



## HOUSE OF REPRESENTATIVES

**H. No. 6256**

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BY REPRESENTATIVES VARGAS AND ALVAREZ (F.), PER COMMITTEE REPORT  
No. 230

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AN ACT RENEWING FOR ANOTHER TWENTY-FIVE (25) YEARS THE FRANCHISE GRANTED TO CENTURY COMMUNICATIONS MARKETING CENTER, INC., DOING BUSINESS UNDER THE NAME AND STYLE OF CENTURY BROADCASTING NETWORK, UNDER REPUBLIC ACT NO. 8133, ENTITLED “AN ACT GRANTING CENTURY COMMUNICATIONS MARKETING CENTER, INC., A FRANCHISE TO CONSTRUCT, INSTALL, OPERATE AND MAINTAIN FOR COMMERCIAL PURPOSES RADIO AND TELEVISION BROADCASTING STATIONS IN THE PHILIPPINES, AND FOR OTHER PURPOSES”

*Be it enacted by the Senate and House of Representatives of the Philippines in Congress assembled:*

1           SECTION 1. *Nature and Scope of Franchise.* – Subject to  
2 the provisions of the Constitution and applicable laws, rules and  
3 regulations, the franchise granted to Century Communications  
4 Marketing Center, Inc., doing business under the name and style  
5 of Century Broadcasting Network, hereunder referred to as the  
6 grantee, its successors or assignees, under Republic Act No. 8133,  
7 to construct, install, establish, operate, and maintain for commercial

1 purposes and in the public interest, radio and television  
2 broadcasting stations where frequencies and/or channels are still  
3 available for radio and/or television broadcasting, including digital  
4 television system, through microwave, satellite or whatever  
5 means, as well as the use of any technology in television and  
6 radio systems, with the corresponding technological auxiliaries  
7 and facilities, special broadcast and other program and distribution  
8 services and relay stations in the Philippines, is hereby renewed  
9 for another twenty-five (25) years from the effectivity of this Act.

10 SEC. 2. *Manner of Operation of Stations or Facilities.* –

11 The stations or facilities of the grantee shall be constructed  
12 and operated in a manner as will, at most, result only in the  
13 minimum interference on the wavelengths or frequencies of  
14 existing stations or other stations which may be established  
15 by law, without in any way diminishing its own privilege to  
16 use its assigned wavelengths or frequencies and the quality of  
17 transmission or reception thereon as should maximize rendition  
18 of the grantee's services and/or the availability thereof.

19 SEC. 3. *Prior Approval of the National Telecommunications*

20 *Commission.* – The grantee shall secure from the National  
21 Telecommunications Commission (NTC) the appropriate permits  
22 and licenses for the construction and operation of its stations or  
23 facilities and shall not use any frequency in the radio/television  
24 spectrum without authorization from the NTC. The NTC, however,  
25 shall not unreasonably withhold or delay the grant of any such  
26 authority.

1           The grantee shall not dispose or lease its facilities except  
2 to entities with radio or television broadcasting franchise:  
3 *Provided*, That the grantee shall inform and secure written  
4 authorization to proceed from the NTC, and report the transaction  
5 to the NTC within sixty (60) days after its completion:  
6 *Provided, further*, That the NTC shall determine the corresponding  
7 sanction for any violation of this provision.

8           SEC. 4. *Responsibility to the Public.* – The grantee shall  
9 provide, free of charge, adequate public service time which is  
10 reasonable and sufficient to enable the government, through the  
11 broadcasting stations or facilities of the grantee, to reach the  
12 pertinent populations or portions thereof, on important public  
13 issues and relay important public announcements and warnings  
14 concerning public emergencies and calamities, as necessity,  
15 urgency or law may require; provide at all times sound and  
16 balanced programming; promote public participation; assist in  
17 the functions of public information and education; conform to  
18 the ethics of honest enterprise; promote audience sensibility and  
19 empowerment including closed captioning; and not use its  
20 stations or facilities for the broadcast of obscene or indecent  
21 language, speech, act or scene; or for the dissemination of  
22 deliberately false information or willful misrepresentation, to the  
23 detriment of the public interest; or to incite, encourage, or assist  
24 in subversive or treasonable acts.

