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Optical Media Board  

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Annual Report

2020



# CONQUERING 2020



The Optical Media Board  
2020 Annual Report





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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 or the Optical Media Act of 2003.

R.A. 9239 regulates the mastering, manufacturing, replication, importation and exportation, distribution and sale of optical and magnetic media, and other media storage devices.

The law covers the entire territory of the Republic of the Philippines including 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 RA 9239.

The policy of Optical Media Board is to ensure the protection and promotion of intellectual property rights.


## **MISSION.**

To protect and promote Intellectual Property Rights in Digital Form.

## **VISION.**

An economy that is free from Optical Media Piracy where there is a level playing field for all legitimate players.

# MESSAGES FROM OUR LEADERS







MALACAÑAN PALACE  
MANILA

## MESSAGE

My warmest greetings to the **Optical Media Board (OMB)** as it publishes its **2020 Annual Report**.

I commend the men and women of OMB for their dedication in protecting intellectual property rights through the efficient regulation and enforcement of optical media laws and regulations. At a time when most of our activities in government and in the private sector are moving towards digitalization and online platforms, your work becomes even more relevant and necessary.

As you chronicle your milestones and achievements in the previous year, may you renew your commitment in promoting integrity, honesty and accountability in all institutions and enterprises using optical media. As we adapt to the new normal, I trust that we can raise greater awareness on the importance of an economy that is free from digital piracy.

Together, let us achieve a stronger and better future for the entire nation.

I wish your agency more success in the years ahead.

A handwritten signature in black ink, appearing to read "Rodrigo Roa Duterte".

RODRIGO ROA DUTERTE

MANILA  
June 2021

THE PRESIDENT OF THE PHILIPPINES





The surge of criminal counterfeiting and piracy, the drastic shift to e-commerce, and the concerning lack of consumer awareness are all aggravating the problems intellectual property (IP) rights holders are dealing with in this raging pandemic.

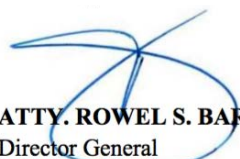
In this unprecedented wave of IP violations, the government must take on more innovative and efficient approaches for coordinations. We deeply appreciate how OMB has been active in the discussions of the IPOPHL-led National Committee on IP Rights, especially in the past year which presented the most critical times for working together.

Moreover, the OMB continued in its seizure operations despite the potential health risk of moving physically across stores and warehouses. In 2020, it managed to seize over P69.17 million worth of counterfeit storage devices.



Recognizing that OMB is an important partner in disabling optical media counterfeiters and pirates from thriving in this new normal, we look forward to seeing OMB in 2021 again in high spirits all for our common goal of protecting the country's innovation, creativity, jobs and future for prosperity.

Maraming salamat at mabuhay ang OMB!



**ATTY. ROWEL S. BARBA**  
Director General  
Intellectual Property Office of the Philippines



Republic of the Philippines  
**DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT**  
DILG-NAPOLCOM Center, EDSA corner Quezon Avenue, West Triangle, Quezon City  
<http://www.dilg.gov.ph>

My warmest greetings to the Optical Media Board (OMB) for the release of its 2020 Annual Accomplishment Report.

The Department of the Interior and Local Government (DILG) congratulates the OMB, led by Chairman and Chief Executive Officer Atty. Christian D. Natividad, for another successful year of countering media piracy in the Philippines despite the challenges posed by the ongoing COVID-19 pandemic.

This 2020 Annual Accomplishment Report is yet another resounding tangible proof of the agency's unceasing commitment to upholding its primordial mission to protect and promote Intellectual Property Rights in digital form.

Since its inception in 2003, the OMB, under the direct supervision of the Office of the President, has been one of the lead anti-piracy agencies of the government performing regulatory functions through the exercise of its enforcement and quasi-judicial powers that facilitate the apprehension and eventual prosecution of violators of Republic Act (R.A.) No. 9239 or the Optical Media Act of 2003.

With the advancement of technology causing piracy to become more pervasive, OMB's mandate cannot be more timely and crucial in curtailing this perennial problem and its damages to the media industry and to the livelihood of the people working hard in it.

In attaining an economy that is free from digital piracy, rest assured that the DILG is in unison with the OMB in countering unregulated manufacturing, replication, importation, and exportation of all forms of optical media. Together, let us make piracy a problem of the past to create a media industry with a healthy and level playing field for all legitimate players.

Again, my congratulations to the OMB. It is my fervent hope that this Annual Report serves its purpose of informing the public of what you have attained and what glorious future achievements and heights you can conquer.

I wish you much success in all your anti-piracy endeavors in the years to come. Mabuhay ang OMB!

  
**EDUARDO M. AÑO**  
Secretary





Our mandate in Optical Media Board as enshrined in the pertinent provisions of Republic Act No. 9239 otherwise known as The Optical Media Act of 2003 is clear. The tasks prescribed are even more challenging to accomplish in this time of COVID-19 pandemic.

At present, fellow Filipinos at home are confined to use computer and digital technologies needed in their daily activities. Daily activities has also been enhanced in great proportion. As this trend surges, violation of OMB law are at the high risk of realization. Hence, we should not stop doing the usual things that we are called for. We should be more vigilant and motivated to uphold the law in providing services to our countrymen.



We must also rise to the occasion with or without a dreaded virus pandemic.

As the saying goes *"When the going gets tough, the tough gets going"*. We should continue to work and work until the tasks for a tiring day is done.

We can do all these things with God's blessings.

Mabuhay po ang Optical Media Board.

*Cristina A. Isip*

**CRISTINA A. ISIP**  
OMB Director-Private Sector Representative

I am beaming with pride-though quite bittersweet, as I write my final address to this agency which I hold so dear to my heart. This work and its people have meant so much to me.

Four years ago, I walked alone into an office with strangers. Now, I am leaving home.

We have achieved so much, and I am so proud of what we have built together. We have consistently exceeded targets after targets, developed groundbreaking projects, and brought OMB to greater heights.

Looking back, I must say that in the years where we strove to provide exemplary service to the Filipino people while also working with our stakeholders and partners, not only were we able to entrench development policies that address the issues of fast advancements in technology and circumventions in piracy but we also set forth exemplary strategic and operational progress for OMB. We have, of course, been challenged in some areas, but the aspirations and actions set in motion since 2016 reflected the resilience of our workforce yielding results above target level.

Steadfast and unrelenting, the driving force of the OMB is its utmost conviction and passion to provide outstanding public service whilst keeping our ethical and moral obligations intact.

I am grateful to the hard-working personnel of the Registration and Licensing Division. We made history when we successfully established the OMB Satellite Offices and kicked-off the OMB Online Platform. I appreciate the dedication of the Legal Division, especially when we were drafting the OMB Enforcement Operations Manual and Amendments to R.A. 9239. I laud the Administration and Finance Division for the institutionalization of a comprehensive performance management system and helping the agency attain its ISO 9005-2015 Certification. To the Enforcement and Investigation Division, we have successfully professionalized and standardized the conduct of enforcement operations and I couldn't be prouder.

Though we may have had bumps and bruises (figuratively and literally) along the way, I treasure each and every journey we had together. And to my Public Information and Communications Unit, I will always remember the outstanding projects in which all of us worked sweat, blood, and tears for as a team. Thank you for bringing into fruition remarkable projects such as NAPM, AMPS, "Piolo", "Angel", The Great IP Debate and The OMBeOriginal Zone. With so much to be grateful for, I raise my glass to my ever so dependable and loyal CEO team. Kay, Lady, Miggy, Miray, and Erwin (sige na nga tetah, kasali ka na rin). Thank you for your unfaltering commitment.

And of course, Cocoy. All these milestones will not be accomplished without your passion, patience, and tenacity. This goes without saying that all your efforts and dedication is most appreciated.

My journey with OMB may have ended but I bring with me all the beautiful memories we have shared together. Muli, Taos Pusong Pasasalamat OMB!

Officially signing off.



  
ATTY. ANSELMO B. ADRIANO  
OMB Chair and CEO  
(March 2016-September 2020)



Greetings to the men and women of our Optical Media Board family.

I extend my heartfelt appreciation to everyone who has contributed to the agency's success this past year. Thank you to the hardworking officers and personnel that compose the agency, as well as to its board directors who have allotted their very precious time and presence to shape OMB policies and pass the necessary resolutions needed to implement the agency's mandate. Thank you to all the stakeholders and legitimate business enterprises who availed of OMB's licensing and permit services. We remain committed in protecting consumer and property rights.

Most importantly, to our dearest President, Rodrigo Roa Duterte, the pillar by which the agency depends on for its fortitude, thank you dear president for your all-out support in the agency's fight against illegal and counterfeit digital devices. I took the mantle of Chairman of the OMB in the latter part of the year, amidst our country's raging battle against the covid pandemic.

Despite the hardships and difficulty brought about by the pandemic, I am happy to report that the agency was able to meet its targets for the year in terms of its enforcement operations, where we were able to accomplish in the last three months the accomplishment equivalent to the past two years in terms of seizures of illegal devices and storage devices. Our Registration and Licensing Department have also doubled its efficacy due to our focus on informing our constituents about the regulatory functions of the OMB. Administrative and criminal cases filed and prosecuted are herein reflected in this annual report show the continuous zeal of our EID and Legal Department.

With the roll out of our online services, we promise we will better serve our constituents. This is a sacred promise from the dedicated men and women of the Optical Media Board. Maraming salamat po at Mabuhay po tayong lahat.



ATTY. CHRISTIAN D. NATIVIDAD  
OMB Chair and CEO  
(October 2020-Present)



Conquering 2020. The moment for extra effort, for going the extra mile.

Facing the challenges presented by the pandemic and reflecting on the outstanding performance and historic achievements of the OMB in the previous years, this 2020, needless to say, has been a crucial time for OMB to sustain its excellent delivery of public service while adapting to the new norms in conducting its office operations.



We had to remain committed to our mission while at the same time figuring out how to handle evolving situations as they occur, and realizing that what is ideal and appropriate today may not be the same tomorrow. The pandemic may have hindered our normal routines, but it did not daunt our dedication and conviction to provide good public service. With most Filipinos relying on technology and the internet, especially for online work and distance learning during this time, it is highly crucial that the Optical Media Board remains operational.

Although the situation remains volatile and uncertain, we were confident that we had in place the best strategies possible to be able to continue doing our jobs. The implementation of adaptive measures is inevitable; processes at OMB had to be adjusted to address the continuous need for our services all the while making sure IATF guidelines were being strictly followed.

OMB accommodated alternative work arrangements, which were complemented with weekly virtual meetings, to ensure jobs and tasks were met in a timely manner. Efficient shuttling service was also provided for and I personally made sure these were properly scheduled and available to all employees that needed to be physically present in the office. While our relationship with one another has changed and restricted physically, we made communication as flexible as possible utilizing all available avenues such as emails, social media, and messaging applications to ensure everyone is on board. The sudden transition from manual processing of licenses and permits to online was tedious and arduous; enforcement

operations became more challenging, but we made it. We did it.

We recognize and acknowledge the great anxiety that this pandemic has caused for our employees and their families. For this reason, the health and safety of both the OMB personnel and its clients were highly prioritized. Health protocols were implemented at the Optical Media Board to ensure the uninterrupted service of the agency and the procurement of necessary health and safety equipment and materials for Covid-19 protection was immediately facilitated. RT-PCR tests were administered to all employees for free.

To all OMB officers and staff, thank you for your patience and cooperation in weathering this crisis. Your commitment made all the difference. At this time of great change, I am proud and inspired by the way everyone has risen to the occasion. Our adaptability, resilience, and passion made 2020 a good year for OMB. Let's continue to work together to keep this strength going.

A handwritten signature in black ink, appearing to read "Victor Padilla".

ATTY. VICTOR LUIS Q. PADILLA II  
OMB Executive Director



# ACCOMPLISHMENT REPORT





# EXECUTIVE OFFICE



## Chairman & CEO

Atty. Anselmo B. Adriano  
(March 2016-September  
2020)

Atty. Christian D. Natividad  
(October 2020 - present)



## Executive Director

Atty. Victor Luis Q. Padilla II



### Planning Unit Unit Head

Florante T. Cipres Jr.



### Public Information and Communications Unit Unit Head

Isiditas O. Fernandez



### Internal Audit Services Internal Auditor

Jose Edgardo L. Lara

Former Chair and Chief Executive Officer of the Optical Media Board, Atty. Anselmo B. Adriano (OMB Chair & CEO from March 2016-September 2020), was very clear with the path he intended to set for the agency. He laid down his three-year road map with a vision to set a strong foundation for the next 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 RA 9239 and related laws, in the areas of enforcement, licensing, and advocacy.

Current OMB Chair Atty. Christian D. Natividad determined strategic action plans and key areas of improvement when he assumed office in October 2020. With the contours of the "New Normal", Chair Natividad set out a reformed and progressive directive for OMB, especially as the agency deals with the challenges of the pandemic.

Despite the unprecedented challenges of the pandemic and the "new normal", the executive office worked tirelessly to mobilize resources and evolve strategies anchoring on the skills and strength of the diverse and seasoned workforce of OMB.

Restructuring and adjusting for recovery meant moving beyond the conventional and traditional to a more relevant and responsive service to the Filipino people.



### **Alternative Work Arrangements.**

It is of utmost importance that the health and safety of the OMB workforce is prioritized. Accommodating alternative work arrangements enabled the OMB officers and staff to continuously drive productivity and provide uninterrupted service.

