

## ABSTRACT

Studies on the effects of globalisation are extensive. However, the existing literature concerning the effects of globalisation on the film production industry has been largely the interest of scholars from cultural studies, media and/or communications fields of study. Much of their concerns pertain to the spread of cultural homogeneity and the effects of culture, particularly that of film consumption, on citizens or local audiences. Although cultural industries have become one of the most dynamic emerging sectors in world trade studies, many developing countries have not given fair attention to their film industries due to the priority given to other sectors. Thus, further research is required to examine the trends in the indigenous film production industry and policies associated with the industry under the conditions of increasing globalisation.

The study examines the effect of globalisation on the Malaysian film production industry. Subsequently, the study examines the present and potential role of the film production industry in economic development. The study employs a qualitative study approach that collects and employs the analysis of qualitative data. Multiple sources of data collection methods were used, including semi-structured interviews and secondary data, to enable data triangulation at the data analysis stage, thereby increasing the quality of the study. This study views the topic as inappropriate for a purely quantitative approach to achieve the objective of the study, which is to illuminate and gain deeper understanding of the phenomenon under study.

Globalisation research is used as a framework that provides theoretical lens through which its global effects can be understood. Based on the review of the literature, the study emphasises major aspects of globalisation effects that are significant in the globalisation debate, which encompass the issues of competition, technology and the role of government. This study argues that globalisation does not automatically benefit developing countries but relies on many other factors, including the implementation of relevant policies by developing countries.

At present, although the film production industry does not play a significant role in the development of the country, the government's efforts to spur its growth are quite visible. This study illustrates the possibility, and even the necessity, for the film production industry to play an important role in the development of developing countries' economies. Although facing stiff direct competition from foreign films, the current trend in the film industry is showing positive signs relative to previous decades. Interestingly, the globalisation of the film industry has created new avenues for the industry to develop and, ultimately, potentially contribute to the economy in terms of income generation and employment creation.

The findings of the study are useful as a starting point for academic researchers from various backgrounds to study the film industry as an empirical domain. Theoretically, the study provides major new insights into our understanding of how the indigenous film production industry is affected and shaped by the globalisation of the film business. The findings of this study show that globalisation alone cannot explain certain phenomena but are mediated by factors internal to the industry.

## ABSTRAK

Terdapat banyak kajian ke atas kesan globalisasi, namun kebanyakan bahan rujukan berkenaan kesan globalisasi ke atas industri perfileman mendapat keutamaan daripada sarjana-sarjana dari bidang kebudayaan, media dan komunikasi. Kajian-kajian tersebut lebih menekankan kesan-kesan globalisasi terhadap budaya tempatan terutama kesannya kepada penonton. Walaupun industri budaya/kreatif merupakan antara sektor yang semakin berkembang dalam ekonomi global, kebanyakan negara sedang membangun tidak memberikan perhatian yang sewajarnya terhadap industri perfileman mereka kerana penumpuan lebih diberikan terhadap sektor yang dianggap lebih penting kepada pertumbuhan ekonomi sesebuah negara, contohnya sektor pembuatan. Justeru, kajian ini adalah wajar memandangkan kurangnya kajian terhadap kesan globalisasi kepada industri penerbitan filem.

Kajian ini bertujuan mengkaji kesan globalisasi ke atas industri penerbitan filem di Malaysia. Seterusnya, ia mengkaji peranan serta potensi industri penerbitan filem dalam pembangunan ekonomi negara. Memandangkan kurangnya perhatian diberikan kepada industri filem dalam kajian-kajian akademik yang lepas, maka thesis ini bertujuan untuk mengkaji dengan lebih mendalam akan kesan globalisasi ke atas industri penerbitan filem di Malaysia melalui kaedah kualitatif, dengan data dikumpul dan dianalisa secara kualitatif. Pelbagai sumber dan kaedah pengumpulan data digunakan, termasuk kaedah interview dan pengumpulan data dari sumber-sumber lain. Kaedah kualitatif digunakan kerana ianya lebih sesuai bagi mencapai objektif kajian ini iaitu untuk menjelaskan dan memahami kesan fenomena globalisasi terhadap sesebuah negara dan industri.

