Reported billings in 1988 of 18 of the TV stations was ₱836.4 million.

Cable TV is different from radio and TV broadcasting in the nature of broadcast and source of revenue. In the Philippines, the cable TV industry includes all facilities that directly or indirectly receive, amplify, or improve the signals broadcast by one or more TV, satellite, or radio stations, and distributes the signals (programs) by wire or cable to subscribing members. Cable TV stations may also carry originated programs. Revenues are generated from subscription payments of subscribing members.

There are currently 13 cable TV stations serving different cities in the country. There is no available record of revenues of this industry.

Regulatory Framework

The Philippine broadcast industry is regulated by three bodies: the National Telecommunications Commission (NTC), the Department of Transportation and Communication (DOTC) of which the NTC is part, and the Kapisanan ng mga Brodkaster sa Pilipinas (KBP), a private sector organization.

The NTC is the government body mandated to regulate the broadcast industry. Its Broadcast Services Department is the office directly responsible for carrying out such regulatory functions. The DOTC, on the other hand, formulates policies for both the telecommunications industry as a whole and the broadcast industry.

The KBP is a self-regulating organization consisting of radio and TV station-members. It was established to formulate policies and guidelines for the operations of its members. It enforces programming and advertising rules and imposes penalties for violations.

The NTC, DOTC, and KBP are members of the tripartite committee tasked to formulate a broadcasting policy for the industry. The KBP has come up with Technical Standards and Operating Requirements for broadcast stations which the NTC has adopted.

Radio and TV stations are allowed to import equipment, spare parts, and allied and technical and program materials provided these are for their exclusive use. Equipment that is not available locally may be imported without prepayment of customs duties and compensating tax. However, radio and TV stations are required to obtain authorization from the NTC for the importation of equipment needed for their operations.