### **Optimal Use of Technology.**

Processes were diversified and adjusted to cater to the challenge of working efficiently during this time. Utilizing platforms like emails, social media, other messaging applications, Google Apps, and videoconferencing technologies enabled the agency to maintain and sustain our critical services.

### **Virtual Conferences.**

As the OMB continue to deliver its mandate, communication between units and divisions is a must. Constant and good communication between management and staff is a significant key in limiting the grave impact of the pandemic to the agency. Weekly virtual meetings were held wherein strategic plans were discussed, tasks meticulously monitored, and the conditions and well-being of employees were checked up on.

### **Activating Health Protocols.**

Beyond compliance with IATF Guidelines, OMB activated and implemented measures to guarantee the safety of both clients and employees. Health and safety equipment and materials that adhere to the standards set by the World Health Organization were procured and RT-PCR tests were administered to all employees. OMB vehicles were deployed as shuttling service for employees to minimize exposure risks.

# PUBLIC INFORMATION & COMMUNICATIONS UNIT

In the midst of the COVID-19 pandemic, the information campaigns of the Optical Media Board were ultimately disrupted. The limitations set forth by Proclamation No. 922 declaring a State of Public Health Emergency throughout the Philippines and the provisions of Republic Act No. 11494 otherwise known as the Bayanihan to Heal As One Act has made a significant impact on the information and communications plan of PICU.

PICU deemed it imperative that campaigns be cancelled and rather made through non-traditional platforms such as social media. PICU focused on releasing information education and communication materials (IEC) on understanding piracy and OMB's mandate, powers and functions through social media as these are the most powerful and effective platforms to reach the general public at present.

As the pandemic continue to cause a substantial effect in the programs of PICU which are mostly anchored on public events and activities, the unit kept on adapting and redesigning its information and communications plan to ensure that the agency's advocacies are still communicated without compromising the health and safety of the Filipino people.

	TARGET	ACCOMPLISHMENT
Information Campaign	35	37
Infomercial (January-February*)	35	2513

*\*Infomercial exhibitions were cancelled as cinema and theater operations were ceased.*

# REGISTRATION & LICENSING DIVISION



**Division Chief**  
Elizabeth A. Red



**Licensing Unit  
Unit Head**  
Esperanza T. Coronel



**Registry Unit  
Unit Head**  
Shieryl C. Dimacali

## NUMBER OF LICENSES ISSUED

1,609

New Licenses

5,038

Renewals

## NUMBER OF PERMITS ISSUED

160

Replication

16,395

Import

1,143

Export

1,780

Certification

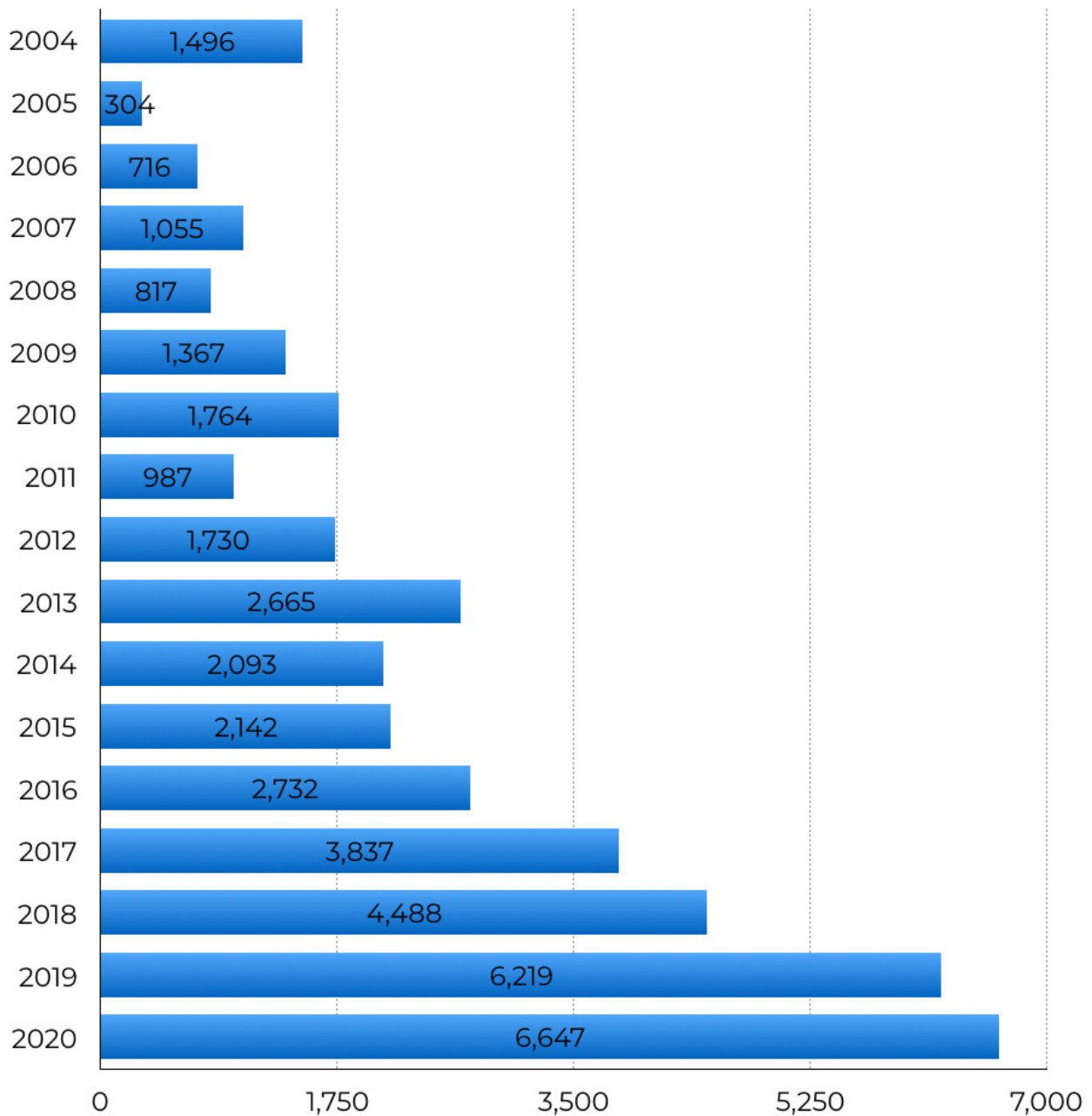
3

Transport

## PERCENTAGE OF LICENSES AND PERMITS ISSUED WITHIN PRESCRIBED TIMEFRAME

86.38%

## Number of Licenses Issued from 2004 to 2020



### Number of Licenses Issued in 2020:

January to September: 5,135

**October to December: 1,512\***

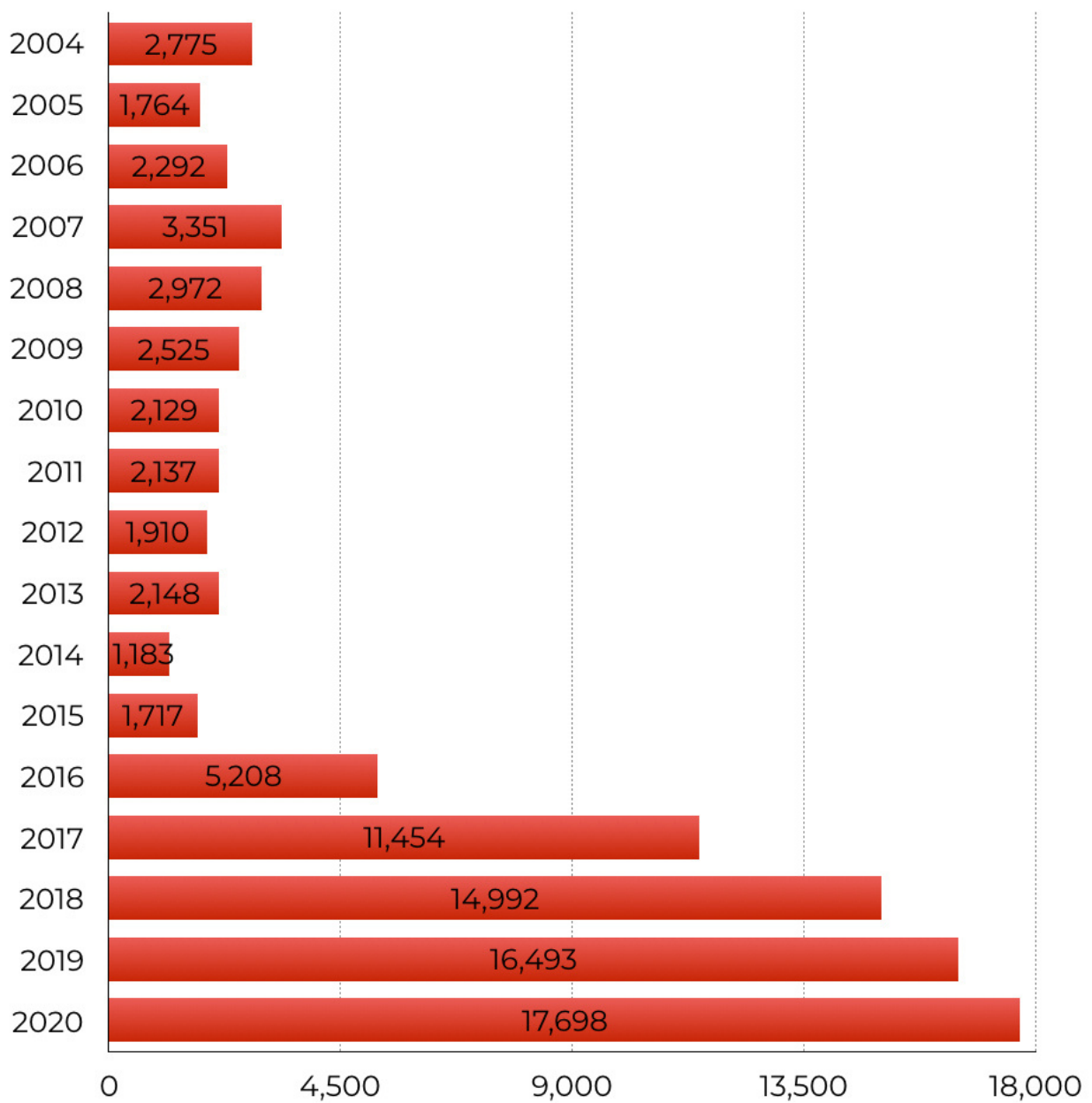
*\* Start of Term of Chair Natividad*



Percentage of Increase: 2019 vs 2020

**6.88%**

## Number of Permits Issued from 2004 to 2020



**Number of Permits Issued in 2020:**

**January to September: 11,937**

**October to December: 5,761\***

*\* Start of Term of Chair Natividad*



**Percentage of Increase: 2019 vs 2020**

**7.3%**

# LEGAL DIVISION



## **Division Chief**

Atty. Cyrus Paul S. Valenzuela



## **Attorney IV**

Atty. Ferdino M. Condez



## **Attorney IV**

Atty. Carlo Jolette S. Fajardo



## **Attorney III**

Atty. Marlon Dumoran

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, filing of criminal cases with the Trial Courts, including quasi-judicial or administrative bodies. 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.

The Division also serves as the quasi-legislative arm of the agency, formulating Memorandum Circulars with regard to both the further interpretation of the provisions of RA 9239 but also to the internal processes of the agency. In addition to the aforementioned functions, the Legal Division is also part of various committees and several task forces.

To avoid the further spread of COVID-19, the Legal Division has decided to halt face-to-face hearings and has required admin. case respondents to submit verified position paper, instead. During the lockdown, the Legal Division adopted an online method to process clearances for license, permit, and certification applications. Applications that have no pending admin. case are directed to proceed with their application, however those who have an existing violation are put on hold.