Rangkakerja kajian ini adalah berdasarkan kajian-kajian globalisasi. Kajian-kajian terhadap kesan globalisasi didapati memberi penekanan terhadap isu-isu berkaitan persaingan, teknologi dan peranan kerajaan. Kajian ini menegaskan bahawa globalisasi tidak membawa faedah secara langsung kepada negara sedang membangun, tetapi ianya bergantung kepada pelbagai faktor termasuk pelaksanaan polisi-polisi yang berkaitan oleh kerajaan.

Pada masa kini, walaupun industri penerbitan filem kurang memainkan peranan dalam pembangunan ekonomi negara Malaysia, usaha pihak kerajaan dalam membangunkan industri ini adalah agak ketara. Kajian ini menunjukkan bahawa industri penerbitan filem boleh memainkan peranan yang lebih penting dalam pembangunan ekonomi negara. Walaupun mendapat persaingan hebat dengan filem luar negara, pembangunan industri filem tempatan dilihat semakin positif pada masa kini berbanding dengan beberapa dekad yang lalu. Menariknya, fenomena globalisasi dilihat membantu meningkatkan industri penerbitan filem negara yang berpotensi menyumbang kepada pertumbuhan ekonomi melalui penjana pendapatan serta mewujudkan peluang-peluang pekerjaan.

Kajian ini adalah baru yang seumpamanya pernah dilakukan dan hasil kajian dapat memberi lebih pendedahan kepada penyelidik-penyelidik dari pelbagai latar-belakang akademik untuk mengembangkan lagi kajian-kajian akan datang dengan memberi tumpuan kepada industri perfileman. Secara teori, kajian ini membentangkan maklumat baru bagi mengetahui kesan globalisasi terhadap industri penerbitan filem tempatan. Hasil kajian menunjukkan bahawa globalisasi sahaja tidak dapat memberikan penjelasan sepenuhnya terhadap fenomena ini, tetapi faktor-faktor dalaman sesebuah negara juga turut memainkan peranan.

# UNIVERSITI MALAYA

## ORIGINAL LITERARY WORK DECLARATION

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Title of Project Paper/Research Report/Dissertation/Thesis ("this Work"):  
A STUDY OF THE EFFECT OF GLOBALISATION ON THE  
MALAYSIAN FILM PRODUCTION INDUSTRY

Field of Study: INTERNATIONAL BUSINESS

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## TABLE OF CONTENTS

	Page
TITLE PAGE	
ABSTRACT	ii
ORIGINAL LITERARY WORK DECLARATION	iv
ACKNOWLEDGEMENTS	v
TABLE OF CONTENTS	vi
LIST OF FIGURES	xi
LIST OF TABLES	xii
LIST OF ABBREVIATIONS	xiv
<b>Chapter 1: Introduction</b>	
1.1 Research Background	1
1.2 Overview of the Study Problem Area	2
1.3 Definitions of Culture and Film Industry	7
1.4 Scope of the Study	9
1.5 Research Justification	10
1.6 Research Objectives	12
1.7 Method of the Study	15
1.8 Contribution of the Study	16
1.9 Organisation of Thesis	16
<b>Chapter 2: Effects of Globalisation: A Review and Synthesis of the Literature</b>	
2.1 Introduction to Globalisation	20
2.2 History and Development of the Process of Globalisation	24
2.2.1 The Golden Age of the Early Globalisation Process	25
2.2.2 The Late Twentieth Century	28
2.3 The Debate on the Effects of Globalisation	30
2.4 Understanding Globalisation: Definitions and Concepts	33
2.5 Globalisation – A Theoretical Framework	38
2.6 Specific Aspects of Globalisation: A Theoretical Foundation	43
2.6.1 Globalisation and Increased Competition	43
2.6.2 Globalisation and Technological Advancement	46

2.6.3	Globalisation and the Role of Government	51
2.7	Summary and Conclusion	56

### **Chapter 3: Globalisation of the Film Industry: A Review and Synthesis of the Literature**

3.1	Historical Background	59
3.2	Overview of Cultural Products	65
3.3	Global Cultural Industries	66
3.4	The Audiovisual Sector	69
3.5	The Changing Trends in Cultural Industries	72
3.6	The Changing Trend in Global Film Industry	74
3.7	Production, Distribution and Consumption of Films	79
3.7.1	Production	80
3.7.2	Distribution	84
3.7.3	Consumption	86
3.8	National Governments and the Development of Indigenous Film Production Industries	88
3.9	International Trade of Cultural Products	91
3.10	The Globalisation of Cultural Industries and Its Impact on non-Western and Developing Countries	94
3.10.1	Opportunities	94
3.10.2	Challenges	96
3.11	Summary and Conclusion	99

