



MESSAGE FROM THE PRESIDENT OF THE REPUBLIC OF THE PHILIPPINES

My warmest greetings to the Optical Media Board (OMB) on the publication of its 2018 Annual Report.

Since its creation in 2003, the OMB has consistently demonstrated its strong commitment in ensuring the integrity of the optical media industry in the country. Its efforts to collaborate with important stakeholders in fighting media piracy and other violations to intellectual property rights are noteworthy.

The publication of this Annual Report is a testament of your commitment in upholding transparency and accountability. As you chronicle the agency's milestones in the previous year, I trust that you will also strengthen the integrity of OMB through activities that will further improve your capacity for public service.

The government relies on your unrelenting efforts in promoting an economy that supports and protects fair competition among all legitimate players.

Congratulations and I wish you success in your endeavors.

RODRIGO ROA DUTERTE

MESSAGE FROM THE EXECUTIVE SECRETARY

My warmest greetings to the Optical Media Board (OMB) as it publishes its 2018 Annual Report

Over the years, OMB has regulated the production, usage and distribution of optical media with utmost dedication and professionalism. Through its initiatives, we are able to strengthen our efforts in curbing piracy, protecting original work and upholding fair competition in the industry.

welcome the completion of this Annual Report that chronicles the agency's milestones in the past year. May this document inspire entire the organization work harder to even in safeguarding intellectual property rights through proper registration, licensing and distribution, among others.

Despite the challenges in your field, *I urge you to continue embodying excellence and integrity* as you face another year ahead. I trust that you will remain steadfast as we sustain our momentum towards lasting progress.

Congratulations and I wish you all the best.





The Intellectual Property Office of the Philippines (IPOPHL)

warmly congratulates the **Optical** Media Board (OMB) for its 2018 accomplishments that reached far beyond the targets it set for the vear!

It is noteworthy that OMB's strong commitment to streamline its registration and regulatory processes and policies as well as its vigilance to reduce the proliferation of counterfeit optical media discs in the market did not only increase the number of businesses that sought registration with the Board but has likewise supported the fight against the nefarious use of unregistered optical, magnetic and other storage devices to infringe on the rights of

Due to OMB's diligence and relentless pursuit of its mandates, it has joined the ranks of achiever-agencies from the National Committee on Intellectual Property Rights, joining the ranks of the Bureau of Customs, the National Bureau of Investigation and the Philippine National Police with its haul of Php789,915,285.00 out of the Php23.5 billion confiscated goods in 2018. Its innovative approaches in awareness-building and advocacy such as the hashtag OMBeOriginal Campaign and the engagements of OMB Ambassadors, among others, had built up the momentum in the fight against counterfeiting and privacy involving the use of magnetic and optical media.

The theme of this Annual Report "Committing and Achieving" aptly summarizes how OMB made possible its successful operation last year. IPOPHL looks forward to the continued and productive partnership with OMB in the coming years!

Congratulations and Mabuhay!



MESSAGE FROM THE INTELLECTUAL PROPERTY OFFICE It has been three years since we have established our road map to elevate the agency's efforts to eliminate piracy in our country. Looking back, our mandate to fight for a piracy-free Philippines has truly delivered beyond expectations.

In 2018, we have continued to lift the bar which resulted to the decrease in the proliferation of piracy and in turn increased the number of business registrants. This evidently demonstrates the agency's unrelenting drive to repel piracy in the country. We have launched this year's #NgayonNa infomercial featuring OMB Ambassador, Mr. Piolo Pascual as a follow through to the #OMBeOriginal campaign of 2017.

This infomercial has been shown on cinema screens nationwide to provide a higher level of understanding among viewers that our local content creators should be given equal importance.

This is also one of the efforts to bring the office to light and show that we exist to support local quality content and safeguard intellectual property. It was also this year that *President Rodrigo Roa Duterte signed the Proclamation No. 596* declaring the month of October as "National Anti-Piracy Month" which aided our cause to continuously raise consciousness on piracy and involve all government agencies including state universities and colleges in the call to eradicate piracy and counterfeiting.

In the same year, aligned with the recent signing of the Proclamation, we launched the 1st Anti-Media Piracy Summit participated by intellectual property advocates, media

representatives, legal experts, and members of the

This agency strives hard to be one with present administration that envisions for a better Philippines. We could only long for the day where we can truly say that we have steered away from deceit brought about by rampant piracy, and that we Filipinos, can stand true for quality original content and sustained progress.

I am extremely proud of the success of this agency. To have seen the advances made throughout the years comforts me that we could definitely eradicate the elusive problem of piracy in our country as long as we continue to put ourselves out there. The program to defeat illegal intellectual property replication, illegal distribution, among others, continue to be within our reach as we are fortunate to have the ardent staff which truly delivers.

Against piracy, we remain. Hand in hand,

#NgayonNa.



academe.

MESSAGE FROM THE CHAIR AND CEO

MESSAGE FROM THE EXECUTIVE DIRECTOR

OMB welcomed 2018 with great expectations. As the previous years constantly yielded a number of achievements for the agency, this year's potential for exceptional progress is imminent. Optical Media Board is stronger than ever due to our continually expanding community and growing partnerships from various government and private institutions. Over and above that, I was struck with the passion and dedication of the OMB workforce in support of the agency's visions.

Instrumental in sustaining the level of excellent service and expanding our aim for better governance is the streamlining of our structure and system in accordance with ISO 9001:2015 certification requirements. The path

to our certification did not come easy as several methodologies and processes needed to be amended

to assure the agency operates as seamlessly as possible. With the necessary trainings and workshops provided, and the officers' and staff's commitment, we have indeed, been granted the *ISO 9001:2015 Certification*. We continue to push forward in our aggressive advocacy on getting the community involved in the fight against piracy.

We launched the #NgayonNa campaign which is a call to action for all Filipinos to stop piracy, now. OMB worked assiduously to deliver this message to the public. For the first time in OMB history, we were able to produce our first infomercial and have it exhibited in cinemas nationwide. The infomercial was also presented to the ASEAN-IPO and UKIPO conventions in Thailand. The very first OMB Anti-Media Piracy Summit was another remarkable milestone for the agency. As we take a leap into transforming the fight against piracy into something more accordant to these fast evolving times, the learnings from the summit make us realize what really makes us strong. It is our understanding that we can make great changes through collaboration, education, innovation, and better enforcement strategies.

Overall, I can say that 2018 was another impressive year for OMB. I gratefully recognize each and everyone for sparing their time, resources, and efforts in support of our important mission; to combat piracy. *Kudos to the entire OMB workforce for another job well done!*





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Agency Overview

The Optical Media Board (OMB), under the direct supervision of the Office of the President, was created pursuant to Republic Act (R.A.) No. 9239 known as the Optical Media Act of 2003.

The act is governed by laws established to regulate the mastering, manufacturing, replication, importation and exportation of optical and magnetic media.

The coverage of authority is the entire territory of the Republic of the Philippines including the economic zones as defined both under R.A. Nos. 9239 and 7916.

In line with this mandate as one of the anti-piracy agencies in the Philippines, the OMB performs regulatory functions through the exercise of its enforcement and quasi-judicial powers that facilitate the apprehension and eventual prosecution of violators of R.A. 9239.

Although the mandate of this law is to regulate the container or storage of data and is not categorically authored for content protection, our policy is to ensure the protection and promotion of intellectual property rights.

"We're setting a strong foundation for the next three years of progress."

When the newly appointed Chair and Chief Executive Officer of the Optical Media Board addressed the OMB officers and staff in March 2016, he was very clear with the path he intends to set for the agency. Atty. Anselmo B. Adriano, dedicated to lead the Optical Media Board to greater heights, laid down his three-year road map with a vision to set a strong foundation for the next three years of progress.

The Road Map.

