



Legal Watch

DTI, SIKAP INK PARTNERSHIP TO OPEN MORE OPPORTUNITIES FOR FILIPINO CONTENT CREATORS



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SUMMARY

The DTI entered into a Memorandum of Understanding with the Creative Content Creators Association of the Philippines, Inc. on 4 May 2026 to strengthen support for Filipino content creators. The partnership aims to enhance intellectual property (IP) awareness, improve content quality, expand market access, and promote the development of original Filipino content as a sustainable source of livelihood.

The initiative will be implemented through the Philippine Creative Industries Development Council Secretariat under the DTI's Competitiveness and Innovation Group, and forms part of the government's broader efforts to professionalize the creative sector. It seeks to establish higher quality standards and improve the global competitiveness of local content, in line with Republic Act No. 11904, otherwise known as the Philippine Creative Industries Development Act.

The partnership is integrated into the DTI's "Malikhaing Pinoy" program, which aims to build a stronger ecosystem for the creative economy by supporting innovation, entrepreneurship, and market linkages. It also signals increased institutional recognition of Filipino intellectual property and creative outputs as key drivers of economic growth.

ACTIONABLE ADVICE

Businesses engaged in content creation, marketing, media, or digital platforms should review their intellectual property strategies to ensure proper protection and commercialization of original works. This includes securing registrations, clarifying ownership rights, and strengthening contractual arrangements with creators and partners.

Companies should also monitor government programs under the "Malikhaing Pinoy" initiative for potential incentives, partnerships, or capacity-building opportunities.

* Agency Name

Department of Trade and Industry (DTI)

* Issuance Title

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