11,944 Number of Clearances Issued

1,208 Number of Administrative Cases  
Filed

Php 350,000.00

Administrative Penalty Imposed & Collected

Php 597,200.00

Clearance Fees Collected

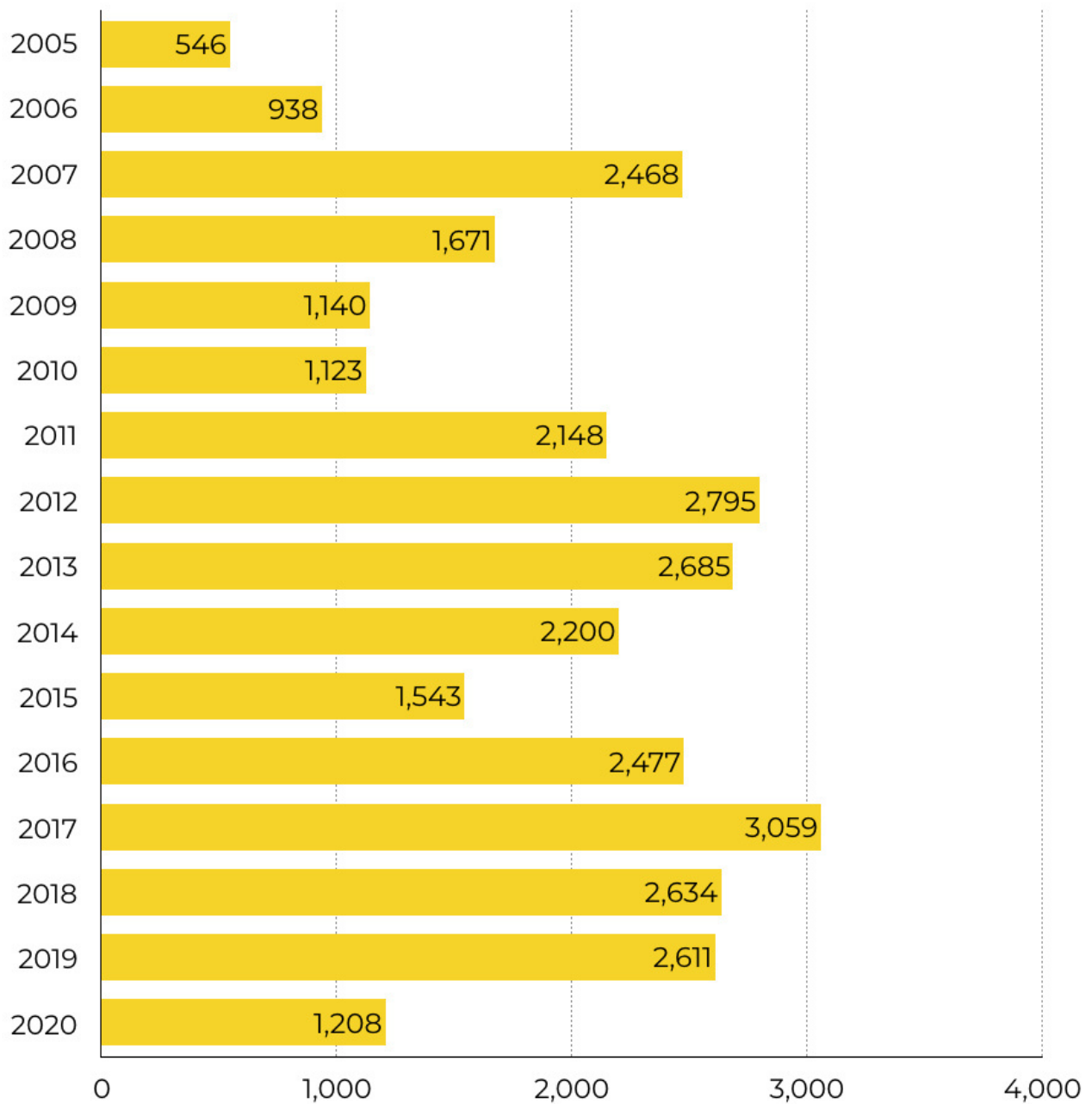
100%

Percentage of  
Clearances Issued  
within  
the Prescribed  
Timeframe

100%

Percentage of Admin.  
Cases acted upon  
Issued within  
the Prescribed  
Timeframe

## Number of Administrative Cases Filed from 2005 to 2020



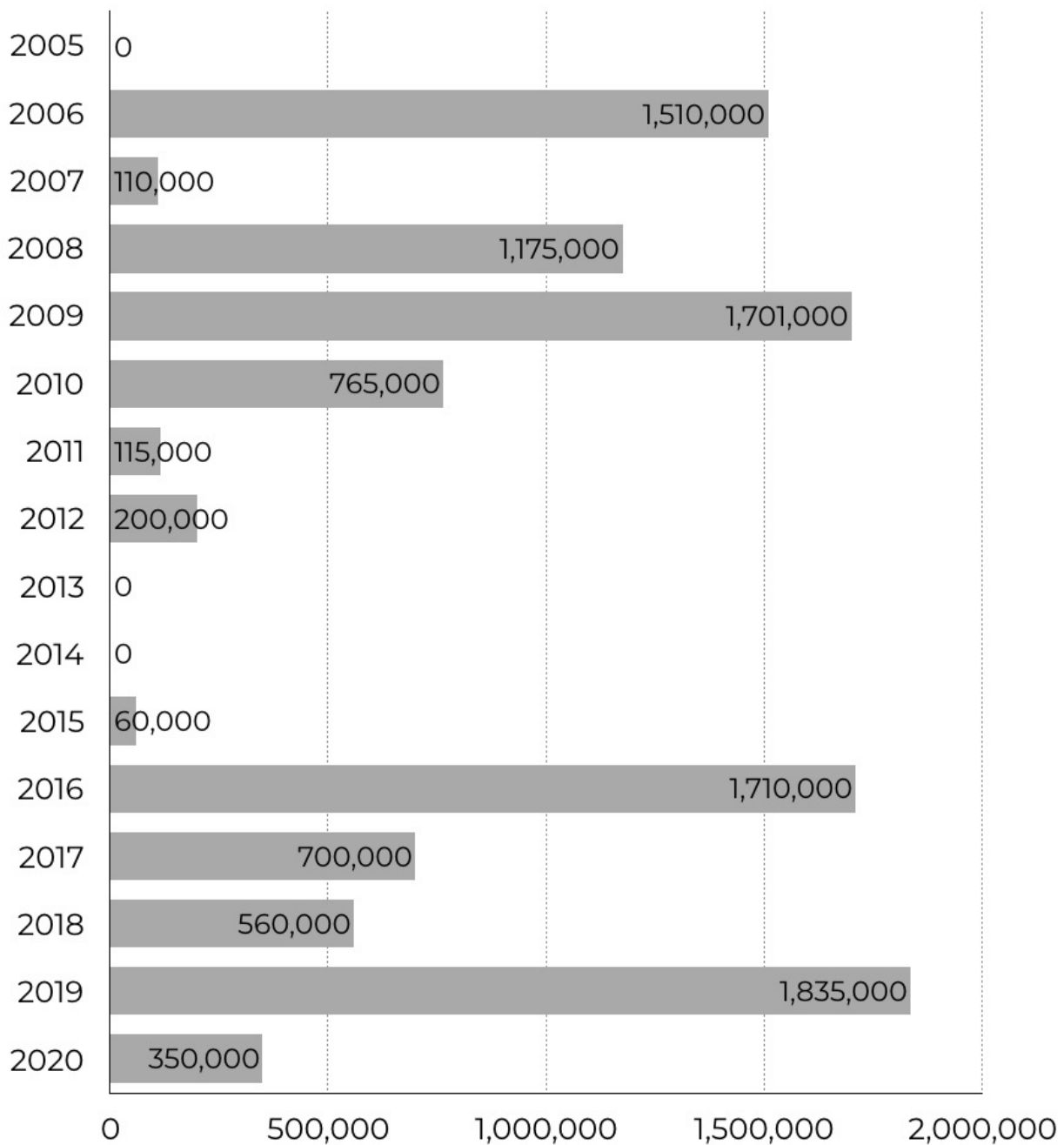
**Number of Admin. Cases filed in 2020:**

**January to September: 1,144**

**October to December: 64\***

*\* Start of Term of Chair Natividad*

## Amount of Administrative Penalties Imposed and Collected from 2005 to 2020 (in Php)



**Amount of Administrative Penalties Imposed and Collected in 2020:**  
**January to September: Php 200,000.00**

**October to December: Php 150,000.00\***

*\* Start of Term of Chair Natividad*

# ENFORCEMENT & INVESTIGATION DIVISION



**Division Chief**  
Manuel J. Mangubat



**Deputy Chief**  
Sergio G. Valdez

## Team Leaders



Joseph D. Arnaldo



Deo Trece A. Ebuena



Dean B. Perez



Exequiel D. Tuazon



May Anne M.  
Rosales



Gerardo M.  
Zaguirre Jr.

The challenges unexpectedly impacted by the COVID 19 pandemic in major sectors, particularly the economic and health sectors, undisputedly rendered the year 2020 clouded with magnitude of uncertainties. Optical Media Board was not spared, as the agency suffered the same fate of uncertainty. Government restrictions to implement health protocols in curbing the pandemic were made mandatory. Despite the latitude of the uncertainties brought about by the COVID 19 pandemic, the Enforcement & Investigation Division delivered fairly its expected accomplishment for Calendar Year 2020.

For the year 2020, the Enforcement & Investigation Division conducted enforcement operations predominantly in Metro Manila.

During the first quarter of 2020, enforcement operations reached the outskirts of Metro Manila, to include the provinces of Rizal, Bulacan, Pampanga, Olongapo, Zambales, and Laguna. By the end of first quarter, however, the Inter-agency Task Force against COVID 19 started imposing strictest lockdowns, restrained physical movement, and ordered the people to stay home. The restrictions had taken its toll on the enforcement operations. The priority weighed heavily on saving lives above the economic growth.

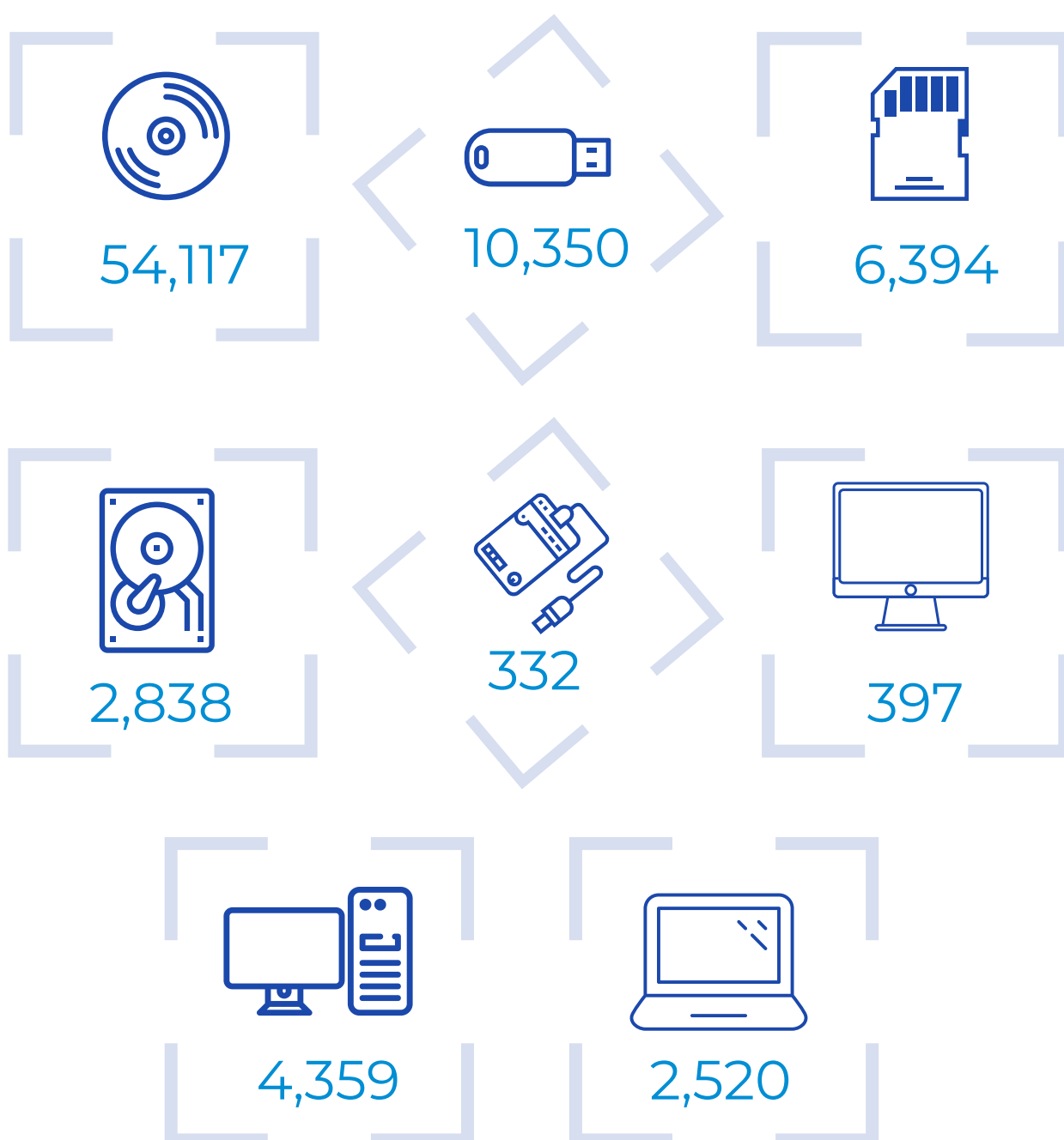
Come third quarter, the enforcement operations gradually stepped up. The Enforcement and Investigation Division concentrated predominantly in Metro Manila, since the travel restrictions in crossing the borders were still carried out. The usual and most common findings remarked in the Inspection Orders served were the expirations of the validity of the OMB licenses and registration of these business establishments. According to them, their inability to renew on time was directly attributable to the restrictions and protocols in place to curb COVID 19 pandemic.

By the fourth quarter, the Enforcement and Investigation Division hauled the biggest seizure, with an estimated amount of PhP 200 Million worth of laptops and desktops in a Chinese-run warehouse located in Marilao, Bulacan.

