

PO95-89

45th Regular Session

ORDINANCE NO. SP-399, S-96

AN ORDINANCE REGULATING THE ADMISSION OF PATRONS AND THE SHOWING OF COMMERCIAL ADVERTISEMENTS AND MOVIE TRAILERS IN MOVIEHOUSES IN QUEZON CITY, AND PROVIDING PENALTIES FOR VIOLATION THEREOF.

Introduced by Councilor CONNIE S. ANGELES.

Co-Introduced by Councilors Alberto M. Galarpe, Moises S. Samson, Joseph Peter S. Sison, Jorge L. Banal, Cesar A. Dario, Jr., Nanette Castelo-Daza, Bayani V. Hipol and Ramon G. Mathay.

WHEREAS, the cinema is the cheapest form of entertainment and the most accessible to the public;

WHEREAS, it is becoming a practice for movie theaters to admit moviegoers beyond the seating capacity which could undermine the safety of the viewing public;

WHEREAS, moviegoers are paying amusement and cultural taxes and must therefore be afforded protection;

WHEREAS, Section 12, subsection (k) of the Quezon City Charter, as amended, authorizes the City Council, "to make suitable provisions to insure the public safety from conflagrations x x x";

WHEREAS, there is a need to regulate the showing of advertisements and commercials in moviehouses, encourage the showing of commercials which promote good values and government programs and projects as well as facilitate any public information drive of the government;

WHEREAS, subsections (c) and (d) of Section 12 of the Quezon City Charter, as amended, empowers the City Council:

"Section 12(c). To tax, fix license fees and regulate the business of the following: x x x, theaters, x x x."

(d). To make regulations for the business to the persons and places named in subsection (c) of this Section."

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WHEREAS, there is a need to protect the viewing public from any danger that might arise from the overcrowding of moviehouses in case of fire, earthquake and other calamities;

WHEREAS, there is a need to regulate the showing of advertisement and movietrailers to ensure that those shown are appropriate to the viewers of a particular movie in accordance with its rating or classification issued by the Movie and Television Review and Classification Board (MTRCB).

NOW, THEREFORE,

BE IT ORDAINED BY THE CITY COUNCIL OF QUEZON CITY IN SESSION ASSEMBLED:

SECTION 1. **Title.** This Ordinance shall be known as "The Quezon City Movie Theater Regulatory Ordinance."

SECTION 2. **Scope.** This Ordinance covers regular business operations of commercial moviehouses and is likewise applicable to school/university theaters, film showing sponsored by any organization/foundation for cause-oriented reasons or any benefit show.

SECTION 3. **Prohibition.** It shall be declared unlawful for any moviehouse to commit the following acts:

- a) admission of moviegoers beyond the theater's seating capacity;
- b) the showing of advertisements/commercial advertisements and movie trailers that are not in accordance with the rating or classification issued by the Movie Television Regulatory Classification Board (MTRCB).

SECTION 4. **Requirement.** A moviehouse must show at least two (2) commercials which would promote good values, government projects, programs and public information drive every intermission period.

SECTION 5. **Penalties.** Any violation of this Ordinance shall be penalized by a fine of not less than One Thousand Pesos (P1,000.00) but not more than Five Thousand Pesos (P5,000.00) at the discretion of the court.



SECTION 6. Effectivity. This Ordinance shall take effect upon its approval.

ENACTED April 30, 1996.

(SGD.) HERBERT M. BAUTISTA  
Vice Mayor  
Presiding Officer

ATTESTED:

(SGD.) EUGENIO V. JURILLA  
City Secretary

APPROVED: \_\_\_\_\_

(SGD.) ISMAEL A. MATHAY, JR.  
City Mayor