- (1) Institutionalization of a comprehensive performance management system for the OMB;
- (2) Revisiting the charter, related laws, and their derivative circulars to propose possible amendments and be attuned to the latest technological advancements, and;
- (3) Intensification of the campaign against violations of R.A. 9239 and related laws, in the areas of enforcement, licensing, and advocacy.

The OMB workforce committed to this roadmap.

OMB, with utmost conviction and motivation, took the challenge and worked harder than ever. The officers and staff devoted in continuously striving to improve processes and keep ethical and moral obligations intact.

Strategic action plans were set out and key areas for improvement were determined. Consultations from various institutions such as Institute for Solidarity in Asia, Development Academy of the Philippines and planning directors from Department of Trade and Industry and University of Santo Tomas were also sought to aid in the development of OMB's performance management systems.

Memorandum Circulars were promulgated to strengthen regulatory policies and enforcement operations. Public information and advocacy were intensified.

Committing

Achieving

With dedication and resilience, OMB has, as it reaches the 3rd year of the implementation of its roadmap, exceeded expectations and achieved significant progress.

- 2016: Highest administrative penalties imposed and collected since the creation of OMB at ₱1,710,000.00:
- 2016: Inspection of unaccustomed establishments such as hospitals, buses and bookstores:
- 2016: Professionalizing the conduct of inspection with OMB officially marked sacks and standardization of the weight approximation of sacks containing seized optical media discs;
- 2017: Highest Budget Utility Rate since the creation of OMB at 99%
- 2017: Highest number of Administrative Penalties filed
- 2017: Establishment of satellite offices
- 2017: Inception of the OMB VIP Awards to most compliant clients and best partners/stakeholders
- 2018: Highest revenue collection since the creation of OMB at ₱25,210,108.35
- 2018: Highest number of licenses, permits and certifications issued since the creation of the agency
- 2018: Having the first OMBeOriginal Celebrity Ambassador
- 2018: Release of first infomercial featuring Mr. Piolo Pascual, Romy Vitug and Vehnee Saturno
- 2018: Presidential Decree 596 s. 2018 declaring October of every year as National Anti-Piracy Month
- 2018: First OMB Anti-Media Piracy Summit
- 2018: Highest number of volunteers participated in the OMB-MMFF Cinema **Monitoring Activities**
- 2018: ISO 9001:2015 Certification

Executive Office



Atty. Anselmo TS. Adriano Chair and Chief Executive Officer

Atty. Victor Luis Q. Padilla II

Executive Director

#OMBeOriginal

The Optical Media Board, to intensify its efforts in fighting piracy launched the #OMBeOriginal Campaign. This campaign was created to ignite interest and participation from the media and general public, especially the youth, in the anti-piracy campaign of OMB.

The communications strategy also aims to forge partnerships with both local and international Intellectual Property Rights organizations and cause a positive effect to our stakeholders. The #OMBeOriginal Campaign is a 3-prong nationwide program set to focus on the following thrusts:



{Media Engagement} Generate awareness and enhance understanding about piracy and intellectual through property rights press conferences, interviews and other information materials that can be communicated across all media platforms.

{Youth Integration} Involve and engage the youth in the fight against piracy through programs and activities that will educate them about intellectual property rights.

{Partnerships} Forge partnerships intellectual property rights protection organizations and enforcement agencies. Strengthen ties with stakeholders and continue to encourage patronage of original copyrighted works.

OMB VIP Night

The OMB acknowledges stakeholders as they help influence its clients to combat piracy. As they are significant in the agency's milestones, the OMB continues to work hand in hand with them for a good governance. Started in 2016, the agency annually holds the OMB VIP Night every February.



This is to recognize OMB's clients, stakeholders, and volunteers who have shown a remarkable commitment and contribution to the agency. The recognition is a way of OMB in returning the appreciation and respect to those who continuously support the agency.









Institutionalization of a Comprehensive **Performance** Management System for the OMB

Learning events, trainings and workshops were provided to the entire OMB workforce. These were given to sustain skills and knowledge for a continuously progressing role in preventing piracy, coordinating implementation plans with partner agencies and good governance. Capacity building trainings and seminars are also given to employees to help enhance their competencies which can be applied to the workplace.

OTHER RELEVANT CONFERENCES. **SEMINARS, WORKSHOPS & TRAININGS**

Measures in Curbing Counterfeiting and Piracy in Online Transaction	Briefing on Tax Reform for Acceleration and Inclusion
Dealing with Stress at the Workplace and Job Burnout	Gun Safety and Responsible Gun Ownership Seminar
Recruitment	Training on the Use of the Revised Agency Procurement Compliance and Performance Indicators System
Demonstrating Compliance: Accountability and Assurance	Workshop on the Guidelines in Tagging Government Expenditures for Climate Change
Basic Internal Control Concepts and Internal Auditing Principles and Practices	Quality Customer Service Seminar
Training/ Orientation on 2017 Omnibus Rules on Appointment and Other Human Resources Action	Managing Records with the Law in Mind
Training/ Orientation on 2017 Omnibus Rules on Appointment and Other Human Resources Action	Managing Records with the Law in Mind
Supervised Self-Assessment for PRIME-HRM Maturity Level II and Levelling of Interpretation of the ORA-OHRA	ISO 9001:2015 QMS Requirements and Documentation
Training Course on Children and Mobile Technology	Government Procurement Reform Act and Its Revised IRR Updates
7 Habits of Highly Effective Government Leaders	eGovernment Project Management Seminar
Seminar Workshop on Streamlining Frontline Services	Tariff Classification Workshop of the Tariff Commission
11th Basic Course on Regulatory Impact Analysis	Developing Respond Readiness in Government in the Eventuality of a Cyberattack or Data Breach
Training Course on Auditing Quality Management System	Workshop for Law Enforcement Agencies and Public Prosecutors on Special Rule of Proce- dure for Intellectual Property (IP) Cases and the Manual for IP Investigation and Prosecution
Training on Streamlining and Process Improvement of Critical Services for National Government Agencies	SDC Track 2 and 3
Philippines Post-Trade Policy Review National Advocacy Workshop	Advanced Course on Regulatory Impact Analysis
ASEAN-USPTO Workshop on Intellectual Property Enforcement, Public Awareness and Consumer Behavior	Seminar on Violence against Women and Children and Sexual Harassment

ISO Certification

The Optical Media Board was a recipient of funding for technical assistance from the Development Academy of the Philippines (DAP). This was done in order to enhance citizen satisfaction through the Quality Management Program which significantly improved the delivery of public service. As part of this program, a group of sixteen (16) highly qualified and selected people, representing different units, led by Jose Edgardo Lara, CPA underwent rigorous training, review, and quality audit. All efforts were aimed to materially improve frontline services of the OMB to ensure that the Filipino citizens will greatly benefit in the process. New emphasis was also made on the client satisfaction survey.

The Quality Management System (QMS) Team was the name endowed to the said group so representing the different divisions, and units of the OMB. They were categorized into five (5) clusters with three (3) to four (4) members each. These are the Risk Management Team, Training and Advocacy Team, Knowledge Management Team, QMS Internal Audit Team, and Quality Workplace Team.

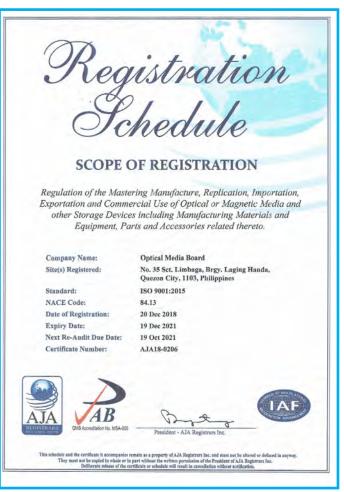


Quality Management System (QMS) Core Team and Development Academy of the Philippines

These teams underwent two stages of training namely, mastering the standards and conducting the quality audit. The first stage involved the discussion of the standards used as basis of the audit encompassing the International Standards Organization ("ISO") 9001:2015, as well as the OMB's Citizen Charter for the efficient regulation of the mastering, manufacturing, replication, importation, exportation, and commercial use of optical or magnetic media, and other storage devices including manufacturing materials and equipment, parts and accessories related thereto.