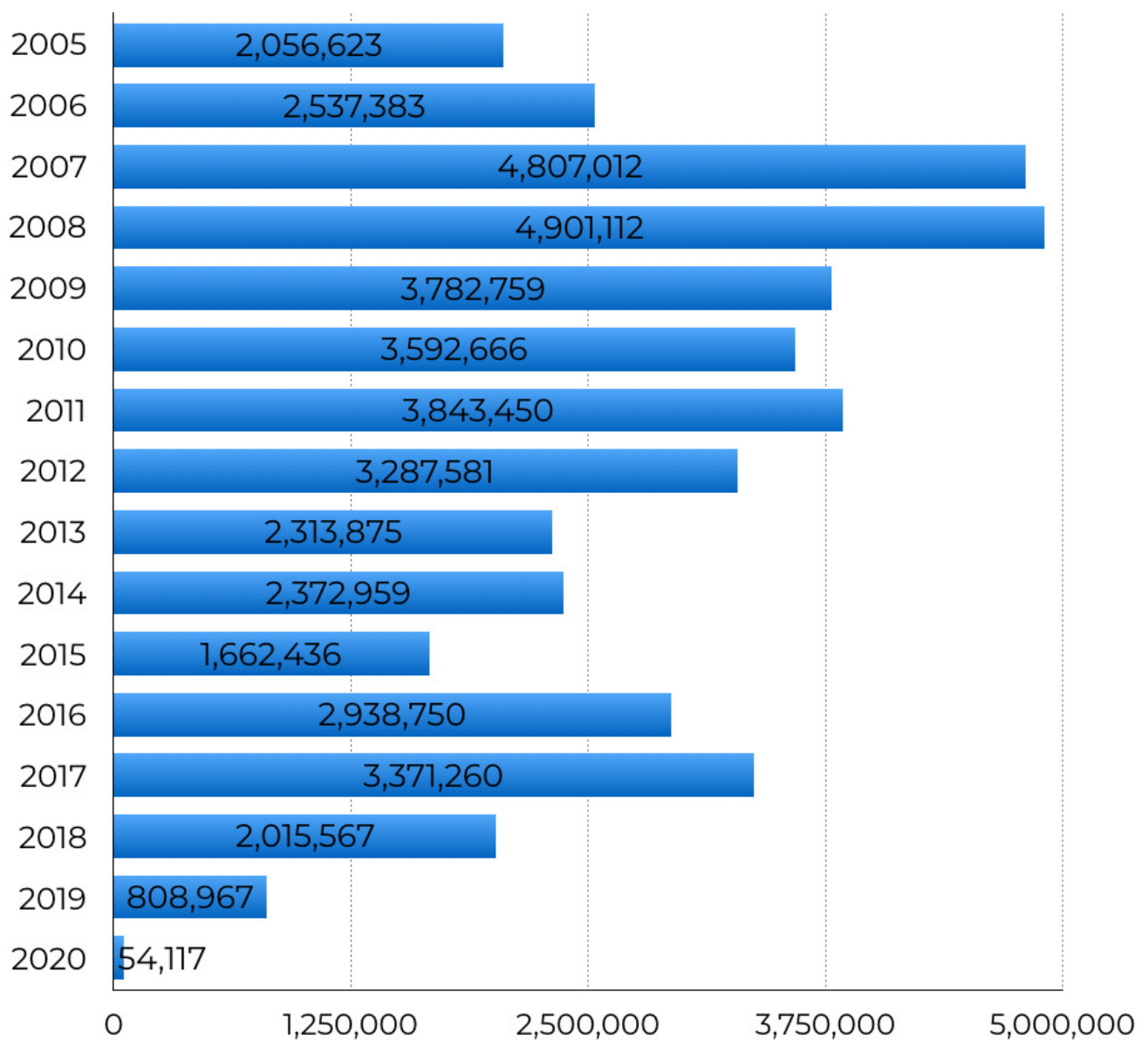
The Enforcement and Investigation Division actively took part during the celebration of the annual Metro Manila Film Festival (MMFF). There were criminal cases filed against persons who profited themselves in exhibiting MMFF movie entries.

In total, the Enforcement and Investigation Division seized an estimated value of PhP 213,488,755.00 for calendar year 2020.

### Number of Items Seized (in pieces)



## Number of Seized Optical Media Products from 2005 to 2020



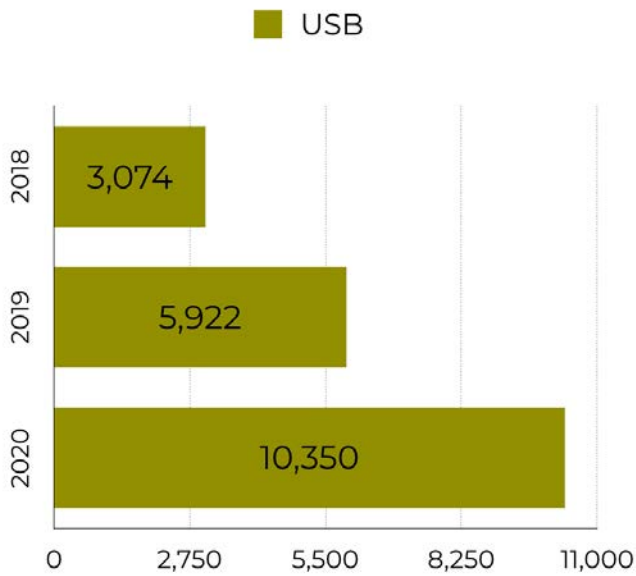
### Number of Seized Optical Media Products in 2020:

January to September: 53,357

**October to December: 760\***

*\* Start of Term of Chair Natividad*

## Number of Seized Storage Devices from 2018 to 2020



Number of Seized USB in 2020:  
January to September: 7,161

October to December: 3,189\*

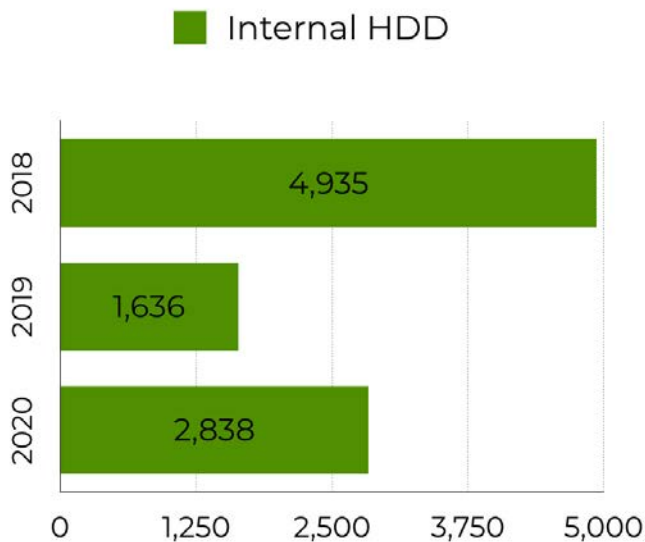
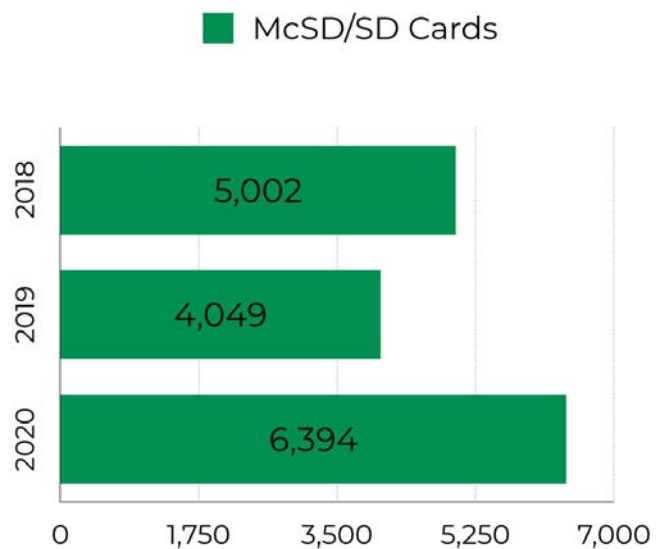
*\* Start of Term of Chair Natividad*

Number of Seized McSD/SD Cards  
in 2020:

January to September: 5,575

October to December: 819\*

*\* Start of Term of Chair Natividad*



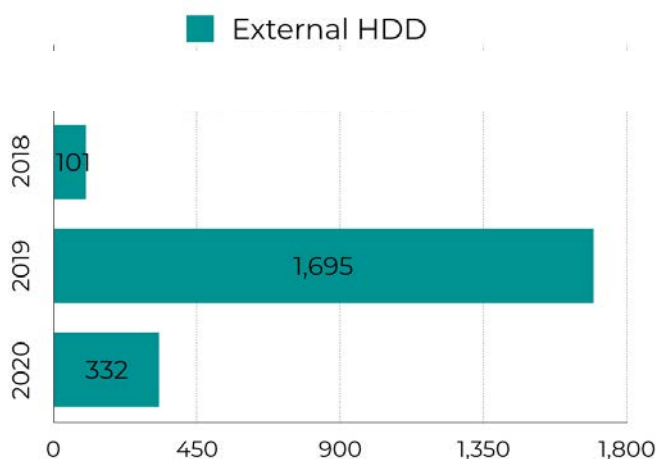
Number of Seized Internal HDD in  
2020:

January to September: 1,831

October to December: 1,007\*

*\* Start of Term of Chair Natividad*





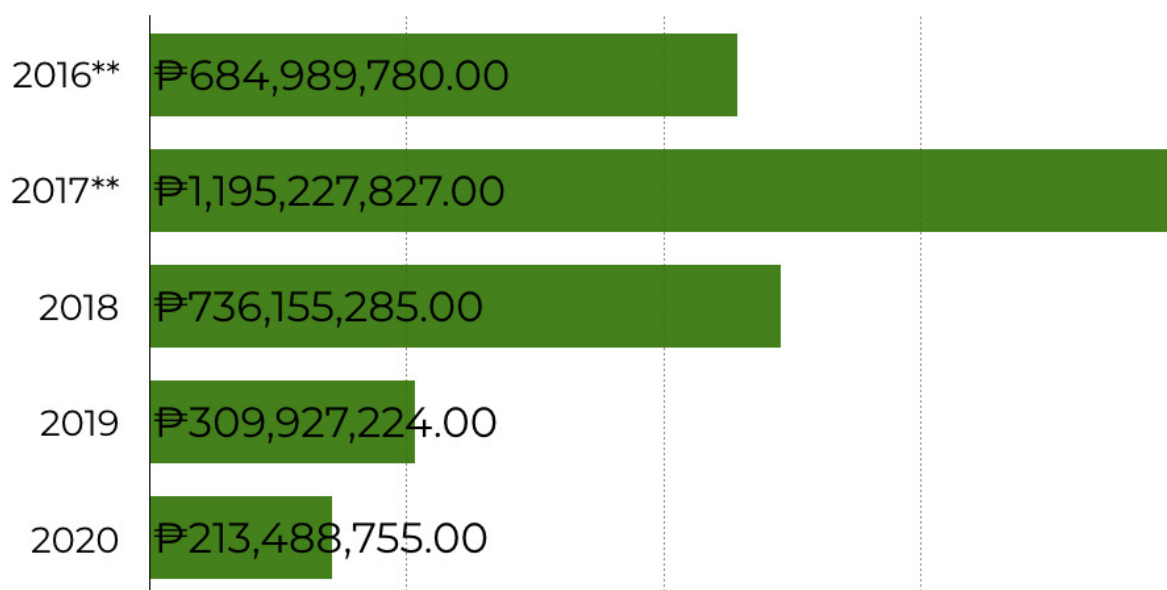
**Number of Seized External HDD in 2020:**

**January to September: 190**

**October to December: 142\***

*\* Start of Term of Chair Natividad*

## Estimated Amount of Seized Items



**Estimated Amount of Seized Items in 2020:**

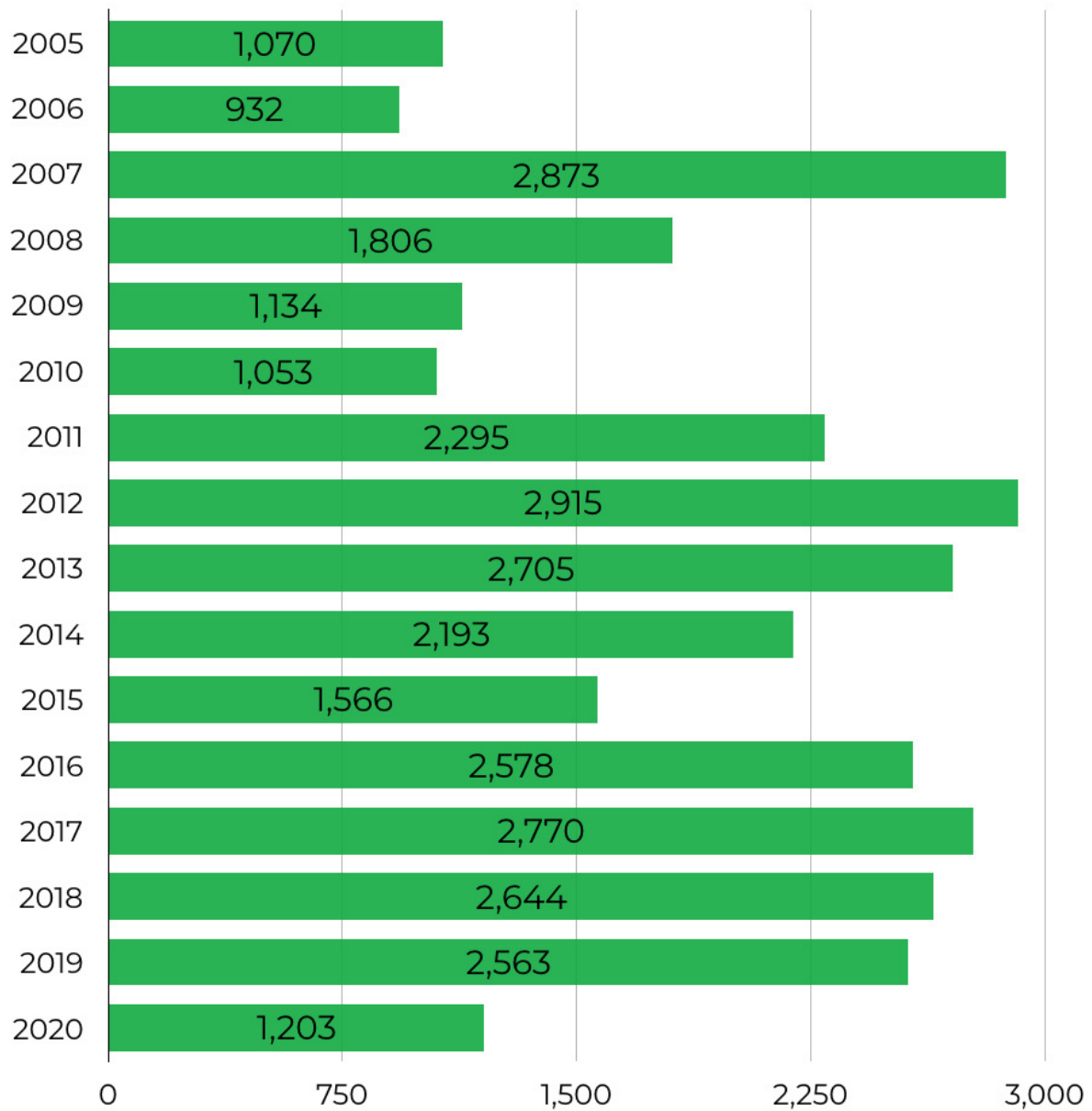
**January to September: Php 57,501,355.00**

