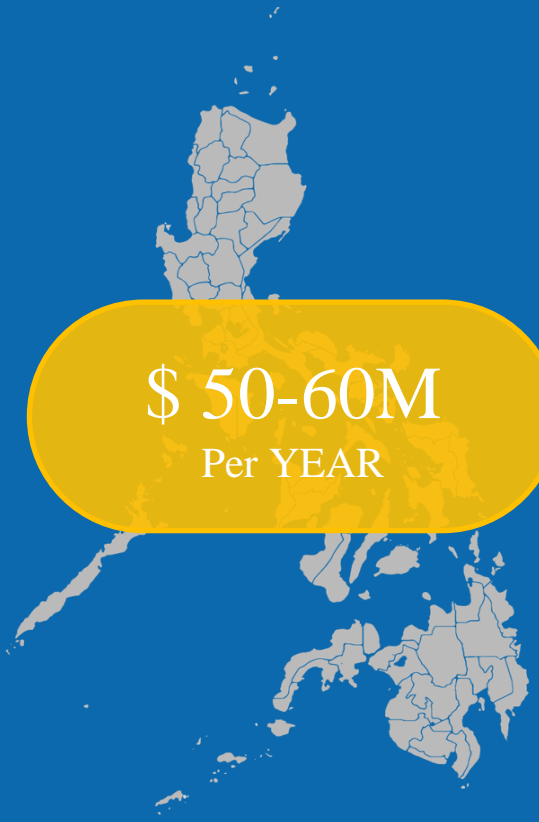


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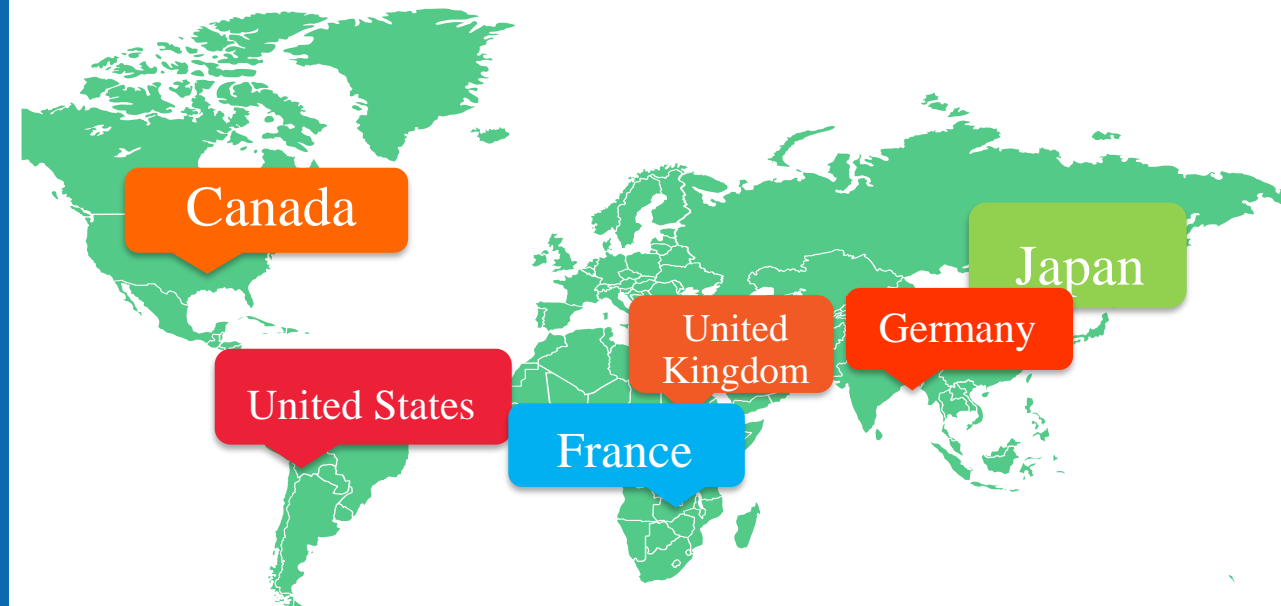
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# PH ANIMATION INDUSTRY STATISTICS



Industry Growth (in 8% per year)  
Major Studios 100% Export

# PH ANIMATION INTERNATIONAL CLIENTS



GLOBAL ANIMATION REVENUE  
8% Growth Annually

2023 Global Revenue \$412.96 B

2033 GLOBAL REVENUE PROJECTION TO BE  
\$836B

# CHALLENGES



**1** **Grow to**  
13,000 jobs by 2028  
(7,500 new jobs to be added)  
US\$ 141 million annual revenue  
by 2028



**2** **Transform to**  
one of the top three destinations  
for animation services, enabled by a  
strong delivery ecosystem.  
high-complexity/high-skill  
category jobs.

# Key Objectives of the PHILIPPINE ANIMATION INDUSTRY

## Cross-collaboration

Continuous collaboration with other industry associations, government agencies, and private organizations



## Global marketing and exposure

Continuous exposure of the Philippine animation industry to relevant local and international conferences, exhibits, and seminars



## Talent Development

Further strengthening of courses and curriculum in line with the latest trends in animation

Conduct of capability development workshops for students, teachers, and professionals



## Policy advocacy

Active involvement in the creation and advancement of policies relevant to the animation industry (e.g. trade and export policies)

Knowledge and awareness campaign on IP and copyright



## Original Content Creation

Encouraging of original content creation through Animahenasyon

Partnership with government agencies for production cost subsidy



## Research

Staying adept with global trends, innovation, and opportunities in the animation industry



# Government Support



**DICT**  
DEPARTMENT OF INFORMATION AND  
COMMUNICATIONS TECHNOLOGY



**FILM  
DEVELOPMENT  
COUNCIL OF THE  
PHILIPPINES**







**Thank you.**

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