The second stage was the quality audit of the OMB's adherence with the standards of ISO 9001: 2015 to obtain pieces of evidence regarding conformity to all requirements of the QMS, to evaluate performances, monitor, measure, report, and review against key performance indicators in order to better evaluate the effectiveness of the internal auditing and management review, and to identify any areas for potential improvement in the management system.





In the conduct of the quality audit, a guided process walkthrough was completed encompassing guidance and orientations on ISO 9001: 2015 QMS, training course on ISO 9001: 2015 QMS requirements and documentation, workshop on process mapping and risk based quality planning, workshop on QMS documentation, seminar workshop on streamlining frontline services, technical guidance on QMS implementation, training course on auditing QMS, training course on root cause analysis and corrective action formulation, workshop on auditing QMS, technical guidance on management review, and readiness assessment.

In spite of all the struggles, the certifying body passed and accredited the OMB as an ISO Certified Organization complying with the ISO 9001: 2015 Standards of Quality.

Partnerships



Globe #PlayItRight

Globe Telecom partners with OMB for their Globe #PlayItRight advocacy. The top of the line telecom company believes that the campaign will send a strong message to the public: to consume digital content the right way.

Systems Integration Philippines and Global Link MP

Since 2017, the OMB has been invited to be part of the Global Security Philippines Expo, an event brought by Global Link MP with MP Singapore and Association of Firearms and Ammunition Dealers.

The event showcases the latest and best technology, know-how and services available in the world market to address security threats. This event is an avenue for the Optical Media Board to address the importance of protecting Intellectual Property Rights in the cyberspace. Thus, an opportunity for the agency promulgate its regulatory policies and enforcement activities while business sectors, government agencies, and individuals gather for this event.

The agency acknowledges that convention such as this highly contributes to effecting a thorough and diligent ICT management to give action to piracy as a global threat that distresses industries around the world.







Coordination with Other Government Agencies



OMB at the NCIPR Surprise Inspection at Greenhills Shopping Center, March 23, 2018



Atty. Anselmo B. Adriano during his message of support at the MGEC's book launch of Gender-Fair Media Guidebook, September 11, 2018



TEAM OMB at the NCIPR Ceremonial Destruction of Pirated and Counterfeit Goods



MOA Signing with DCPO, September 6, 2018

Intensification of the Campaign **Against Violations** of R.A. 9239 and Related Laws, in the Areas of Enforcement, Licensing, and Advocacy

Over the last 3 years, the OMB continues to be meticulous and vigilant in combatting piracy. In this period, the agency exceeded its targets and expectations resulting to increase of registrants and at the same time decrease in proliferation of piracy in the market. With strengthened regulatory policies and intensified enforcement activities, the OMB met an impressive outcome from the implementation of the 3-year road map.

PUBLIC INFORMATION & COMMUNICATIONS UNIT

The Public Information and Communications Unit (PICU) of the Optical Media Board is responsible for the development and dissemination of information, documents and other materials for the consumption of government agencies, private sector, educational institutions and media networks. The primary objective of PICU is the implementation of the agency's Information and Communications Plan.

PICU liaise between the agency and the public, and is responsible for issuing press releases, answering queries and arranging interviews with OMB officers. Likewise, the unit is in charge of the design and content of all Information, Education and Communication materials.

Other duties and functions of the unit include:

- organizing special events such as news conferences and awards ceremonies
- maintains social media presence
- maintains official website
- drafts guide speeches for the CEO and EDO
- prepares presentations required by the CEO and EDO
- media monitoring
- feedback management

STOP PIRACY

Stop Piracy #NgayonNa, following OMB's #OMBeOriginal Campaign is the new call to action to stop piracy in the music, film and software industries. Pioneered by Chair and CEO, Atty. Anselmo B. Adriano, the very first OMB infomercial was launched in September featuring OMB Ambassador, Mr. Piolo Pascual. It was shown on OMB's official social media accounts and over 2,000 cinema placements nationwide in partnership with the National Cinema Association of the Philippines. The infomercial highlights the common ground the



film, music & software industries share, which is how much piracy has affected them. Industry legends cinematographer Romeo "Romy" Vitug and composer Vehnee Saturno stated the extent of piracy in their respective industries.









The effect is even felt by mobile game developer, Marc Jamero, with the illegal sharing of his mobile games. The infomercial's message converges into one goal, saving the future of these industries. Right now. The campaign #NgayonNa has become the agency's battlecry on all its activities and events encouraging Filipinos to protect and promote the intellectual property rights.

Social Media Analytics of #NgayonNa Infomercial (as of January 15, 2019)

Platform	Total Audience Reached	Total Views/ Engagements
Facebook	19,575	8,263
Youtube	799	510
Twitter	359	9
Instagram	50	15
TOTAL	20,783	8,797

#NgayonNa Infomercial Cinema Exposure (September to November 2018)

CINEMA	Date started	Number of Cinema Placement			
		SEP	ОСТ	NOV	SEP- NOV
SM CINEMA	10/4/2018		810	120	930
CINEMA 2000	10/11/2018		280	420	700
GREENHILLS CINEMA	9/21/2018	18	62	60	140
AYALA CINEMAS	10/22/2018		189	630	819
ROBINSONS MOVIEWORLD	10/19/2018		12	174	186
TOTAL CINEMA PLACEMENT		18	1,353	1,404	2,775

School Information Campaigns









As the OMB believes that youth is vital in combatting piracy, the agency goes to different schools and universities to mold young minds to strengthen their consciousness in recognizing and respecting intellectual property rights.

program, which specifically designed to senior high school and college students, presents engaging activities that includes animated presentation of R.A. 9239, keynote speeches from notable local stakeholders, and distribution of IEC materials (leaflets, bags, ballers).

This 2018 holds the most number of participants with almost 2,000 in just one school. Students and even teachers actively cooperated in the program and asked questions with OMB resource speakers.

This clearly shows that the youth are eager to learn and do their part to protect and promote intellectual property rights.



Leyte Normal University

March 21, 2018











Filamer Christian University

July 3, 2018











Aklan Polytechnic College

July 4, 2018









National Anti-Piracy Month



President Rodrigo Roa Duterte, through Proclamation No. 596 s. 2018 (issued on October 1, 2018), declared the month of October of every year as "National Anti-Piracy Month". The OMB has been mandated to continuously elevate the awareness of the public regarding piracy or counterfeiting of optical, magnetic, and such other emerging similar media, and its adverse effects on the economy.





MALACAÑAN PALACE MANILA

BY THE PRESIDENT OF THE PHILIPPINES

PROCLAMATION NO. 596

AMENDING PROCLAMATION NO. 448 (S. 2003) TO DECLARE THE MONTH OF OCTOBER OF EVERY YEAR AS "NATIONAL ANTI-PIRACY MONTH"

WHEREAS, Proclamation No. 448 (s. 2003) declared the month of October of every year as "National Anti-Video Piracy Month";

WHEREAS, Republic Act No. 9239 reorganized and renamed the Videogram Regulatory Board to Optical Media Board (OMB), to regulate the optical and magnetic media industry in the country, and ensure the protection and promotion of intellectual property rights; and

WHEREAS, there is a need to continuously elevate the awareness of the public regarding piracy or counterfeiting of optical, magnetic and such other emerging similar media, and its adverse effects on the economy;

NOW THEREFORE, I, RODRIGO ROA DUTERTE, President of the Philippines, by virtue of the powers vested in me by the Constitution and existing laws, do hereby amend Proclamation No. 448 to declare the month of October of every year as "National Anti-Piracy Month."