**October to December: Php 155,987,400.00\***

*\* Start of Term of Chair Natividad*

**\*\*2016 & 2017 Optical Media Products only**

## Number of Inspection Orders Served from 2005 to 2020



### Number of Inspection Orders Served in 2020:

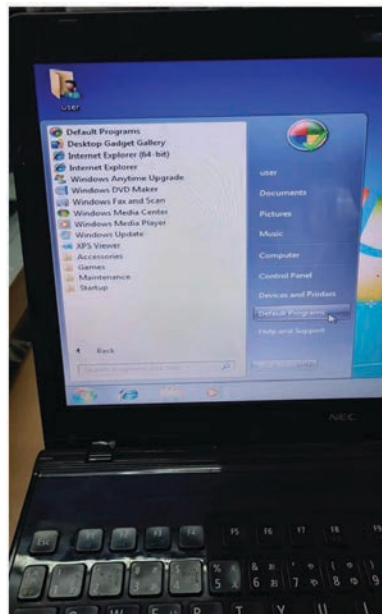
January to September: 1,142

**October to December: 61\***

*\* Start of Term of Chair Natividad*

# ENFORCEMENT OPERATIONS

SEPTEMBER 4, 2020 | TUTUBAN CENTERMALL, MANILA CITY



# ENFORCEMENT OPERATIONS

SEPTEMBER 9, 2020 | MALINTA, VALENZUELA CITY





# ENFORCEMENT OPERATIONS

SEPTEMBER 9, 2020 | MALINTA, VALENZUELA CITY



# ENFORCEMENT OPERATIONS

OCTOBER 8, 2020 | CARRIEDO, MANILA CITY





# ENFORCEMENT OPERATIONS

OCTOBER 14, 2020 | MARILAO, BULACAN



# ENFORCEMENT OPERATIONS

OCTOBER 15, 2020 | MOLINA ST., MARIKINA CITY





# ENFORCEMENT OPERATIONS

OCTOBER 15, 2020 | MOLINA ST., MARIKINA CITY



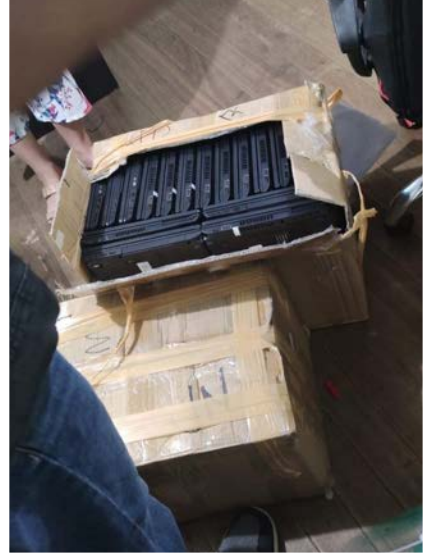
# ENFORCEMENT OPERATIONS

OCTOBER 20, 2020 | MORAYTA, MANILA CITY



# ENFORCEMENT OPERATIONS

OCTOBER 22, 2020 | BARANGKA, MARIKINA CITY





# ENFORCEMENT OPERATIONS

OCTOBER 22, 2020 | MEYCAUAYAN, BULACAN





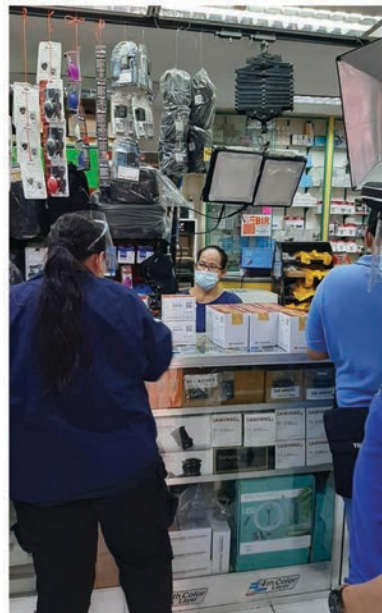
# ENFORCEMENT OPERATIONS

OCTOBER 23, 2020 | STA. CRUZ, MANILA CITY



# ENFORCEMENT OPERATIONS

OCTOBER 29, 2020 | STA. CRUZ, MANILA CITY





# ENFORCEMENT OPERATIONS

NOVEMBER 4, 2020 | BINONDO, MANILA CITY



# ENFORCEMENT OPERATIONS

NOVEMBER 18, 2020 | SAN ROQUE, ANTIPOLO CITY





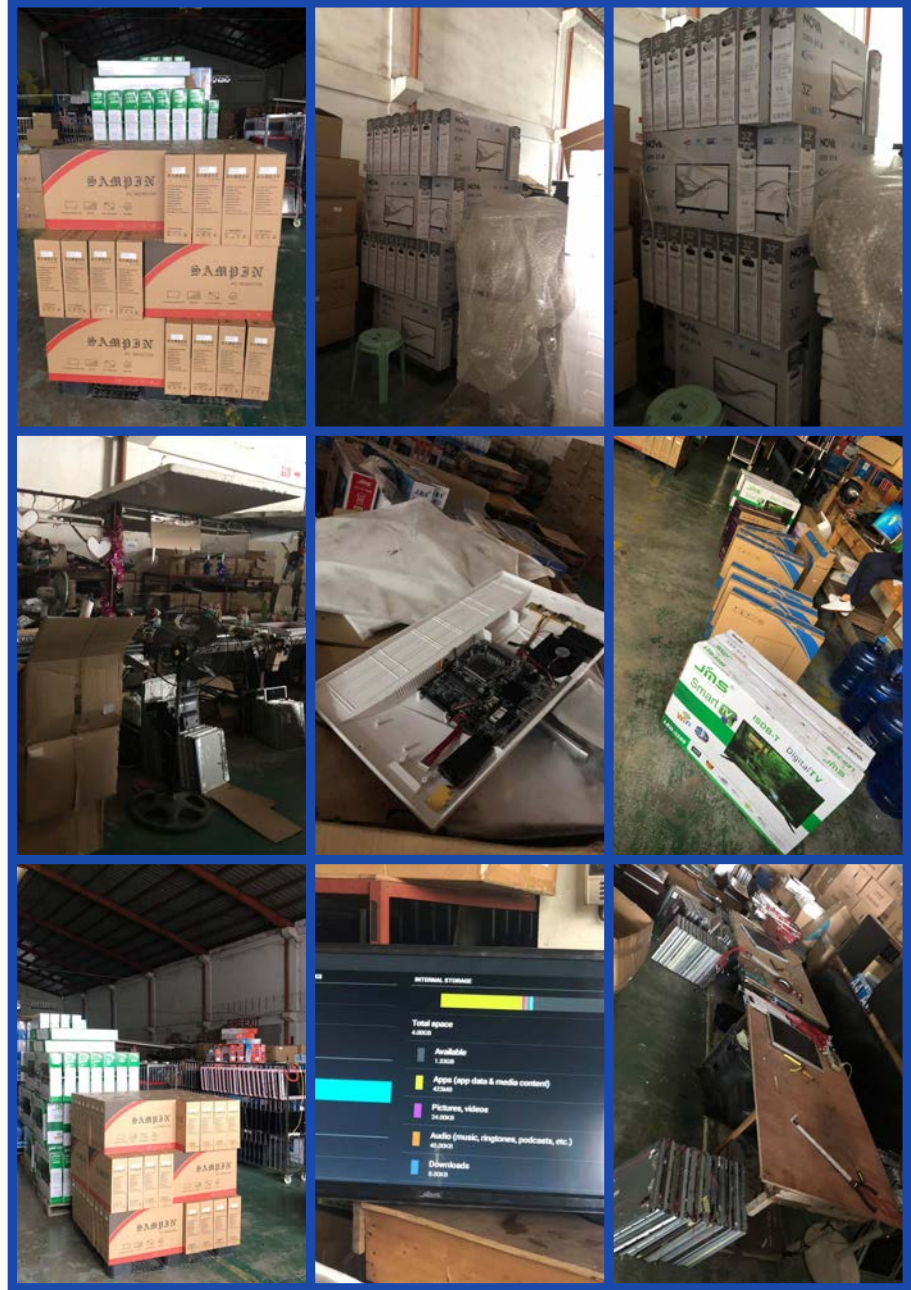
# ENFORCEMENT OPERATIONS

NOVEMBER 20, 2020 | BRGY. PITOGO, MAKATI CITY



# ENFORCEMENT OPERATIONS

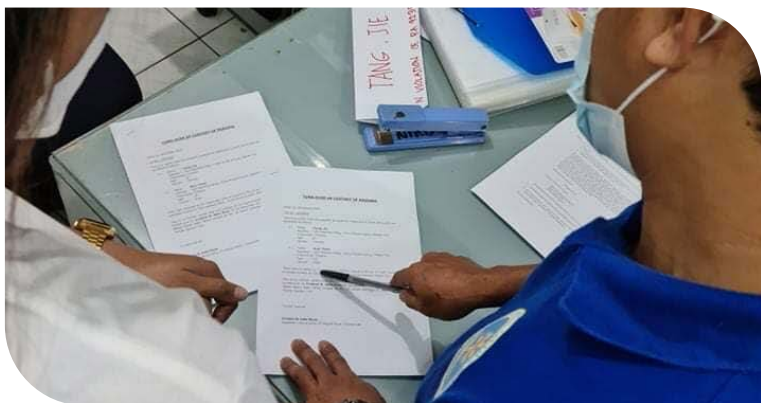
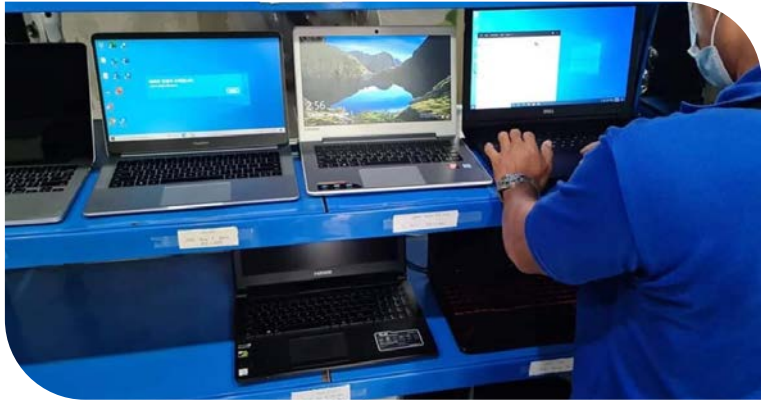
NOVEMBER 26, 2020 | GUIGUINTO, BULACAN





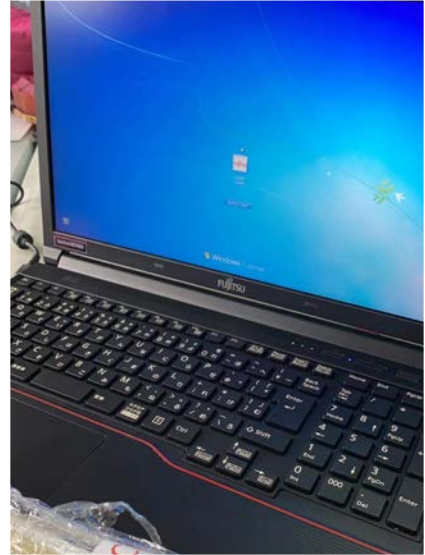
# ENFORCEMENT OPERATIONS

DECEMBER 1, 2020 | MAKATI CITY



# ENFORCEMENT OPERATIONS

DECEMBER 2, 2020 | GRACE PARK, CALOOCAN CITY



# ENFORCEMENT OPERATIONS

DECEMBER 3, 2020 | MOONWALK, PARÁÑAQUE CITY





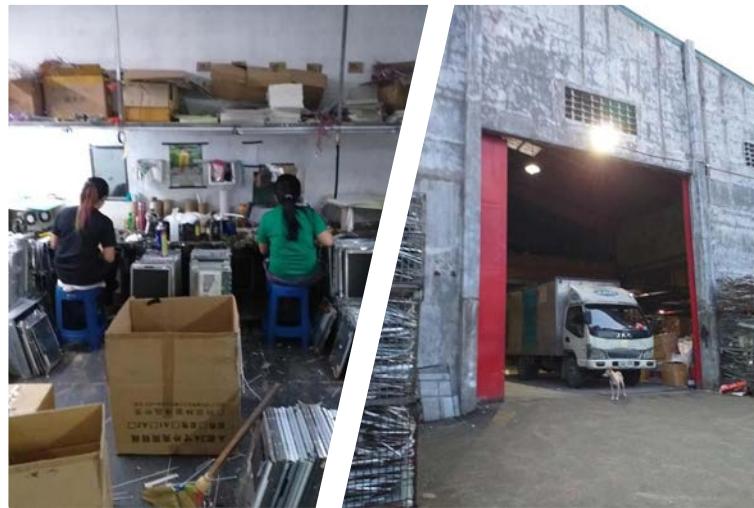
# ENFORCEMENT OPERATIONS

DECEMBER 7, 2020 | MARULAS, VALENZUELA CITY



# ENFORCEMENT OPERATIONS

DECEMBER 7, 2020 | MEYCAUAYAN, BULACAN





# ENFORCEMENT OPERATIONS

DECEMBER 11, 2020 | WESTERN BICUTAN, TAGUIG CITY





# ADMINISTRATIVE & FINANCE DIVISION



**Division Chief**  
Lucia F. Guevara



**CASH Unit  
Unit Head**  
Geneffin C. Castillo



**Accounting Unit  
Unit Head**  
Janine Joyce T. Galang



**Budget Unit  
Unit Head**  
Maria Rita L. Lagriada



**Human Resources Unit  
Unit Head**  
Edralene L. Santiago



**Property & Supply Unit  
Unit Head**  
Marian S. Santos

2020 was the year of struggle due to the global pandemic. However, we are grateful that to date, we are all in great shape of health. Likewise, we appreciate the guidance and support of the management in controlling and preventing the spread of COVID-19 virus, to ensure a healthy and productive workplace for all OMB employees.