25           Public service time referred herein shall be equivalent to a  
26 maximum aggregate of ten percent (10%) of paid commercials or  
27 advertisements which shall be allocated based on need to the

1 Executive and Legislative branches, the Judiciary, Constitutional  
2 Commissions, and international humanitarian organizations duly  
3 recognized by statutes: *Provided*, That the NTC shall increase  
4 the public service time in case of extreme emergency or  
5 calamity. The NTC shall issue rules and regulations for this  
6 purpose, the effectivity of which shall commence upon applicability  
7 with other similarly situated broadcast network franchise holders.

8       SEC. 5. *Right of the Government.* – The radio spectrum is a  
9 finite resource that is part of the national patrimony and the use  
10 thereof is a privilege conferred upon the grantee by the State and  
11 may be withdrawn any time after due process.

12       A special right is hereby reserved to the President of the  
13 Philippines, in times of war, rebellion, public peril, calamity,  
14 emergency, disaster, or disturbance of peace and order: to  
15 temporarily take over and operate the stations or facilities of  
16 the grantee; to temporarily suspend the operation of any station  
17 or facility in the interest of public safety, security and public  
18 welfare; or to authorize the temporary use and operation thereof  
19 by any agency of the government, upon due compensation to the  
20 grantee, for the use of said stations or facilities during the period  
21 when these shall be so operated.

22       SEC. 6. *Term of Franchise.* – This franchise shall be in  
23 effect for a period of twenty-five (25) years from the effectivity  
24 of this Act, unless sooner revoked or cancelled. This franchise  
25 shall be deemed *ipso facto* revoked in the event the grantee fails  
26 to operate continuously for two (2) years.

1           SEC. 7. *Self-regulation by and Undertaking of the Grantee.* –

2   The grantee shall not require any previous censorship of any  
3   speech, play, act or scene, or other matter to be broadcast from  
4   its stations, but if any such speech, play, act or scene, or other  
5   matter should constitute a violation of the law or infringement  
6   of a private right, the grantee shall be free from any liability,  
7   civil or criminal, for such speech, play, act or scene, or other  
8   matter: *Provided*, That the grantee, during any broadcast, shall cut  
9   off the airing of speech, play, act or scene, or other matter being  
10   broadcast if the tendency thereof is to propose and/or incite treason,  
11   rebellion or sedition; or the language used therein or the theme  
12   thereof is indecent or immoral: *Provided, further*, That willful  
13   failure to do so shall constitute a valid cause for the cancellation  
14   of this franchise.

15           SEC. 8. *Warranty in Favor of the National and Local*  
16   *Governments.* – The grantee shall hold the national, provincial,  
17   city, and municipal governments of the Philippines free from all  
18   claims, liabilities, demands, or actions arising out of accidents  
19   causing injury to persons or damage to properties, during the  
20   construction or operation of the stations of the grantee.

21           SEC. 9. *Commitment to Provide and Promote the Creation*  
22   *of Employment Opportunities.* – The grantee shall create  
23   employment opportunities as well as accept on-the-job trainees  
24   in their radio and television station operations: *Provided*, That  
25   priority shall be accorded to the residents of the place where  
26   their principal office is located: *Provided, further*, That the  
27   grantee shall follow the applicable labor standards and allowance

1 entitlement under existing labor laws, rules and regulations and  
2 similar issuances: *Provided, finally,* That the employment  
3 opportunities or jobs created shall be reflected in the General  
4 Information Sheet (GIS) to be submitted to the Securities and  
5 Exchange Commission (SEC) annually.