All government agencies and instrumentalities, including state universities and colleges, as well as local government units, are enjoined to support the programs and activities of the OMB, aimed at increasing public awareness on all forms of media piracy or counterfeiting.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the seal of the Republic of the Philippines to be affixed.

Done in the City of Manila, this 1st day of October , in the year of Our Lord, Two Thousand and Eighteen.

By the President:

SALVADOR C. MEDIALDEA Executive Secretary



OMB PLEDGE WALL



Anti-Media Piracy Summit is a high-level conference encapsulating the month-long celebration successfully held on October 26, 2018 at the Winford Resort and Casino, Manila City. The summit was participated in by the intellectual property advocates, media industries, as well as business communities, legal experts and the academe.











Atty. Marie B. Rafael PCOO Assistant Secretary for Operations and Legislative Affairs



Mary Liza B. Diño Chair and CEO, Film Development Council of the *Philippines*



Joseph Felix Pacamarra Chief Strategy Officer of Cybersecurity Philippines Computer Emergency Response Team



Seong Bae Choi Regional Director, Korea Copyright Commission (KCC)



Atty. Mark Thursday Alciso General Manager, Filipino Society of Composers, Authors and Publishers, Inc.



Atty. Rico V. Domingo Board Director, Intellectual Property Association of the Philippines



Senior Agent Efren B. Abantao National Bureau of Investigation



Attaché Ricardo J. Navalta US Department of Homeland Security



PS/Insp. Renato T. Bansag (Ret)
Philippine Center on Transnational Crime



Dottie Azlina Binti Ismail Chief Assistant Director, Ministry of Domestic Trade and Consumer Affairs



Atty. Teodoro C. Pascua Deputy Director General, Intellectual Property Office of the **Philippines**



Jocel G. de Guzman Director of PR & Communications Strategy, Globe Telecom

International Conferences

Participation in international conferences were also part of OMB's Information and Communications Plan and Public Diplomacy Program. This will aid the agency in keeping abreast to new and upcoming technologies as well as international strategies on law enforcement. The top managements' attendance to such conferences establishes opportunities for dialogues aimed to disseminate OMB's mandate, campaigns and programs.

INTERNATIONAL CONFERENCES			
Information Campaign during Korean Copyright Commission (KCC) Meeting	22nd ASEAN Intellectual Property Association Annual Meeting and Conference		
Presentation and Speaking Engagement at IP Convergence	2nd Annual Europol Intellectual Property Crime Conference		
12th International Law Enforcement Intellectual Property Crime Conference, Dubai, UAE	UKIPO, Bangkok, Thailand		
87th Session of General Assembly, Dubai, UAE	Interpol Debrief Meeting in Project Chain, Lyon, France		

List of Public Information & Communications Unit Info Campaigns and Information Exchange Activities

No.	Date	Details	
1	February 12	VIP Night	
2	March 21	Information Campaign – Leyte Normal University	
3	May 22	MOA Signing with Globe Telecom, Inc.	
4	July 3	Information Campaign – Filamer Christian University	
5	July 4	Information Campaign – Aklan Polytechnic College	
6	July 9	Information Exchange – Asec. Mary Jean Pacheco	
7	September 6	MOA Singing with DCPO	
8	September 25-26	12th International Law Enforcement Intellectual Property Crime Conference, Dubai, UAE	
9	October 26	Anti-Media Piracy Summit	
10	November 13	UKIPO, Bangkok, Thailand	
11	November 17-22	87th Session of General Assembly, Dubai, UAE	
12	November 18-27	Interpol Debrief Meeting in Project Chain, Lyon, France	

PLANNING UNIT & INTERNAL AUDIT SERVICES

The Optical Media Board's achievements for the year 2018 is a testament of the agency's commitment to its pursuit of optical/digital piracy-free economy.

The Planning Unit successfully held and facilitated a Strategic Planning Session at the beginning of the year, Mid-Year Assessment after the first semester, and a Year-End Assessment as the calendar year closed. These periodic planning sessions are vital to the organization as they keep the OMB's plans and programs in line with its mandate and effective implementation of the strategy directed by our present administration.





Team Building and Mid-Year Assessment

With guidance and direction from the Top Management, the Planning Unit together with the various Divisions and Units of the agency has made it possible to fulfill our Chair & CEO – Atty. Anselmo B. Adriano's goals for the agency. Looking forward to 2019's successful Strategic Planning Session.





Year-End Assessment

Registration & Licensing Division

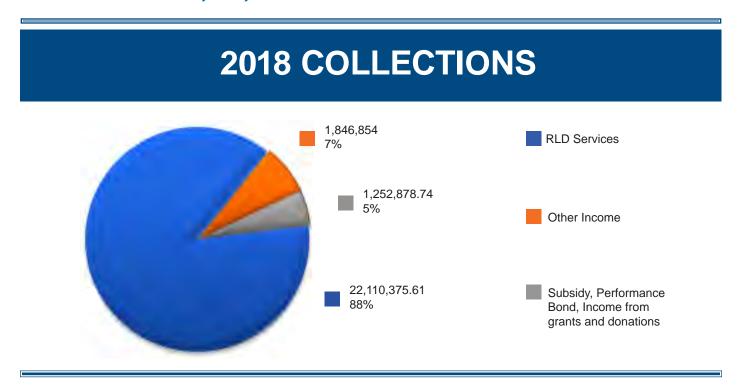


Ms. Elizabeth A. Red Chief, Registration & Licensing Division

In 2016, when Atty. Anselmo Adriano assumed office, OMB was then feeling the effects of the Department of Justice's opinion that USB is not within the jurisdiction of the Optical Media Board and the decline of the optical and magnetic media industry. However, this did not deter the new administration. **OMB eventually got the jurisdiction** not only of USB but all other storage devices including SD cards among others.

The record-breaking success of 2016 made its mark and so, when you set goals, you set it a notch higher than the last. In 2017, Registration and Licensing Division soared high.

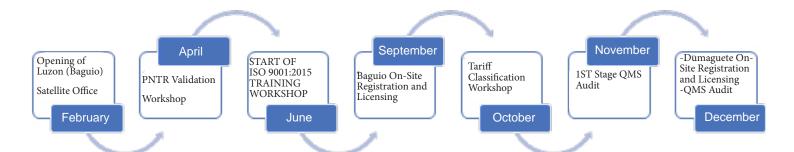
In 2018, OMB got even more hyped. With the issuance of yet another circular clarifying storage devices, the stakes were raised and RLD accepted the challenge ending the year with an income of **P22,110,375.61.**



A new milestone was achieved in 2018, the **Luzon** (**Baguio**) **Satellite Office** was opened in February. RLD personnel in Satellite Offices also participated in the first MMFF monitoring in Cebu and Baguio Cities. It was also in December 2018 that the Satellite Personnel first attended an agency wide event and seminar. However, the most daunting event in 2018 is the bid for ISO certification.

The year 2018 also saw the agency's participation particularly the Registration and Licensing Division in the various government initiatives. RLD was sent to participate in the PNTR Validation workshop for Trade Regulatory Agencies in April, the launching of the ASEAN Trade Repository preparation in May.

By June, RLD representatives have started trainings for the ISO Certification. Despite the busy schedule and inclement weather, an on-site registration and licensing was also held in Baguio City in September wherein RLD was able to accept 74 applications which yielded PhP62,358.45 in licensing and accreditation fees.



Truly, satellite offices have contributed to the coffers of the government – bringing in new registrants from the regions.

The Luzon or Baguio Satellite Office represented by Hannie Von Diego have posted the highest income of *PhP280,014.93* or a total of 13 licenses and 196 accreditations, despite its being the newest addition to the OMB Family.

The Cebu Satellite Office (or Visayas Satellite Office) manned by Sheila Piezas was able to garner an income of PhP108,453.30 or 51 licenses, 1 accreditation and 15 certifications/permits.