Amidst the pandemic, the Administrative and Finance Division continue to support the Board and the Management with the herein tasks.

- Plan, Direct and Coordinate all Administrative and Financial activities of the Board;
- Supervise the implementation of policies and procedures aimed at maximum utilization of government resources;
- Provide management with necessary reports, documents, studies which would help in reaching or implementing substantive decisions;
- Establish and maintain linkages with other government agencies in so far as the Board's Administrative and Financial programs and projects are concerned.

## A. RECRUITMENT, SELECTION AND PLACEMENT

1. Processed hiring/documents of three (3) new employees:

Mr. Jefferson G. Gutierrez – Executive Assistant I  
Atty. Carlo Jolette S. Fajardo – Attorney IV  
Atty. Marlon L. Dumoran – Attorney III

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

Analyn M. Arao – Computer Operator II (EID)  
Roberto P. Bulanadi – Computer Operator III (RLD)  
Rhea Mari DR. Valerio – Legal Assistant II (Legal)  
Angeline Nicole R. Acacio – Information Officer I

*(Initial interview / test administration / deliberation / documentation)*

3. Processed hiring of 17 new Job Order employees and contract renewal of existing JOs.

4. Total Manpower Complement as of December 31, 2020:

Plantilla Item (Filled) : 73  
Plantilla Item (Unfilled) : 4  
Job Order Employees : 30

5. Existing Vacancies as of December 2020:

- a. (1) Intelligence Officer II (EID)
- b. (1) Administrative Officer I (EID)
- c. (1) Legal Assistant I (Legal)
- d. (1) Computer Operator II (Legal)

**B. BENEFITS:**

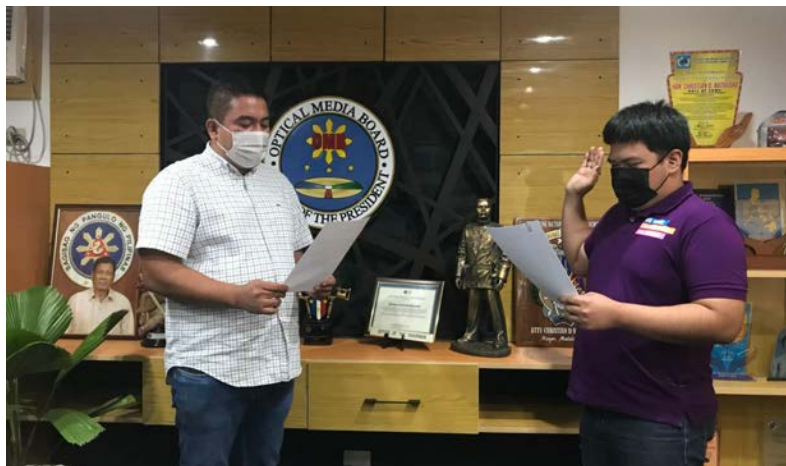
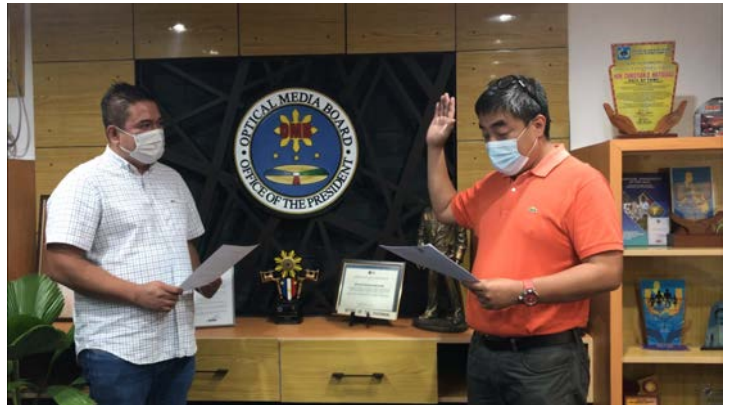
1. Implementation of 1st Tranche SSL V
2. Implementation of step increment
3. Loyalty Award/Bonuses
4. Premium/Loan Payment Remittance (GSIS/HDMF)
5. Pag-ibig Loyalty Cash Card Plus Enrollment
6. Maternity Benefit
7. Assisted employees in loan availment e.g., LBP White list/ GSIS loans

**C. OTHER MATTERS:**

1. Submission of 2019 SALN
2. Service Record update
3. Prepared Policies and Guidelines
  - Four (4) Day Workweek
  - Alternative Work Arrangement for the Duration of the State of Public Health Emergency
  - Internal Guideline in the Conduct of Flag Raising and Flag Lowering Ceremony
  - Internal Guideline for Health and Safety Protocols Due to Pandemic
4. Gun Firing Proficiency

Due to the spread of Corona Virus Disease, HR was constrained to provide learning and development activities for 2020 as planned.

## OATH TAKING OF 2020 POSITIONS



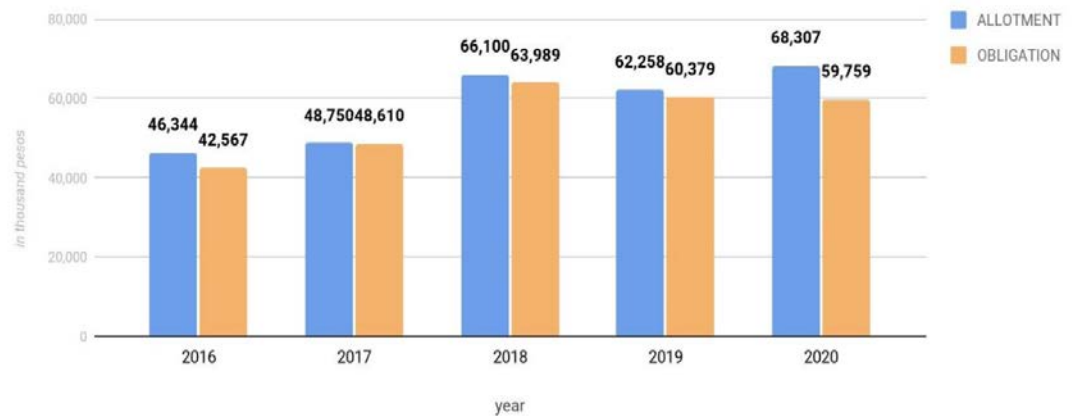


## APPROPRIATION per GAA



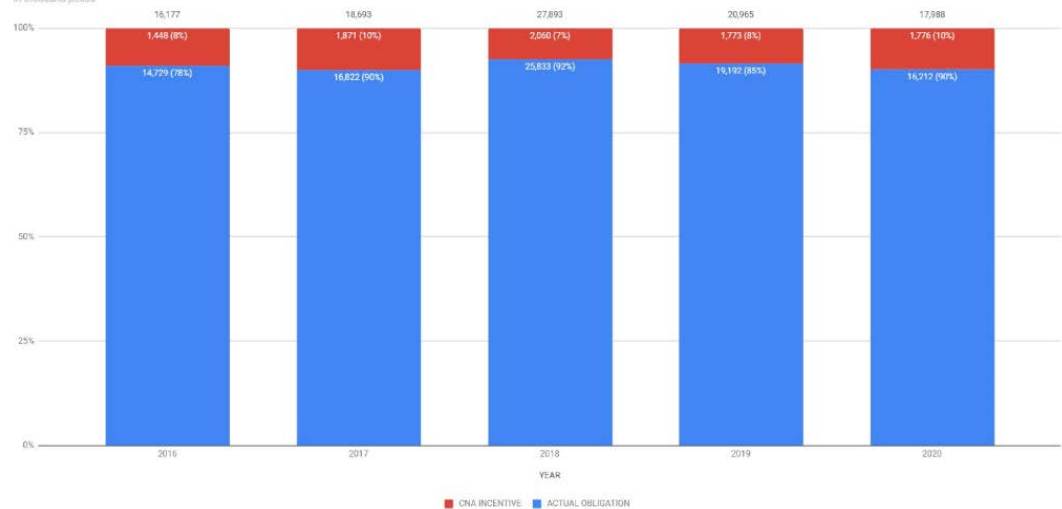
## OBLIGATIONS to ALLOTMENT

2016-2019

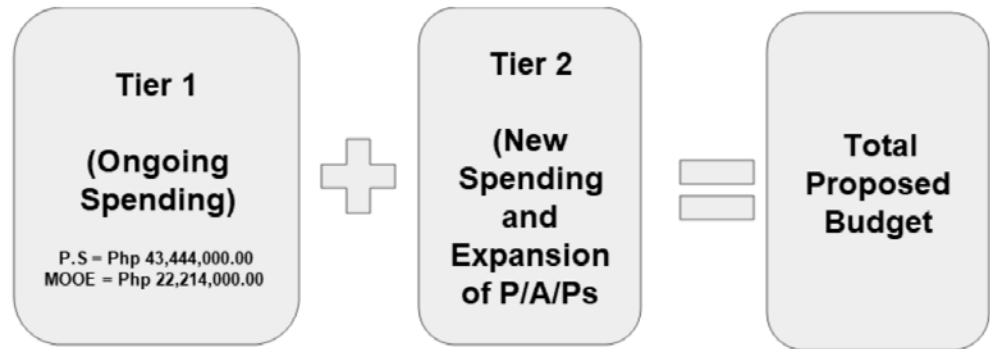


## MOOE ACTUAL OBLIGATION

in thousand pesos



## CY 2021 Budget Proposal



### CY 2021 Tier 2 Personnel Services

- Adjustments in PS due to budget policy decision such as: Implementation of a new program or activity; Abolition or expansion of P/A/P; Major change in the organizational structure of an agency; and Transfer of functions between agencies.
- Additional Casual and Contractual positions for duly established and functioning ad-hoc bodies coexistent with the operations of the particular ad-hoc units.
- Positions proposed for creation and staffing modifications with legal basis, established standards, or with evaluation based on complete agency submission of documentary requirements
- Step Increment due to Meritorious Performance.
- Proposed overtime pay requirements per CSC-DBM JC No. 2015-2.
- Monetization of Leave Credits.

## CY 2021 Tier 2 M.O.O.E.

- Funding requirements to cover new or expanded existing P/A/Ps, as identified under the Budget Priorities Framework.
- MOOE costs to implement approved major changes in the organization or structure of an agency, including downsizing or mergers.
- Proposed resources needed for ISO 9001:2015 QMS certification efforts for an agency which is yet to start/pursue the same.
- Expanded/new ICT P/A/Ps with BP Form 202, as approved by the MITHI Steering Committee.

## CY 2021 Tier 2 Capital Outlay

- New major capital projects to be implemented starting FY 2021, and ongoing major capital projects with updated project scope/cost, implementation and loan validity schedule, and source of financing approved by the NEDA Board and/or ICC as of March 31, 2020.
- Proposed requirements for the purchase of motor vehicles for additional/newly-entitled officials and/or functions of a newly-created agency.
- Expanded/new ICT P/A/Ps with BP Form 202, as approved by the MITHI Steering Committee.
- Other proposed new and expanded capital outlays that are non-infrastructure in nature, which are implementation-ready.