### **Chapter 4: Research Methodology**

4.1	Quantitative Versus Qualitative Research	101
4.2	Research Paradigm	103
4.2.1	Ontological	104
4.2.2	Epistemological	105
4.2.3	Methodological	105
4.3	The Competing Paradigms	105
4.3.1	Positivism	106
4.3.2	Critical Theory	106
4.3.3	Constructivism	107
4.3.4	Realism	107

4.4	Justification for the Use of the Realism Approach	110
4.5	Case Study Research	111
4.6	The Use of Theory in Qualitative Research	113
4.7	The Present Study	115
4.7.1	Research Method Employed for the Case Study	116
4.7.2	The Empirical Domain	116
4.7.3	Sampling Method	117
4.8	Qualitative Data Analysis	121
4.9	Achieving Quality	124
4.10	Summary and Conclusion	127

## **Chapter 5: An Overview of the Malaysian Film Production Industry**

5.1	Background of the Case Study	128
5.2	Backdrop of Globalisation in Malaysia and Free Trade	131
5.3	Post-Independence Period	135
5.4	National Cultural Policy	137
5.5	The History of the Malaysian Film Industry: An Overview	139
5.6	Television Broadcasting	143
5.6.1	Radio Television Malaysia	145
5.6.2	Media Prima Berhad	146
5.6.3	ASTRO	146
5.6.4	Other Privately-owned Television Stations	147
5.7	Industry Players In Malaysia	150
5.8	The National Film Development Corporation Malaysia (FINAS)	152
5.9	E-Village	156
5.10	Malaysian Film Festivals	157
5.11	Education	159
5.12	Film Associations	160
5.13	Summary and Conclusion	161

## **Chapter 6: Effects of Globalisation on the Malaysian Film Production Industry**

6.1	The Present Outlook of the Malaysian Film Industry	163
6.1.1	Industry Structure	164
6.1.2	Economic Performance of the Film Industry	166

6.2	Increased Global Competition and the Development of the Malaysian Film Industry	167
6.3	Technological Development	178
6.3.1	Digital Television	183
6.3.2	Animation Initiative	184
6.4	The Role of Government	187
6.4.1	Government Policies related to Cultural Industries	187
6.4.2	Government Support of the Film Industry	190
6.4.3	Support from other Government Agencies for the Film Industry	194
6.5	Industry Response to the New Trend in Film Production	196
6.6	Summary and Conclusion	202

## **Chapter 7: The Malaysian Political, Historical and Socio Economic**

### **Context**

7.1	Governmental Framework	204
7.2	Historical Factors	209
7.3	Socio Economic Factors	212
7.4	Key and Supporting Industry Players	213
7.4.1	Production Houses	213
7.4.2	Film Associations	216
7.4.3	The Media	218
7.4.4	Television Stations	219
7.5	Small Home Market	220
7.5.1	Limited Sources of Film Revenue	224
7.5.2	Piracy	225
7.6	Issues on Film Content	228
7.6.1	Story-Telling	229
7.6.2	Talent	229
7.6.3	Audience	230
7.7	The Internationalisation of Malaysian Films	231
7.8	The Future of the Malaysian Film Production Industry	233
7.9	Summary and Conclusion	239

<b>Chapter 8: Consequences of State Intervention in Promoting the Development of the Film Industry</b>	
8.1 Government Intervention in the Economy	240
8.2 <i>Bumiputera</i> and the Film Industry	243
8.3 Consequences of Government Policies and Support	245
8.4 The Proposed Pinewood Iskandar Malaysia	255
8.5 Summary and Conclusion	257
<b>Chapter 9: Summary and Conclusion</b>	
9.1 Overview	258
9.2 Summary of the Findings	262
9.2.1 Competition	263
9.2.2 Technology	265
9.2.3 The Role of Government	266
9.3 Implications of the Study	269
9.3.1 Implications to Theory	269
9.3.2 Implications for Practitioners	273
9.3.3 Implication for Academics	274
9.4 Limitations of the Study	274
9.5 Suggestions for Future Research	275
9.6 Conclusion	276
<b>REFERENCES</b>	278
<b>LIST OF PUBLICATIONS</b> (Journal Paper and Conference Proceedings Produced out of this Study)	294

