

**SUMMARY OF AGREEMENTS
PEOPLE'S TELEVISION NETWORK, INC. (PTNI)
2016 PERFORMANCE SCORECARD**

| | Component | WEIGHT | FORMULA | BASELINE | | | TARGET | | | REMARKS | |
|---|---|---|---|---|--------------------------------|--------------------------------|--------------------------------|---|---|---|---|
| | | | | 2012 | 2013 | 2014 | 2015 | PROPOSED 2016 | AGREED 2016 | | |
| SOCIAL IMPACT | SO 1 Informed Filipino Citizenry | | | | | | | | | | |
| | SM 1 | TV Audience Share | 7% | PTV Viewers over Total PH Actual TV Viewers (Based on data from Kantar Media) | 1.50% | 2% | 3.10% | 6% | 7% | 7% | Relay stations cannot yet operate at full blast; Late implementation of projects. (technical) |
| | | | | (Total PH Actual Viewers: 52M) | (Total PH Actual Viewers: 54M) | (Total PH Actual Viewers: 46M) | (Total PH Actual Viewers: 48M) | (Total PH Actual Viewers: 48M) | (Total PH Actual Viewers: 48M) | | |
| | | | % change | | 33% | 55% | 94% | 17% | | | |
| | SM 2 | Transmission Coverage Service Area (Analog) | 8% | Number of Operational Analog Transmitting Stations (Cumulative) | N/A | N/A | 5 | 15 | 18 | 18 | Three additional stations for 2016: Zamboanga, Pagadian, & Kidapawan |
| | | | % change | | - | - | 67% | 17% | | | |
| | SM 3 | Transmission Coverage Service Area (Digital) | 8% | Number of Operational Digital Transmitting Stations | N/A | N/A | N/A | 1 (Quezon City) | 6 (Quezon City, Baguio City, Cebu City, Davao City, Guimaras, Naga) | 6 (Quezon City, Baguio City, Cebu City, Davao City, Guimaras, Naga) | All or Nothing measure |
| | SM 4 | Digital and New Media Presence | 4% | Page Visits Website (ptv.ph/ptvnews.ph) | N/A | N/A | 464,756 | 480,000 | 500,000 | 500,000 | |
| | | | | | | | | 3% | 4% | 0% | |
| | | | 2% | People Engagement (Facebook) Total Engagement / Total Reach | N/A | N/A | N/A | 7.5% | 8% | 8% | |
| | | | Total Engagement | | | | | | | | |
| | | | Total Reach | | | | | | | | |
| | 2% | People Engagement (Twitter) Retweets + Mentions + Favorites | N/A | N/A | N/A | 40,000 | 70,000 | 70,000 | | | |
| | 2% | People Engagement (YouTube) Page Views | N/A | N/A | 10,353,287 | 10,500,00 | 11,000,000 | 11,000,000 | | | |
| SM 5 | Nationwide/Local Presence | 10% | Number of Regional News Centers Established | N/A | N/A | N/A | 0 | Five (5) regional centers [Baguio, Cebu, Davao, Cotabato, Naga] | Five (5) regional centers [Baguio, Cebu, Davao, Cotabato, Naga] | All or Nothing measure | |
| SO 2 To be a Source of Quality News and Information that Educates, Inspires and Empowers | | | | | | | | | | | |
| SM 6 | Creation of Competitive, Quality Programs with High Production Value at par with Industry Standards | 5% | Number of in-house programs submitted as entries to award-giving bodies | N/A | N/A | 19 | 38 (3rd quarter actual) | 45 | 45 program submissions with 10 nominations | | |
| SO 3 To be a Relevant and Progressive Media Partner | | | | | | | | | | | |
| SM 7 | Effective Vehicle of the State/Government in Communicating/ Disseminating Relevant News and Information | 7% | Length of airtime allotted in hours and minutes for broadcast of government activities (OP Activities and Press Briefings, Public Service/Information Dissemination, Senate/HOR Hearings, Disaster-related Information, etc.) | N/A | N/A | 356 hours, 39 minutes | 501 hours (3rd quarter actual) | 730 hours (Average of two hours per day) | 730 hours (Average of two hours per day) | | |
| SM 8 | Increased Partnership with the Government Sector | 5% | Number of clients from the government sector | N/A | N/A | 13 | 23 (3rd quarter actual) | 30 | 30 | | |
| SM 9 | Increased Partnership with the Private Sector | 4% | Number of partners and clients from the private sector | N/A | N/A | 42 | 37 (3rd quarter actual) | 60 | 60 | | |