## CY 2020 Notice of Cash Allowance (NCA)

<b>NCA</b>		<b>14,575,594.00</b>
<i><b>PS for Jan to Mar</b></i>		
SALARY	5,126,000.00	
RATA	176,000.00	
RLIP/ECIP	2,660,000.00	
PHIC	196,500.00	
PAG-IBIG	238,500.00	8,397,000.00
<i><b>MOOE for Jan to Mar (MANDATORY)</b></i>		
VICARS	67,000.00	
MANILA WATER acct#11997431	75,000.00	
MERALCO acct#00231167-8	178,000.00	
PLDT	73,000.00	
GLOBE acct#1065818432 edo (3799)	11,000.00	
GLOBE acct#1033842419 ceo (4999)	25,000.00	
INNOVE acct#862816985 (3999)	10,000.00	
SKYCABLE BRONZE acct#633458995	2,000.00	
SKYCABLE GOLD acct#603114183	3,000.00	
RM ADARNE	5,000.00	
J/A CLEANWELL	130,000.00	
SAINT NICOLAS	275,000.00	
JOB ORDERS w/ 20%	948,000.00	1,802,000.00
<b>Balance</b>		<b>4,376,594.00</b>



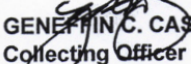
**OPTICAL MEDIA BOARD**  
**STATEMENT OF CASH FLOWS**  
**ALL FUNDS**  
**FOR THE YEAR ENDED DECEMBER 31, 2020**  
(in Philippine Peso)

	Note	2020	2019
<b>Cash Flows from Operating Activities</b>			
<b>Cash Inflows</b>			
Receipt of Notice of Cash Allocation	19	65,966,094.00	69,336,760.00
Collection of Income/Revenues	20	30,605,996.90	32,377,596.39
Trust Receipts	21	-	637,925.01
Other Receipts	22	1,291,293.20	295,756.79
<b>Total Cash Inflows</b>		<b>97,863,384.10</b>	<b>102,648,038.19</b>
<b>Cash Outflows</b>			
Remittance to National Treasury	23	31,696,810.60	32,844,686.22
Payment of Expenses	24	43,178,541.52	54,367,451.69
Grant of Cash Advances	25	900,496.00	3,873,646.74
Prepayments	26	150,352.73	129,209.93
Remittance of Personnel Benefit Contributions and Mandatory Deductions	27	8,227,408.13	7,470,878.77
Release of Inter-Agency Fund Transfers	28	481,379.32	12,213.55
Reversal of Unutilized NCA	29	12,897,453.86	111,645.75
<b>Total Cash Outflows</b>		<b>97,532,442.16</b>	<b>98,809,732.65</b>
<b>Net Cash Provided by (Used in) Operating Activities</b>		<b>330,941.94</b>	<b>3,838,305.54</b>
<b>Cash Flows from Investing Activities</b>			
<b>Cash Inflows</b>			
Proceed from Sale of Other Assets	30	55,088.00	418,043.75
<b>Total Cash Inflows</b>		<b>55,088.00</b>	<b>418,043.75</b>
<b>Cash Outflows</b>			
Purchase/Construction of Property, Plant and Equipment	31	148,816.44	3,383,632.63
<b>Total Cash Outflows</b>		<b>148,816.44</b>	<b>3,383,632.63</b>
<b>Net Cash Provided by (Used in) Investing Activities</b>		<b>(93,728.44)</b>	<b>(2,965,588.88)</b>
<b>Increase (Decrease) in Cash and Cash Equivalents</b>		<b>237,213.50</b>	<b>872,716.66</b>
<b>Cash and Cash Equivalents, January 1</b>		<b>1,234,698.46</b>	<b>361,981.80</b>
<b>Cash and Cash Equivalents, December 31</b>		<b>1,471,911.96</b>	<b>1,234,698.46</b>

**OPTICAL MEDIA BOARD**  
**Report of Collections**  
**As of December 1 to 31, 2020**

PARTICULARS	Collections for the period Jan. - Nov.	Collections for the period December	Accumulated TOTAL
<i>Code 101</i>			
License fee - 603	17,348,811.45	1,279,524.25	18,628,335.70
Registration - 606	612,000.00	126,000.00	738,000.00
Processing - 621	80,500.00	11,300.00	91,800.00
Certification - 613	80,400.00	11,500.00	91,900.00
SID Code Allocation - 613	-	-	-
Clearance (LSD) - 613	558,350.00	53,250.00	611,600.00
Transfer Location - 605	-	-	-
Transport (licensed) - 605	300.00	-	300.00
Permit to Sell - 605	500.00	-	500.00
Verification - 605	1,500.00	-	1,500.00
Permit (Replication)-605	1,008,600.00	3,000.00	1,011,600.00
Permit (Import)-605	6,687,500.00	806,500.00	7,494,000.00
Permit (Export)-605	435,000.00	68,000.00	503,000.00
Recordation - 605	9,100.00	1,300.00	10,400.00
Accreditation - 678	1,305,218.10	88,001.40	1,393,219.50
Mailing/Photocopy/Manual- 678	1,368.00	180.00	1,548.00
Stickers (Regn) - 678	140.00	-	140.00
Admin. Penalties- 609	-	-	-
Surcharge - 609	1,080,352.00	205,100.00	1,285,452.00
Other Income - 666	160,525.00	-	160,525.00
Proceeds (confiscated items)- 666	46,500.00	-	46,500.00
Proceeds (PPE)- 666	9,664.00	340.00	10,004.00
<b>TOTAL</b>	<b>29,426,328.55</b>	<b>2,653,995.65</b>	<b>32,080,324.20</b>
<i>Code 184</i>			
Subsidy Income from NG - 651	1,266,293.20	10,000.00	1,276,293.20
Performance Bond - 427	-	-	-
Income from Grants and Donations-4	250,000.00	610,514.95	860,514.95
<b>TOTAL</b>	<b>1,516,293.20</b>	<b>620,514.95</b>	<b>2,136,808.15</b>
<b>GRAND TOTAL</b>	<b>30,942,621.75</b>	<b>3,274,510.60</b>	<b>34,217,132.35</b>

Prepared by:

  
**GENEVEE C. CASTILLO**  
 Collecting Officer

Certified correct:

  
**JANINE JOYCE T. GALANG**  
 Accountant

ACTIVITIES	ACTUAL ACCOMPLISHMENTS
<b>Printing of OMB Forms and procurement of Official Receipts (Thru National Printing Office )</b>	<b>Thru National Printing Office</b>
	Printing of :
	License to Operate =10,500 sets
	OMB Permit - 25 reams
	Mailing envelope (Letterhead) = 1,000 pcs
	Procurement thru National Printing Office
	Official Receipts = 400 pads
<b>Procurement of office supplies (Common supplies, Inks, Toners)</b>	Procurement Service (Office supplies and consumable Items (Inks/Toner) = P 195,253.42 (Jan - Dec 2020)
	Outsourced Office supplies = P180,950.00 (Dec 2020)
	Outsourced Inks/Toners = P 211,216.00 (Dec 2019)
	Procurement of P.P.E. supplies (Alcohol, Masks, disinfectants etc.)
<b>Procurement of office equipment, I.T. equipment and other office equipment</b>	I.T. equipment: 4 Units HP Smart Tank 615 Printer)
	Office equipment: Stamp machine (EDO)
	Refrigerator - RLD
	Microwave oven - AFD
	Other office equipment: Pressure washer – AFD/OMB
	Vacuum – OMB / PSU
	Pipe wrench – OMB / PSU

ACTIVITIES	Status/Updates
<b>Repairs, improvement and maintenance of office facilities (electrical, plumbing, carpentry)</b>	<ul style="list-style-type: none"> <li>- Quarterly cleaning of A/C units ( Dec. 2020)</li> <li>- Annual Cleaning of fire alarm system (For January 2020)</li> <li>- Annual Termite / pest control</li> <li>- Re filling of fire extinguishers – (Every December)</li> <li>- Attends to all minor emergency needs: electrical, plumbing &amp; carpentry</li> <li>- Disinfection of office facilities</li> <li>- Acrylic barriers</li> </ul>
<b>Assisted in the improvement/repair of selected office areas thru BAC</b>	<ul style="list-style-type: none"> <li>• Third floor (AFD,EDO,Legal Chief room, conference room), CEO, LD, RLD</li> <li>• Replacement of various office furniture (tables, chairs, cabinets etc)</li> </ul>
<b>Structured cabling/installation of data network</b>	• Done – RPM BUSINESS SOLUTIONS July 2019
<b>Upgrading/rehabilitation of panel board</b>	• Done September 2019 / EMAN ELECTRICAL SERVICE
<b>Disposal of seized optical discs</b>	<ul style="list-style-type: none"> <li>• Total No. of kilos disposed as of June 24, 2019 = 30,840 @ P10.55/kilo</li> <li>• Total Proceeds = P325,362.00 (Includes scrap discs seized last Nov &amp; Dec 2018)</li> </ul>

# HIGHLIGHTS & MILESTONES





2016

- Started inspection of unconventional establishments such as hospitals, buses and bookstores;
- 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%** (*vs previous years*);
- Highest number of Administrative Cases filed (*vs previous years*);
- Establishment of satellite offices;
- Inception of the OMB VIP Awards to most compliant clients and best partners/ stakeholders;

2018

- First OMBeOriginal Celebrity Ambassador, Mr. Piolo Pascual;
- Release of first infomercial featuring Mr. Piolo Pascual, Romy Vitug and Vehnee Saturno;
- Partnership with National Cinema Association of the Philippines;
- Partnership with Globe Telecom's #PlayItRight Program;
- Presidential Decree 596 s. 2018 declaring October of every year as National Anti-Piracy Month;
- First OMB Anti-Media Piracy Summit;
- Highest number of volunteers participated in the OMB-MMFF Cinema Monitoring Activities;
- ISO 9005-2015 Certification;

2019

- The OMBeOriginal Awards;
- Highest number of administrative fines and penalties imposed and collected (*vs previous years*);
- OMB Anti-Piracy Ambassador, Ms. Angel Locsin;
- Infomercial featuring Ms. Angel Locsin;
- Second Anti-Media Piracy Summit;
- The Great IP Debate;

2020

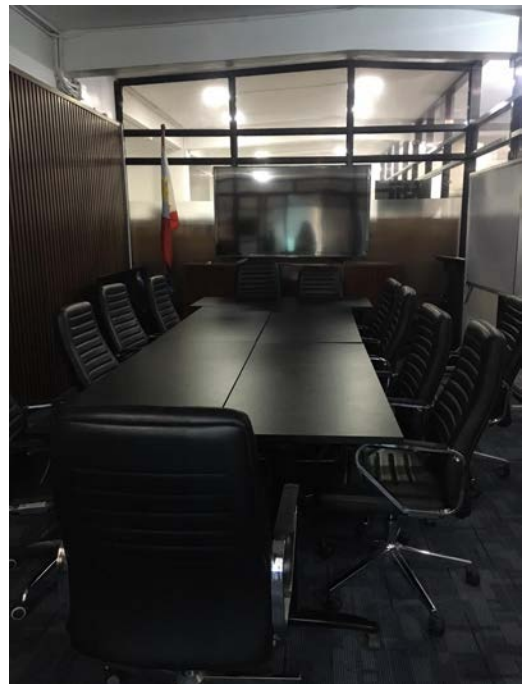
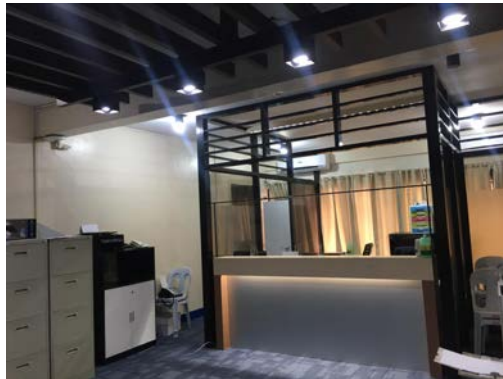
- Highest number of licenses and permits issued (*vs previous years*);
- Highest collection of revenue (*vs previous years*);
- Streamlining of Registration and Licensing Documentary Requirements
- Launch of online payment platform through Landbank Linkbiz;

Atty. Christian "Agila" D. Natividad, former three-term mayor of the City of Malolos, assumed chairmanship of the Optical Media Board on October 1, 2020. Chairman Natividad, who took oath before the Department of Energy's Secretary Alfonso G. Cusi, vowed to accord the same passion and dedication to public service he has committed when he was the mayor of the City of Malolos. On his second day as Chairman, he already sat in the Senate Budget Hearing for the agency, and thereafter continued to soar as he resolves to restore and improve the agency's operations, coming from the challenges of the Enhanced Community Quarantine that took a significant effect in the agency's performance. Four months into the office, Chairman Natividad has led the agency to a remarkable turn-around, with notable accomplishments in enforcement, and registration and licensing.



## OFFICE RENOVATION

One of the major improvements Chairman Natividad championed on is the infrastructure renovations in the OMB building.





# OFFICE RENOVATION





The Client Feedback Form is designed purposely for OMB walk-in clients. For the year 2020, a different type of form was used during the last quarter to comply with the provisions stipulated in Annex 4 or the “Guide for Conducting Citizen/Client Satisfaction Surveys” of Memorandum Circular 2020-1 “Guidelines on the Grant of the Performance Based Bonus (PBB) for Fiscal Year (FY) 2020 under Executive Order No. 80 s. 2012 and Executive Order No. 201 s. 2016.”

Given the existing resources of the agency, OMB uses Pen and Paper for the data collection methodology as this is the method the agency deems effective pending the creation and utilization of a digitalized survey method.