Davao City (or the Mindanao Satellite Office) representatives John Gerard Arangoso and Irene Martelino posted an income of *PhP174*, *177.50* or a total of 73 licenses and 9 certifications/permits.

The Davao Satellite Office also set an orientation of the members of the Association of Computer Businesses in Mindanao. A Memorandum of Agreement was also signed between the Davao City Police and the Optical Media Board.

Through RLD's participation, cooperation and compliance in trade facilitation and interoperability programs of the government like the identification of the regulated commodities' ASEAN Harmonized Tariff Nomenclature (AHTN) codes, the agency was recognized. The Export Marketing Bureau also appreciated the agency's support in its mandates and programs.

Several agencies are now onboarding the TradeNet, and OMB is going to be among the next batch. The sweetest victory however this 2018 is that OMB is now ISO 9001:2015 Certified! Undeniably, 2019 will be an even busier year nevertheless RLD will greet it with renewed interest and fervor to deliver on its promise of quality public service!

RLD 2018 PROFILE

% INCREASE IN NUMBER OF NEW LICENSEES

30.71%

2017 - 1,553

2018 - 2,030

% INCREASE IN NUMBER OF LICENSE RENEWALS

7.62%

2017 - 2,284

2018 - 2,458

% INCREASE IN IMPORT **PERMITS**

26.82%

2017 - 9,423

2018 - 11,950

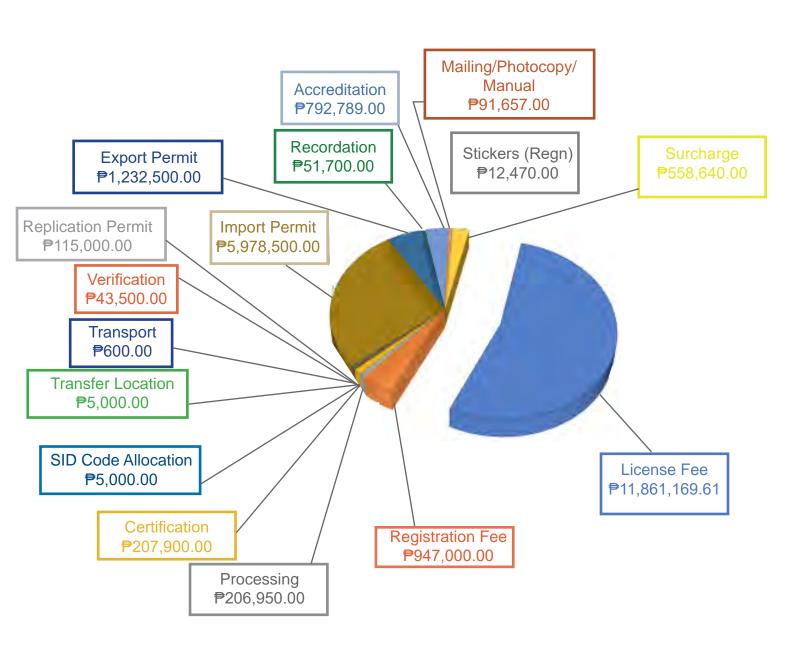
% INCREASE IN EXPORT **PERMITS**

74.03%

2017 - 1,413

2018 - 2,459

2018 BREAKDOWN OF Income Generated from RLD Services



RLD OFFICERS AND STAFF

DIVISION CHIEF: MS. ELIZABETH A. RED

SECRETARY: JOHN MICHAEL D. SANTOS

LICENSING UNIT

ESPERANZA T. CORONEL

VENER P. GONZALES

ANGELA CHRISTINE STA. MARIA

HANNIE VON DIEGO (LUZON - BAGUIO SATELLITE OFFICE)

SHEILA PIEZAS (VISAYAS – CEBU SATELLITE OFFICE)

JOHN GERARD ARANGOSO (MINDANAO – DAVAO SATELLITE OFFICE)

IRENE MARTELINO (MINDANAO – DAVAO SATELLITE OFFICE)

REGISTRY UNIT

SHIERYL C. DIMACALI KENNETH B. KABILING ALLYSA MARIE S. VILLAFRANCA CARLOMAGNO P. SOLORIA

Legal Division



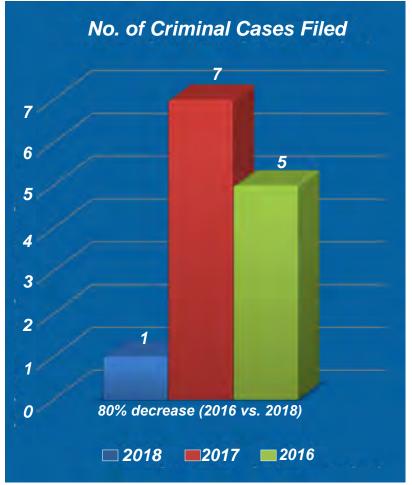
Atty. Cyrus Paul S. Valenguela Chief, Legal Division In 2018, OMB received the court order pertaining to Criminal Case No. M-MNL18-09870-CR against a store owner in Manila in violation of R.A. 9239. The Court found the accused guilty beyond reasonable doubt of the crime charged.

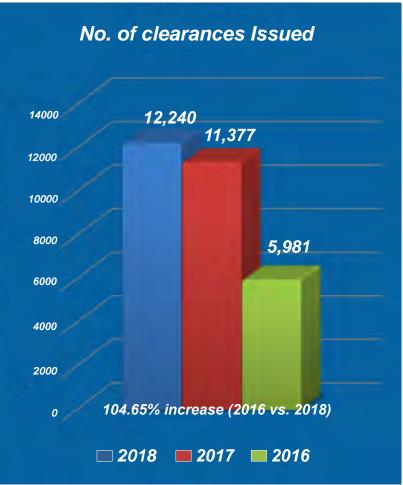
LEGAL DIVISION

The primary function of the Legal Division is to provide legal assistance to guide the operations of the agency which includes but not limited to: prosecution and processing of administrative cases, the filing of criminal cases with the Trial Courts, including quasi-judicial/ administrative bodies and the rendering of the agency. Moreover, the Division is tasked with the preparation of the necessary legal documents and to serve as the private prosecutor in criminal cases filed by the agency.

Division The also serves as the quasi-legislative arm of the agency, formulating Memorandum Circulars not only with respect to the internal processes of the agency but also those that interpret and clarify the provisions of R.A. 9239. In addition to the aforementioned functions, the Legal Division is also part of various Committees, Adhoc working groups, and task force, as required, to take care of legal requirements in framing of policies.

Serving at the forefront of the Division are legal experts who provide effective legal services with alacrity and guided by the teachings and instructions handed down by their predecessors. Under the direct control and supervision of the Head of the Division and the Chief Executive Officer of the agency, the accomplishments of the Legal Division has been exceptional. nothina short of





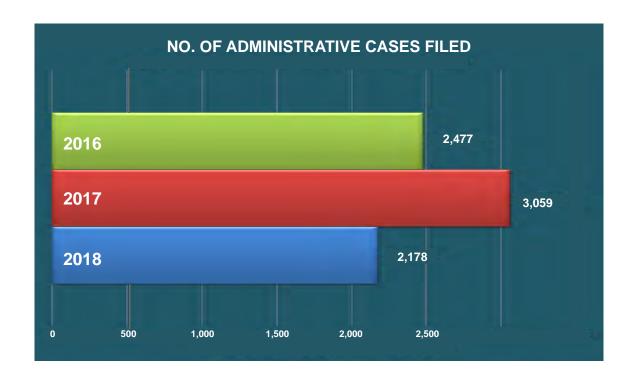
This table shows the number of applicants applying for clearances which proves that these establishments starts to comply with requirements.