## LIST OF FIGURES

Figures		Page
Figure 3.1	Average U.S. Theatrical Cost US\$Million: MPAA	83
Figures 6.1	An Illustration of Distribution Channel of Feature Films	166
Figure 7.1	Major Revenue Sources for Feature Films in Malaysia	224
Figure 7.2	Piracy Map: <i>Star Wars Episode 1: The Phantom Menace</i>	227

## LIST OF TABLES

Tables		Page
Table 1.1	Film Categories as Categorised in the FINAS Database	8
Table 1.2	Research Questions	15
Table 2.1	Motion Picture Association – Member Company Films 2007	50
Table 3.1	Contribution of Cultural Industries to Selected Latin American Countries	68
Table 3.2	Top Ten Countries in Film Investment, 2002	82
Table 3.3	Minimum Quota Requirements for Different Countries	90
Table 3.4	Foreign Ownership and Investment Requirements	91
Table 4.1	Basic Belief System-Paradigms for Alternative Methods of Inquiry	109
Table 4.2	A Comparison of Different Research Methods for Different Situations	111
Table 5.1	The Malaysian Government Expenditure on Culture as a Percentage of Total Expenditure	138
Table 5.2	Percentage of Households with Access to Television	143

Table 5.3	Number of Productions Based on Category, 2003-2008	152
Table 5.4	Film Cost (RM) Based on Filming Authentication Certificate, 2003-2008	152
Table 5.5	Padu Citra Membership Report (1 <sup>st</sup> Quarter)	160
Table 6.1	Malaysia Film Statistics 2004-2009	169
Table 6.2	Malaysian Film Production Cost and Gross collection (RM)	170
Table 6.3	TV Drama Production from 2002-2009	171
Table 6.4	Importation of Foreign Films, 2004-2009	172
Table 6.5	Number of Local Production based on Category, 2004-2009	173
Table 6.6	Percentage of Local and Imported Programmes Broadcast for TV1, TV2 and TV3 for the year 1992	189
Table 7.1	Issuance of Film Production Licences 2003-2008	214
Table 7.2	Local Feature Film Screening 2007	221
Table 7.3	Statistics of the Malaysian Film Industry	223
Table 7.4	Number of Production Based on Category, 2004-2009	228

## LIST OF ABBREVIATIONS

CGI	Computer-generated Imaging
DVD	Digital Video Disc
EPF	Employees' Provident Fund
EU	European Union
FDI	Foreign Direct Investment
FINAS	National Film Development Corporation Malaysia
GATS	General Agreement on Trade and Services
GATT	General Agreement on Tariffs and Trade
GDP	Gross Domestic Product
HD	High Definition
ICT	Information and Communication Technologies
IMF	International Monetary Fund
IPRs	Intellectual Property Rights
KeKKWa	Ministry of Unity, Culture and Heritage
KTAK	Ministry of Energy, Water and Communication
LDCs	Less-developed Countries
MCA	Malaysian Chinese Association
MDeC	Multimedia Development Corporation
MDTCA	Ministry of Domestic Trade and Consumers Affairs
MERCOSUR	The South American customs union (southern common market)
MIC	Malaysian Indian Congress
MITI	Ministry of International Trade and Industry Malaysia
MNCs	Multinational Corporations
MOF	Ministry of Finance
MOI	Ministry of Information
MPA	Motion Picture Association
MPAA	Motion Picture Association of America
MSC	Multimedia Super Corridor
NFP	National Film Policy
NIDCL	New International Division of Cultural Labour
PTVM	<i>Persatuan Penerbit TV Malaysia</i>
PWSSB	Primeworks Studios Sdn Bhd
RTM	Radio Television Malaysia
SPFC	<i>Skim Pinjaman Filem Cereka</i>
U.S.	United States
UMNO	United Malays National Organisation
UNCTAD	United Nations Conference on Trade and Development
UNDP	United Nations Development Programme
UNESCO	United Nations Educational, Scientific and Cultural Organisation
WTO	World Trade Organisation