**CLIENT FEEDBACK FORM**

Date (Petsa): \_\_\_\_/\_\_\_\_/\_\_\_\_  
mm / dd / yyyy

Optional (Opyonal)  
Name (Pangalan): \_\_\_\_\_  
Address (Tirahan): \_\_\_\_\_  
Phone (Numero): \_\_\_\_\_

Concerned Division (Dibisyon):

<input type="checkbox"/> Executive Office	<input type="checkbox"/> Administrative and Finance Division
<input type="checkbox"/> Registration and Licensing Division	<input type="checkbox"/> Enforcement and Investigation Division
<input type="checkbox"/> Legal Division	<input type="checkbox"/> Others

**OVER-ALL CUSTOMER SATISFACTION (KABUUNG KASIYAHAN NG KUYENTE)**

<input type="checkbox"/> Very Satisfied (Lubos Na Naisiyahan)	<input type="checkbox"/> Satisfied (Naisiyahan)	<input type="checkbox"/> Dissatisfied (Hindi Naisiyahan)	<input type="checkbox"/> Very Dissatisfied (Lubos Na Hindi Naisiyahan)
--	--	---	---

Queries/Suggestions/Complaints/Comments: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

When did it happen? (Kailan po nangyari?): \_\_\_\_\_

Thank you for helping us continuously improve our services! You may drop this form in the Client Feedback Drop Box located at the Registration and Licensing Division or send it through email at [info@omb.gov.ph](mailto:info@omb.gov.ph). (Salamat po sa inyong tulong upang lalo pa naming mapagbuti ang aming serbisyo! Maari niyo pong ihulag ang form na ito sa "Client Feedback Drop Box" na nakalagay sa Dibisyon ng Pagpaparehistro at Paglilisenya o ipadala sa email na [info@omb.gov.ph](mailto:info@omb.gov.ph).)

Document Code: OMB-PICU-CFF2018-001

Old Form (Jan-Aug)

**CLIENT FEEDBACK FORM**

Date (Petsa): \_\_\_\_/\_\_\_\_/\_\_\_\_  
mm / dd / yyyy

Optional (Opyonal)  
Name (Pangalan): \_\_\_\_\_  
Phone (Numero): \_\_\_\_\_

Please rate our service from 1 to 5:

5 - Very Satisfied	4 - Satisfied	3 - Neutral	2 - Dissatisfied	1 - Very Dissatisfied
--------------------	---------------	-------------	------------------	-----------------------

	Issuance/ Processing of Licenses/ Permits/ Certifications	Payments via OMB Cashier
Readily respond to your request (Mabilis at handa sa pagbigay ng serbisyo)		
Performs service right the first time (Tama ang paglingkod)		
Access and Facilities (Maayos ang mga facilidad)		
Explains the process well (Naipaliwanag ng mabuti ang proseso)		
Feel safe and secure in your transaction (Walang pangamba sa transaksyon)		
Answers all my questions well (Nasagot ang mga katanungan ng maayos)		
Overall service (Pangkalahatang serbisyo)		

Thank you for helping us continuously improve our services. You may drop this form in the Client Feedback Drop Box or send through email at [info@omb.gov.ph](mailto:info@omb.gov.ph). (Salamat po sa inyong tulong upang lalo pa naming mapagbuti ang aming serbisyo. Maari niyo pong ihulag ang form na ito sa "Client Feedback Drop Box" o ipadala sa email na [info@omb.gov.ph](mailto:info@omb.gov.ph).)

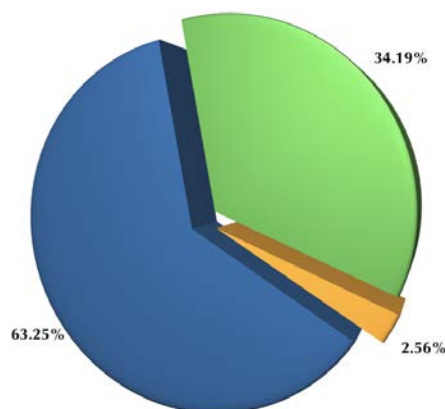
OMB-PICU-CFF2020-001

New Form (Sep-Dec)

January 1 to March 16; June 1 to August 31, 2020  
Total No. of Respondents: 117

Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied
74	40	3	0

Very Satisfied Satisfied Dissatisfied Very Dissatisfied

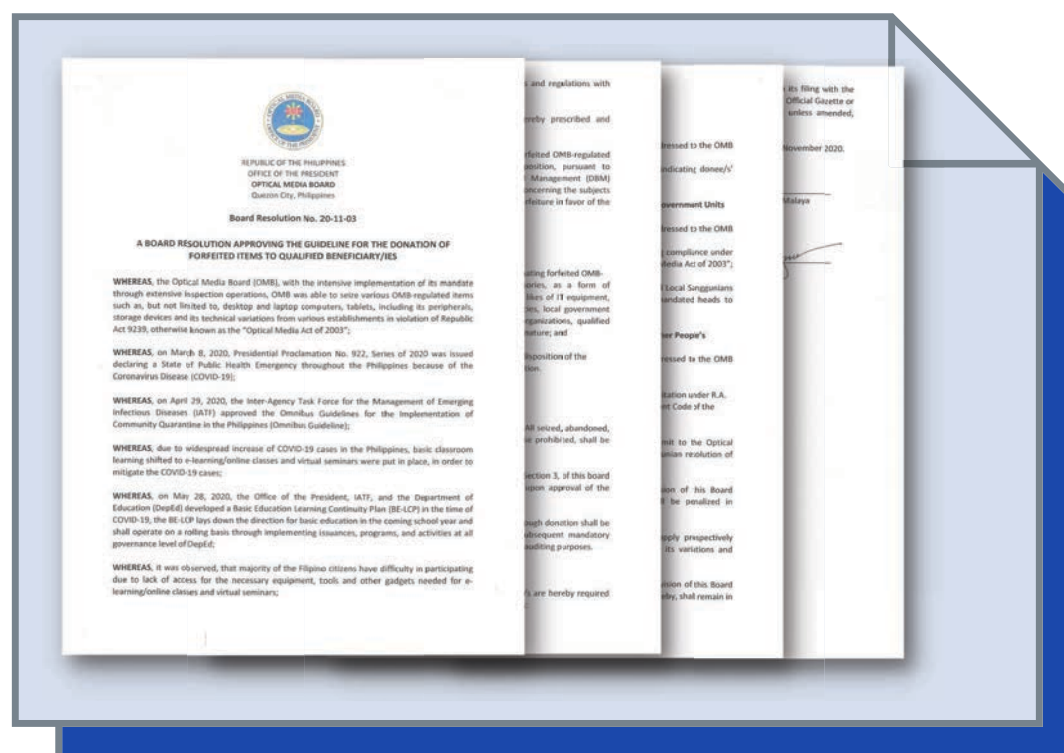
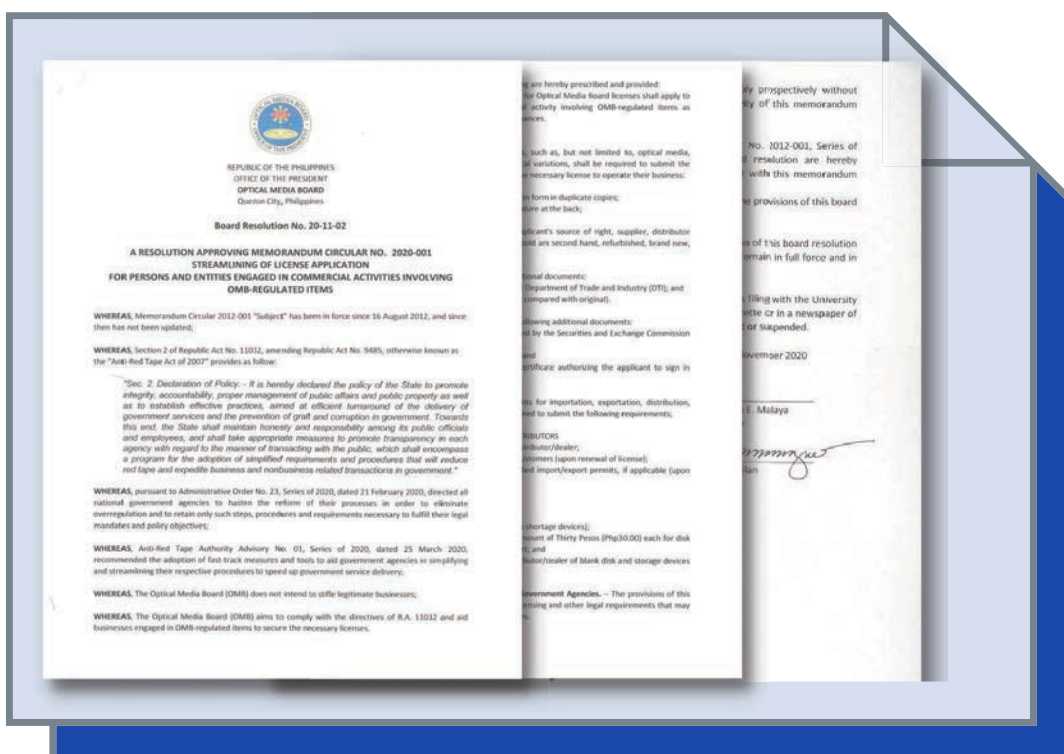


September 1 to December 31, 2020  
Total No. of Respondents: 256

	Issuance/ Processing of Licenses/Permits/ Certifications	Payments via OMB Cashier	Score in ALL Services
Readily respond to your request ( <i>Mabilis at handa sa pagbigay ng serbisyo</i> )	4.64	0	4.64
Performs service right the first time ( <i>Tama ang paglingkod</i> )	4.64	0	4.64
Access and Facilities ( <i>Maayos ang mga facilidad</i> )	4.64	0	4.64
Explains the process well ( <i>Naipaliwanag ng mabuti ang proseso</i> )	4.64	0	4.64
Feel safe and secure in your transaction ( <i>Walang pangamba sa transaksyon</i> )	4.64	0	4.64
Answers all my questions well ( <i>Nasagot ang mga katanungan ng maayos</i> )	4.64	0	4.64
Overall service ( <i>Pangkalahatang serbisyo</i> )	4.64	0	4.64
OVER ALL SCORE	4.64	0	4.64

Out of the 256 respondents, all respondents rated the Registration and Licensing Division only. The column for rating the Cashier was left unanswered by all respondents.

In the last quarter of 2020, two Board Resolutions under the chairmanship of Atty. Natividad were signed. Board Resolution No. 20-11-02, A Resolution Approving Memorandum Circular No. 2020-01 Streamlining of License Application for Persons and Entities Engaged in Commercial Activities Involving OMB-Regulated Items and Board Resolution No. 20-11-03, Approving the Guideline for the Donation of Forfeited Items to Qualified Beneficiary/ies were approved by the Board Members of OMB.



OMB Chairman Christian D. Natividad together with Bustos Bulacan Mayor Francis Albert “Iskul” G. Juan graced the opening of LuigiNics Computer Repair Shop with a ribbon cutting ceremony and blessing at Bustos, Bulacan today, November 8, 2020.

The newest business is indulged in repair and selling of computer and its parts including operating system, softwares and storage devices that are duly licensed by the Optical Media Board (OMB).

Under RA 9239 otherwise known as “Optical Media Act of 2003”, piracy and the illegal importation, exportation, and unlicensed trade of storage devices is punishable by law.





The Optical Media Board led by its Chair & CEO, Atty. Christian D. Natividad and Executive Director Atty. Victor Luis Q. Padilla II met with Philippine National Police Chief Police General Camilo “Pikoy” Cascolan to further strengthen the partnership between the two agencies in the fight against piracy and illegal importation, exportation, and unlicensed trade of storage devices under Republic Act 9239, otherwise known as “Optical Media Act of 2003”



A productive meeting was held between outgoing OMB Chair Atty. Anselmo B. Adriano and incoming Chair Atty. Christian D. Natividad for a smooth transition of chairmanship of the Optical Media Board, critical to the current situation, where the agency is recovering from the impact of the lockdown due to the implemented Enhanced Community Quarantine.



Bangsamoro heirlooms were received from our brothers and sisters in Lanao as a symbol of unity and peace. Chair Natividad accepted these national treasures with much honor and pride.





One of the biggest enforcement operations of the OMB since its creation in 2003 was conducted under the chairmanship of Atty. Christian D. Natividad. The total estimated value of confiscated items from a warehouse in Marilao, Bulacan containing various storage devices amount to 200 million pesos.





An overstaying 50-year old Chinese tourist was arrested by operatives of the OMB for selling and largescale distribution of unregistered and unlicensed storage devices.

Newly-appointed OMB Chair and CEO Atty. Christian D. Natividad identified the arrested alien as Lin Qing Qun, owner of raided store at Carriedo Plaza, #2 Carriedo St., Quiapo, Manila.

Seized items were counterfeit USB and flash drives, memory discs and other music video recording devices worth P1,527,000.00. Hundred-thousands worth of blank discs and memory flash drives that are believed to be smuggled were also recovered by the OMB.

Qun is reportedly one of the biggest distributor of smuggled flash drives and other high-end computer accessories in Manila.



Chair Natividad received a "Resolusyon ng Pagkilala" from the Sangguniang Panlungsod ng Malolos led by Malolos City Vice Mayor Noel Len Pineda.



# OMB OFFICES



# QUALITY POLICY STATEMENT

We, the Optical Media Board (OMB), are committed to provide quality service and to work hand-in-hand with our stakeholders to ensure the regulation and promotion of intellectual property rights.

Pursuant to this thrust, we shall:

- Properly regulate the manufacturing, mastering, replicating, importing, and exporting of optical or magnetic media and other storage devices;
- Constantly enhance and instill high ethical standards in our organization to efficiently. and. effectively. deliver. service with utmost professionalism; and
- Adhere to statutory and regulatory requirements, and continuously improve our Quality Management System and all processes to guarantee our agency's alignment with national and international standards.



