# Creative Industry Roadmap: Game, Animation, and Film

### **OVERALL STRATEGIES**

#### Facilities and Services

- Establishment of Animation Studio Facilities
- Establishment of "Pugad Sining" / Creative Innovation Hub for Graphics Design, Motion Capture, and Audio Post-Production
- · Establishment of Extended Reality Laboratory
- Establishment of Interactive Moviemaking Facility
- Establishment of a creative city for game, animation, and film

#### **Human Resources**

- Industry-defined trainings and workshops on game design and game theory
- Publish standard/baseline processes
- Capability and capacity building to produce hardware prototypes

#### **R&D Technologies**

#### Game Development:

- · Development of serious games and gamification apps in education, tourism, and corporate sector
- Utilization of extended reality in mobile gaming applications
- Development of proprietary software and software/platformas-a-service
- · Prototyping of advanced gaming devices
- Application of blockchain in gaming industry
- Development of human-to-computer and brain-to-computer interfaces

### Animation and Film Development:

- Development of database for Philippine indigenous sounds
- · Automatic music generation and Al-assisted sound engineering
- · Development of algorithmic video editing
- · Prototyping of advanced animation tools
- Development of interactive moviemaking technology
- Intelligent screenplay writing through Al
- · Development of autonomous drone cinematography system

#### **S&T Policies**

- Development of policy on using blockchain in the gaming industry
- Protection of trade secrets and company pipelines
- · Strengthen policy on piracy

### **R&D SOLUTIONS**

#### 200 M

**Establishment of** "Pugad Sining" / Creative Innovation **Hub for Graphics** Design, Motion Capture, and Audio Post-Production: Development of algorithmic video editing; Automatic music generation and Al-assisted sound engineering

### 60 M

**Development of serious** games and gamification apps for tertiary education, and corporate sector; **Development of proprietary** software and software / platform-as-a-service

### 50 M

**Development of serious** games for primary and secondary education and tourism; Development of human-computer interface products: Establishment of Animation Studio Facilities: Development of database for indigenous sounds

### 200 M

100 M

Establishment

of Interactive

Moviemaking

Development

moviemaking

2025

/ Creative

**Graphics** 

"Pugad Sining"

Innovation for

Design, Motion

Capture, and

Audio Post-

Production

of interactive

technology

**Establishment of Extended Reality** Laboratory; Industry-Facility; defined training on game theory and game design: Advancement in human-to-computer interfaces; Utilization of extended reality in mobile gaming applications

## 2024

Proprietary

engineering

software and software-asa-service: Algorithmic Serious games video editing; and gamification Al-assisted apps for tertiary music generation and sound

### education and 2022 corporate sector

Serious games for secondaryeducation and tourism

2023

### ...2021

Serious games for primary education; Human-computer interface products: Animation Studio Facilities: Database for Philippine indigenous sounds

capacity building to produce hardware prototypes Prototyping of advanced gaming devices and animation tools

#### 100 M

Capabilityand

products:

extended

reality

Mobile game

apps utilizing

drone cinematography system; Development of policy on blockchain; Application of blockchain in gaming industry; Application of brain-to-computer interface in games; Establishment of a creative city for game. animation, and film

200 M Intelligent screenplay writing;

**Development of autonomous** 

## 2027

Interactive 2026 moviemaking Extended facility and Reality technology Laboratory; Human-tocomputer interface

### 2028...

**Prototypes** for advanced gaming devices and animation tools

### **VISION**

By 2030, the Philippines will become top creative economy in ASEAN in terms of size and value of our creative industries driving competitiveness and attractiveness of our creative talent and content in international market.

### **MILESTONES**

### **OVERALL OUTCOME**

Locally developed software and hardware, established facilities, and trained personnel for the advancement of the Philippine creative industries