ADMINISTRATIVE CASES FILED/CHARGED

(January-December 2018)

MONTH	NO. OF ADMINISTRATIVE CASES
JANUARY-JUNE	708
JULY-DECEMBER	1,926
TOTAL	2,634
TARGET – 2,500	TARGET EXCEEDED

CASE STATUS	NO. OF ADMINISTRATIVE CASES
RESOLVED	1,626
PENDING	1,002
RESOLVED WITH ADMIN. PENALTY	6
TOTAL	2,634



ADMINISTRATIVE PENALTIES

ADMIN. CASE NO.	DATE OF RESOLUTION/ ORDER	DATE PAID	AMOUNT OF PENALTY
2015-12-1523	04/01/2016	03/27/2018	PHP 50,000.00
2017-06-1433	04/17/2018	04/25/2018	PHP 10,000.00
2017-09-2017	08/20/2018	08/20/2018	PHP 100, 000.00
2017-10-2366	08/06/2018	08/06/2018	PHP 100,000.00
2017-12-2776 and 2018-07-0816	10/29/2018	11/06/2018	PHP 200,000.00
2018-11-2203	12/03/2018	12/20/2018	PHP 100,000.00
TOTAL		PHP !	560,000.00

TOTAL CLEARANCES ISSUED

MONTH	CLEARANCES ISSUED	AMOUNT
JANUARY	833	PHP 41,650.00
FEBRUARY	743	PHP 37,150.00
MARCH	1,713	PHP 85,650.00
APRIL	1,226	PHP 61,300.00
MAY	1,070	PHP 53,500.00
JUNE	1,101	PHP 55,050.00
JULY	1,243	PHP 62,150.00
AUGUST	927	PHP 46,350.00
SEPTEMBER	1,329	PHP 66,450.00
OCTOBER	1,237	PHP 61,850.00
NOVEMBER	1,190	PHP 59,500.00
DECEMBER	818	PHP 40,900.00
TOTAL	13,430	PHP 671,500.00
TARGET	10,000 (TARGET EXCEEDED)	

2018 CRIMINAL CASE

VIOLATION	STATUS	PROSECUTOR	HANDLING LAWYER
Title IV Section 19 (a) (1) of R.A. 9239	Pending resolution with Prosecutor	Asst. City Prosecutor Joselito C. Bacolor	Atty. Ferdino M. Condez/ Atty. Hywel Jose T. Vergara



Legal Division during the OMB 1st Anti-Media Piracy Summit at Winford Resort and Casino, Manila City

Enforcement & Investigation Division



Mr. Manuel J. Mangubat
Chief, Enforcement & Investigation Division

INSPECTION OPERATION

METRO MANILA

The Enforcement and Investigation Division have inspected establishments in sixteen (16) cities of Metro Manila and remain steadfast in the government's campaign against proliferation of counterfeit materials in optical/magnetic media disc form. In the early part of 2018, optical/ magnetic media establishment

visited. which were filing prompted criminal case against one establishment in March of 2018. The effectivity Memorandum of new Circulars, particularly MC 2018-002 known to public through website, social media and newspaper circulation, general now includes technical variations of optical/ magnetic media such as storage devices for data and information. As a jumpstart, on September 2018. the Division of coordination in with the Philippine National Police. conducted inspection operation at the Manila City Plaza against twenty eight (28) stalls selling storage The devices. seized items with an estimated market value of EIGHT





SEVENTY SIX THOUSAND MILLION TWO HUNDRED AND FIVE HUNDRED PESOS (Php8,276,500.00) were brought to the OMB storage area for preventive custody.



E.I.D.

PROVINCES

As the OMB law, encompasses the Philippine archipelago, nearby provinces were also subjected to various inspection operations such as: Pampanga, Rizal, Bulacan, Cavite, Laguna, Zambales, Bataan, Tarlac and Quezon Province. In far-flung provinces, the EID operatives conducted inspection operations in the following:

- Iloilo
- Cebu
- Cagayan de Oro
- General Santos
- South Cotabato
- Davao
- Samar

- Leyte
- Palawan
- Nueva Ecija
- Nueva Vizcaya
- Cagayan Valley
- Isabela

- Camarines Norte
- Camarines Sur
- Albay
- Sorsogon
- Benguet and the Cordilleras.



MOA signing with Police Director PSSupt. Alexander C. Tagum of Davao City Police Office (DCPO)



On September of 2018, a Memorandum of Agreement was signed between OMB and the Davao City Police Office spearheaded by OMB Chairman Atty. Anselmo B. Adriano and Police Director PSSupt. Alexander C. Tagum. The activity was a joint operation between operatives from the Davao City Police personnel and EID operatives which paved the way for the confiscation of counterfeit optical media discs on Davao City alone and yielded an estimated market value of SIXTY TWO MILLION THREE HUNDRED THIRTY THOUSAND TWO HUNDRED FIFTY PESOS (Php62,330,250.00)

SEARCH WARRANT **OPERATIONS**

By virtue of Search Warrant signed by Judge Elma M. Rafallo-Lingan of RTC Branch 159, Pasig City in March of 2018, 18 search warrant were served against eighteen (18) optical media establishments inside Vision Theatre Building in Cebu City for violation of R.A. 9239. Being the first in almost five (5) years. The confiscated items that were subject to court litigation amounted to ONE HUNDRED SEVEN MILLION FOUR THOUSAND SIX HUNDRED SEVENTY FIVE PESOS (Php107,004,675.00).

ANNUAL **ACCOMPLISHMENT**

Our year-end accomplishment and the estimated market value of seized items, is herein summarized as follows:

ITEM	QUANTITY	Estimated Market Value
Inspected Establishment	2,644	
Optical Media Discs	2,093,589	706,142,760.00
Storage Devices	13,112	24,374,350.00
Equipment/Accessories	Assorted	5,637,750.00
Others	Assorted	425.00
TOTAL		736,155,285.00

The percentage of accomplishment for 2018 is 110% from the submitted target to the Department of Budget and Management.



A successful operation Cainta. Rizal in led to the confiscation of 1,500 units of illegally imported hdds, 50 units of dvd writers, and 20 units of CPUs with pre installed illegal software, all estimated to be worth over P5.7M.

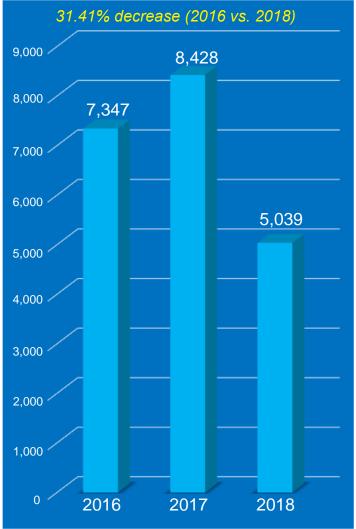


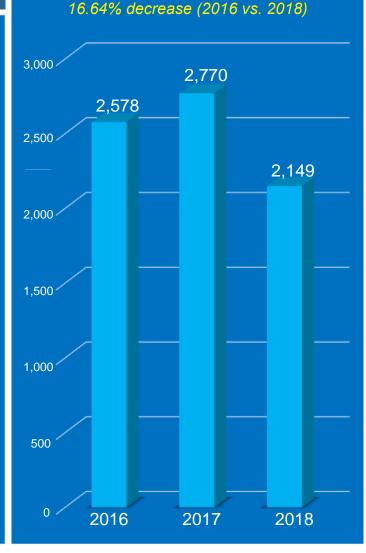


Whosale piracy at Manila City Plaza, Plaza Miranda, Quiapo, Manila. OMB confiscated 2,333 pieces of USB, and 3,429 pieces of SD cards, with varying capacities from 1G to 128G, and mostly pre loaded with 5 movies and 600 songs with a total street value of P8,216,000

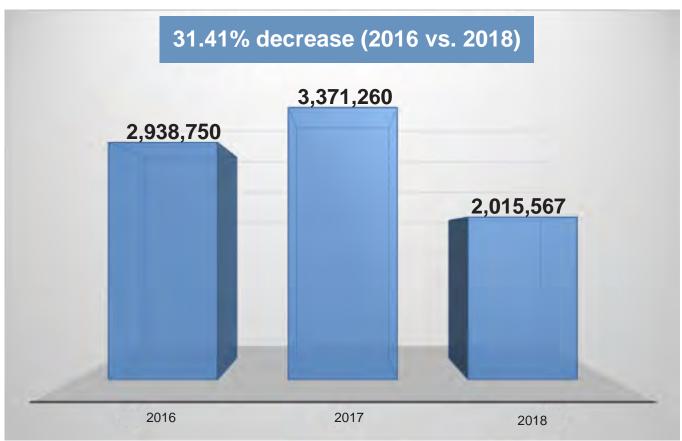
With the OMB's sustained efforts on the fight against counterfeit and piracy, the following data shows that there is decrease in the proliferation of counterfeit Optical Media Discs in the market. As businesses has started complying with the OMB, less establishments are served with inspection orders.