6       SEC. 10. *Sale, Lease, Transfer, Grant of Usufruct, or*  
7 *Assignment of Franchise.* – The grantee shall not sell, lease,  
8 transfer, grant the usufruct of, nor assign this franchise or the  
9 rights and privileges acquired thereunder to any person, firm,  
10 company, corporation, or other commercial or legal entity, nor  
11 merge with any other corporation or entity, nor the controlling  
12 interest of the grantee be transferred, simultaneously or  
13 contemporaneously, to any person, firm, company, corporation,  
14 or entity without the prior approval of the Congress of the  
15 Philippines. Congress shall be informed of any sale, lease,  
16 transfer, grant of usufruct, or assignment of franchise or the  
17 rights and privileges acquired thereunder, or of the merger or  
18 transfer of the controlling interest of the grantee, within sixty (60)  
19 days after the completion of said transaction. Failure to  
20 report to Congress such change of ownership shall render the  
21 franchise *ipso facto* revoked. Any person or entity to which  
22 this franchise is sold, transferred, or assigned shall be subject  
23 to the same conditions, terms, restrictions, and limitations of  
24 this Act.

25       SEC. 11. *Dispersal of Ownership.* – In accordance with the  
26 constitutional provision to encourage public participation in  
27 public utilities, the grantee shall offer to Filipino citizens at

1 least thirty percent (30%) or a higher percentage that may  
2 hereafter be provided by law of its outstanding capital stock in  
3 any securities exchange in the Philippines within five (5) years  
4 from the commencement of its operations: *Provided*, That in  
5 cases where public offer of shares is not applicable, the grantee  
6 shall apply other methods of encouraging public participation by  
7 citizens and corporations operating public utilities as allowed by  
8 law. Noncompliance therewith shall render the franchise *ipso facto*  
9 revoked.

10 SEC. 12. *Reportorial Requirement.* – The grantee shall  
11 submit an annual report to the Congress of the Philippines,  
12 through the Committee on Legislative Franchises of the House  
13 of Representatives and the Committee on Public Services of the  
14 Senate, on its compliance with the terms and conditions of the  
15 franchise and on its operations on or before April 30 of every year  
16 during the term of its franchise.

17 The annual report shall include an update on the roll-out,  
18 development, operation and/or expansion of business; audited  
19 financial statements; latest GIS officially submitted to the SEC,  
20 if applicable; certification of the NTC on the status of its permits  
21 and operations; and an update on the dispersal of ownership  
22 undertaking, if applicable.

23 The reportorial compliance certificate issued by Congress  
24 shall be required before any application for permit or certificate  
25 is accepted by the NTC.

26 SEC. 13. *Fine.* – Failure of the grantee to submit the  
27 requisite annual report to Congress shall be penalized by a

1 fine of Five hundred pesos (P500.00) per working day of  
2 noncompliance. The fine shall be collected by the NTC from  
3 the delinquent franchise grantee separate from the reportorial  
4 penalties imposed by the NTC and the same shall be remitted  
5 to the Bureau of the Treasury.

6 SEC. 14. *Equality Clause.* – Any advantage, favor, privilege,  
7 exemption, or immunity granted under existing franchises,  
8 or which may hereafter be granted for radio and/or television  
9 broadcasting, upon prior review and approval of Congress, shall  
10 become part of this franchise and shall be accorded immediately  
11 and unconditionally to the herein grantee: *Provided,* That the  
12 foregoing shall neither apply to nor affect the provisions of  
13 broadcasting franchises concerning territorial coverage, the term,  
14 or the type of service authorized by the franchise.

15 SEC. 15. *Repealability and Nonexclusivity Clause.* – This  
16 franchise shall be subject to amendment, alteration, or repeal  
17 by the Congress of the Philippines when the public interest so  
18 requires and shall not be interpreted as an exclusive grant of  
19 the privileges herein provided for.

20 SEC. 16. *Separability Clause.* – If any of the sections or  
21 provisions of this Act is held invalid, all other provisions not  
22 affected thereby shall remain valid.

23 SEC. 17. *Repealing Clause.* – All laws, decrees, orders,  
24 resolutions, instructions, rules and regulations, and other  
25 issuances or parts thereof which are inconsistent with the  
26 provisions of this Act are hereby repealed, amended, or modified  
27 accordingly.



1           SEC. 18. *Effectivity.* – This Act shall take effect fifteen (15)  
2 days after its publication in the *Official Gazette* or in a newspaper  
3 of general circulation.

Approved,

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