

ABSTRACT

The purpose of the research is to analyze the top 10 highest-grossing films of MMFF from 2006 to 2015. The researchers, with the goal to know why these films got to be on the top of box-office results, gathered profile of all the 10 highest-grossing films of this span of years. A document analysis of issues per year was made, common elements in the film profiles were noted, and an interview from an MMFF film critic and a former filmmaker participant of the MMFF was transferred into coding to an In Vivo format. With culture industry theory, it was found out that the biggest film festival in the country, with its entries yearly, can be considered as a profit-oriented film festival made for the consumption of the public. Therefore, Metro Manila Film Festival, through the past 10 years, basing on the nature of all 10 highest-grossing films, can be concluded as a profit-oriented industry which can be influenced greatly by the current culture of the viewing society.

Keywords: 10 highest-grossing films, MMFF 2006-2015, film profile, issues, common elements, MMFF film critic, MMFF filmmaker participant, Culture Industry Theory, film festival, profit-oriented industry, film industry