Number of Inspection Orders Served Number of Sacks

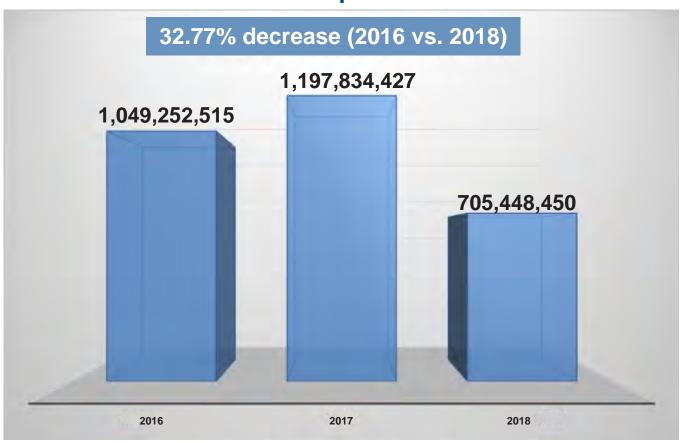




Number of Seized Optical Media Products



Number of Seized Optical Media Products



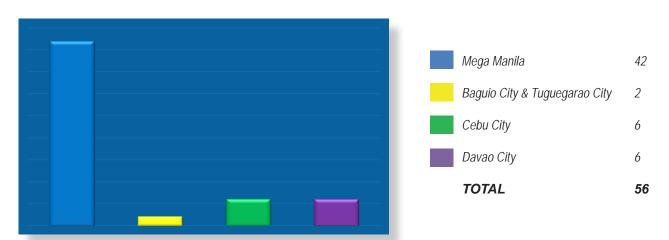
PROGRAMS SPEARHEADED

Metro Manila Film Festival Cinema Monitoring

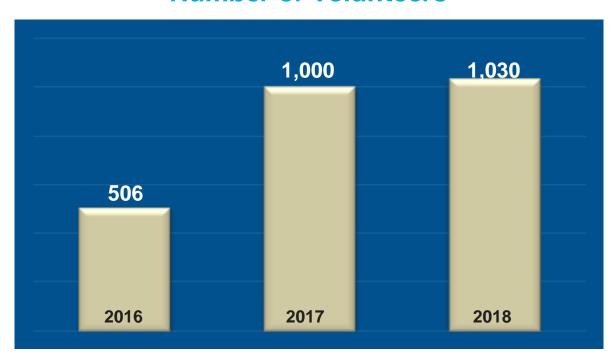


The Optical Media Board as part of its intensified efforts to fight piracy at its source, annually holds the OMB-MMFF Cinema Monitoring activities. OMB agents and volunteers unite as they secure the Philippine film industry especially MMFF movies from being illegally cam-corded. EID operatives, in coordination with Metro Manila Development Authority, spearheaded the theatre monitoring of the Metro Manila Film Festival which commenced from December 25, 2018 – January 7, 2019. In Metro Manila alone, there were more than 300 cinemas inside 57 malls, and more than 500 volunteers from different sectors of the society were supervised by our EID Agents to monitor the MMFF showing.

Number of Monitored Malls



Number of Volunteers



Incidents



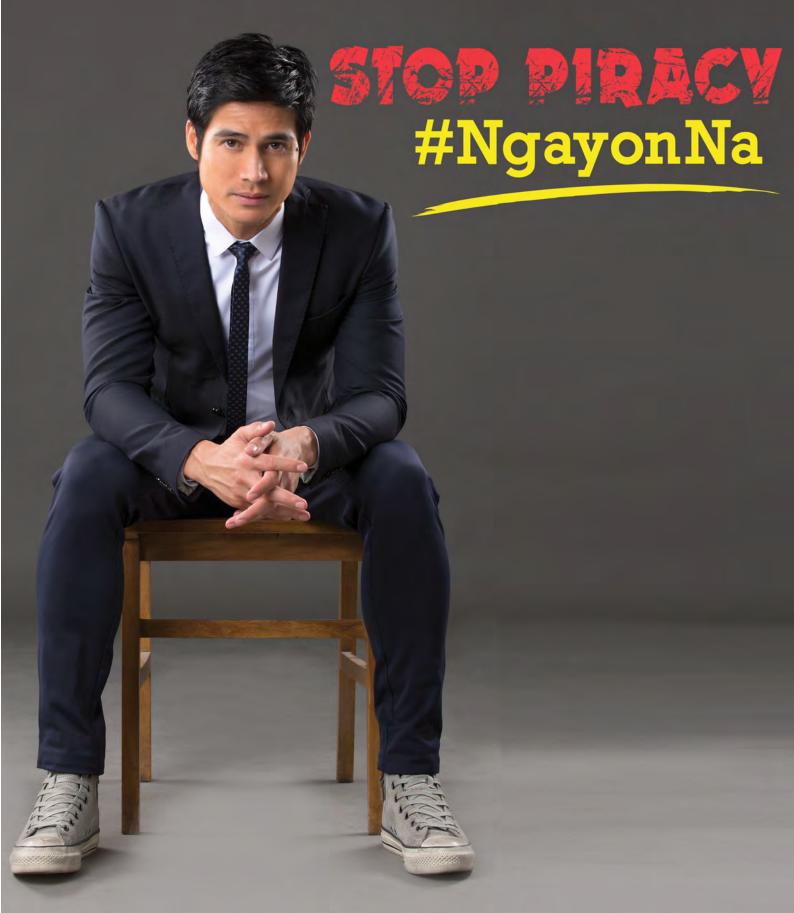


Volunteers from Baguio apprehended two (2) violators who were caught in the act of capturing and airing the film "Fantastica" thru Facebook Live. The violators were detained and charged with criminal case for the Violation of R.A. 10088 or the "Anti-CamCording Act of 2010".

The immediate apprehension of those who illegally camcorded and who posted on Facebook proves that vigilance and awareness of the law by the public and security personnel of cinemas are integral in the successful fight against camcording and piracy.

Mall	Number	Act
SM Baguio	1	FB Live and Video
SM City Cebu	2	Photo Capturing
SM Ecoland, Davao	1	Photo Capturing
Gaisano Mall Toril, Davao	1	Photo Capturing
SM Megamall	1	Photo Capturing
SM San Lazaro	1	Photo Capturing
TOTAL	7	

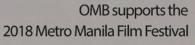
Pinapatay ng piracy ang industriya ng pelikulang Pilipino





REPORT TO OPTICAL MEDIA BOARD

Text 0921-3297700 or 0906-2314906 Call 410-2488 / email: info@omb.gov.ph www.omb.gov.ph / f o ombgovph





Metro Manila and other nearby provinces













Baguio City







Cebu City







Davao City







Administrative & Finance Division



Ms. Lucia F. Cynevara
Chief, Administrative & Finance Division

The Division provides essential support services to the board, with the following accomplishments:

- 1. Last February 15, the OMB anniversary was celebrated thru the conduct of bowling tournament. It was a successful celebration as it builds the sense of camaraderie and sportsmanship to OMB employees.
- 2. On July 20, 2018, the Team Building activity was held at Subic Holiday Villas, SBMA Olongapo. The activities and the process used encourages members of the group to work well together. Everybody participated in the activities or games prepared by the facilitators. They put emphasis on cooperation and team building exercises as one family.
- 3. Participated in the annual CSC Fun Run with the theme, "Lingkod Bayani: Maka-Diyos, Makatao, Makabayan."





