

Presented at the 10th DLSU Arts Congress
De La Salle University, Manila, Philippines
February 16, 2017



The Perforation in Philippine Animation Industry: Original Content Full Length Animated Films

Love Cabrera Asis DeLaSalle –
College of Saint Benilde
love.asis@benilde.edu.ph

Abstract: Philippine animation or Pinoy animation was recognized as an industry in the 1980s is now ranked among the five topmost on annual revenue in the business outsourcing industry. Since its recognition, the industry has been able to produce only four original content full-length animated films and none of which made it to the box office. In contrast, the number of students enrolling and graduating from animation and other related courses are progressive, but local animation industry is waning specifically in the production of profitable original content animated films. This resulted the loss in interest of animation investors and the discontinuance of some local animation studios. Hence, creates an imbalance between the scarcity of local animation production and the extent of skilled animators that may result in an unstable local employment for animators.

This paper depicts what transpires of the four original content, full length animated Films in the Philippines. I argue that looking through the past will gain better understanding of the current situation and help us improve the future of original content full-length animated films.