

## **Film Bureau to Go under Publicity Department**

According to the restructuring policies promulgated to take effect at the First Session of the Thirteenth National People's Congress, the State Administration of Press, Publication, Radio, Film and Television (SAPPRFT) will be dissolved and replaced by the State Administration of Radio and Television (SART). However, the administrative branches for press, publication and film were nowhere to be located. Details were kept strictly confidential. Speculations soared until announcements were made today to confirm that the Publicity Department will take regulatory responsibility for the Film Bureau.

The Film Bureau was formerly a bureau-director level administrative unit under the SAPPRFT. Renamed the National Film Bureau, it has been upgraded to an assisting role of ministerial level under the direct administration of the Publicity Department.

According to Mainland online disclosures, “the Publicity Department will take regulatory responsibility for China’s film sector to better utilize the cinema’s special function of propaganda and cultural entertainment. Putting the SAPPRFT management functions under the Publicity Department helps enhance the development of the film industry. The National Film Bureau, branded under the Publicity Department of the Communist Party, will be a name known to the international world.”

“After the restructuring, the Publicity Department’s function responsible for film include developing and supervising film production, screening, film content review, nationwide film event coordination, international joint production, film import and export, and global exchange initiatives,” the article added.

The significant changes to China’s governance structure were beyond expectations. The reform programme has not mentioned film collaboration, distribution and screening terms with Hong Kong and Taiwan. The rollout of the overall reform plan is just a starting point, with more to be announced and implemented.