CSC Fun Run

Mid-Year Assessment & Team Building



OMB Bowling Tournament







Mid-Year Assessment & Team Building







OMB Bowling Tournament

4. Human Resources Unit

RECRUITMENT, SELECTION AND **PLACEMENT**

Processed hiring of nine (9) new/re-employed employees:

There were 9 newly hired employees and 4 were promoted. They took their oath of office witnessed by the Division Chiefs and Executive Director, officiated by our Chairperson.

> (2) Attorney IV Computer Operator II Information Officer I Special Agent II

(2) Legal Assistant II Legal Assistant I Accountant III

Processed hiring of nine (9) new/re-employed employees:

(Initial interview/test administration/deliberation/documentation) Validated by Civil Service Commission

- **Processed hiring of new Job Order Employees**
- New employee orientation



From left to right: Ms. Allysa Marie Villafranca, Atty. Ferdino Condez, Atty. Hywel Vergara

Licensing Officer I

Intelligence Officer II

(2) Intelligence Officer I

Processed documents relative to promotion of four (4) employees:

Existing Vacancies

- (1) Administrative Assistant I (EDO)
- (1) Attorney III (Legal)
- (1) Computer Operator II (RLD)
- (1) Intelligence Officer 1 (EID)
- (2) Administrative Officer I (Finance/HR)
- (2) Administrative Officer I (EID)
- (1) Executive Assistant (CEO)

Total Manpower Complement as of December 31, 2018

Plantilla Item (Filled) 68

Plantilla Item (Unfilled) : 9

Job Order Employees 18

- **Drafted and submitted Merit and Promotion Plan** (for revision based on amended OHRA-ORA)
- **Learning and Development:**

Majority of OMB employees or 64 employees were sent to job related trainings and seminars. An employee orientation was also conducted for the newly hired employees. As part of PRIME HRM requirement, HR penned a Policy and Procedure on Training Availment approved by the management.

Conducted orientation on ORA-OHRA last April with the assistance of Director Noel Salumbides











Benefits:

- Implementation of 3rd Tranche
- Implementation of step increment
- Loyalty Award/Bonuses
- Premium/Loan Payment Remittance (GSIS/HDMF)
- Free Eye Examination and Screening
- Maternity
- DBP/LBP White list

OTHER MATTERS

- Certification (PHIC/HDMF/LWOP/COE/No Admin Case, etc.)
- HRIS (Finger Print scanning/ Data import/ parallel testing)
- Submission of 2017 SALN
- Service Record update
- ISO requirement compliance
- Canvassed venues for agency activities (i.e., team building, mid-year & year-end assessment, GAD Seminar/Xmas)
- Processed agency ID of new, promoted employees

Maintained the disposition program and activities by attending to the needs and requisition of supplies and materials and maintenance services and other activities such as:

5. Property and **Supply Unit**

- 1. Procurement of office supplies
- 2. Repairs and Maintenance of office equipment IT equipment and OMB vehicles
- 3. Repairs improvement and maintenance of office facilities (electrical, plumbing, carpentry etc.)
- 4. Disposal of seized optical discs amounted to P619,404.00
- 5. Migration Process of Human Resource and Management System
- 6. For deployment of Application, Registration and Collection System, on going
- 7. Purchased amunitions for EID

6. Finance:

- 1. Due to effective implementation of sound accounting and auditing system, the board has not received AOM from Commission on Audit, likewise, letter of appreciations were received that all cash and cash items were appropriately accounted and reports were submitted on time.
- 2. We were able to meet the required 2018 Budget Utilization Rate that will qualify our agency to receive the 2018 Productivity Based Bonus.

7.Gender and Development

- 1. Participated in the launching of new Gender Fair Media Guidebook (MGEC media kit.) Our own Chairperson Atty. Anselmo B. Adriano was invited to give his insights about the Gender Fair.
- 2. Conducted seminar on Violence against Women and Children and Sexual Harassment last December 14, 2018.
- 3. Participated in the IACACP activities represented by Ms. Sheiryl C. Barrameda.
- 4. Participated in CSC Fun Run with the theme "Lingkod Bayani: Maka-Diyos, Makatao, Makabayan."

Launching of new Gender – Fair Media Guidebook (MGEC Media Kit)











Powering change: Women in innovation and creativity

8. Other Highlights

To have and efficient and cost-effective manner of payments specifically for our clients in far flung provinces, an Electronic System of Payment is presently being negotiated with the Land Bank of the Philippines. LBP is requiring us to submit the Daily Number of Transaction per Classification for one (1) year, which is now on going.

Personnel Compensation/Benefis/Awards and Incentives

- Salary Administration for Regular and Contractual Personnel/Step Increments a.
- b. Loyalty Award
- Remittance Premiums and Payment of Loans to GSIS, Philhealth, Pag-Ibig C.
- Follow-up/updates record of membership at GSIS, Philhealth, Pag-Ibig d.

2018 SEMINARS/TRAININGS

MONTH	# OF PARTICIPANTS	TITLE
	1	Measures in Curbing Counterfeiting and Piracy in Online Transaction
	1	Briefing on Tax Reform for Acceleration and Inclusion
February	3	Dealing with Stress at the Workplace and Job Burnout
	31	Gun Safety and Responsible Gun Ownership Seminar
	1	Recruitment

MONTH	# OF PARTICIPANTS	TITLE
	2	Training on the Use of the Revised Agency Procurement Compliance and Performance Indicators System
March	3	Demonstrating Compliance: Accountability and Assurance in Government Agencies
	2	Workshop on the Guidelines in Tagging Government Expenditures for Climate Change
	3	Basic Internal Control Concepts and Internal Auditing Principles and Practices
April	4	Quality Customer Service Seminar
	24	Training/Orientation on 2017 Omnibus Rules on Appointment and Other Human Resources Actions
May	6	Managing Records with the Law in Mind
	2	Supervised Self-Assessment for PRIME-HRM Maturity Level II and Levelling of Interpretation of the ORA-OHRA
June	16	ISO 9001:2015 QMS Requirements and Documentation
	2	Training Course on Children and Mobile Technology
	4	Government Procurement Reform Act and Its Revised IRR and Updates
luka	4	7 Habits of Highly Effective Government Leaders
July	2	eGovernment Project Management Seminar
August	14	Seminar Workshop on Streamlining Frontline Services
0 4	2	Tariff Classification Workshop of the Tariff Commission
Septembe	r 9	11th Basic Course on Regulatory Impact Analysis
October	3	Developing Respond Readiness in Government in the Eventuality of a Cyberattack or Data Breach
October	15	Training Course on Auditing Quality Management System
	3	Training on Streamlining and Process Improvement of Critical Services for National Government Agencies
November	2	SDC Track 2 and 3
		Philippines Post-Trade Policy Review National Advocacy Workshop
	5	Advanced Course on Regulatory Impact Analysis
	1	ASEAN-USPTO Workshop on Intellectual Property Enforcement, Public Awareness and Consumer Behavior
Decembei	r 35	Sexual Harrassment

GAD Activities

- Forum for Women with Disabilities
- CSC Fun Run
- Participated: Women's Day Celebration (Women's Symbol)
- Attendance to 4th GAD Assembly
- Attendance to Orientation on GAD Plan and Budget
- Sunset Walk Council for the Welfare of Children







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