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| | | | | | | | | | | | |
|--|---|--|---|---|-------------|--------------|--|---|---|---|---|
| VII | SM 10 | Customer Satisfaction | 1% | Customer Survey Satisfaction Index | N/A | N/A | N/A | N/A | Good | Satisfactory rating | Customer Satisfaction Survey to be conducted by 3rd Party by 2016 - Minimum Satisfactory rating |
| | SO 4 Revenue Growth and Financial Viability are Attained | | | | | | | | | | |
| FINANCIAL | SM 11 | Annual Revenue (in Million Pesos) | 12% | Total annual revenues | 124 | 137 | 133 | 250 | 200 | 250 | Subject for approval by the Commission |
| | | | | % change | | 9% | -3% | 47% | -25% | | |
| | SM 12 | Earnings Before Interests, Taxes, and Depreciation and Amortization (EBITDA) | 4% | Absolute Amount | -96,517,663 | -148,491,970 | -101,046,782 | -96,326,114 | -34,991,590 | -34,991,590 | |
| | | | | % change | | 35% | -47% | -5% | -175% | | |
| SO 5 Productivity/ Efficiency of Resources is Maximized | | | | | | | | | | | |
| SM 13 | Operating Expense Ratio | 4% | Operating Expenses over Total Revenue | 2.08 | 2.39 | 2.14 | 1.63 | 1.14 | 1.14 | | |
| | | | % change | | 13% | -12% | -31% | -43% | | | |
| SO 6 Update Key Management and Operational Guidelines, Systems, and Processes towards ISO Certification | | | | | | | | | | | |
| INTERNAL PROCESS | SM 14 | ISO Certification | 1% | Progress towards ISO Certification | N/A | N/A | N/A | PTV is ISO Certified on its core processes by end of 2015 | Installation and Implementation of ERP System | Installation and Implementation of ERP System | |
| SO 7 Reorganize the Network as Mandated by the New PTV Law (R.A. No. 10390) | | | | | | | | | | | |
| LEARNING AND GROWTH | SM 15 | Progress Toward the Reorganization of PTV | 10% | Milestones on implementation of the Network's reorganization initiative | N/A | N/A | PTV Reorganization Plan is submitted to GCG for approval | Approved Reorganization Plan is implemented | Payment of Retirees' Separation Benefits | Payment of Retirees' Separation Benefits | |
| | | | | | | | | | Appointment of Key Management and Core Personnel (Co-Terminus) of PTV | Appointment of Key Management and Core Personnel (Co-Terminus) of PTV | |
| | | | | | | | | | Placement of 25% of vacant positions | Placement of 25% of vacant positions | |
| SO 8 Establishment of an Effective and Competitive Workforce beyond Reorganization | | | | | | | | | | | |
| SM 16 | Competency Framework | 2% | Progress towards the Implementation and Assessment of an Effective and Appropriate Competency Framework | N/A | N/A | N/A | Submission of Board-Approved Competency Framework | Develop Competency Framework | Board-approved Competency Model | | |
| SM 17 | Strategic Performance Management System (SPMS) | 2% | Progress towards the Implementation and Adaptation of SPMS | N/A | N/A | N/A | N/A | Implementation of SPMS | Implementation of SPMS | | |
| TOTAL WEIGHT | | 100% | | | | | | | | | |

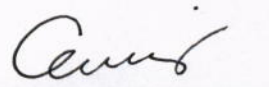
For GOVERNANCE COMMISSION FOR GOCCs:



RAINIER B. BUTALID

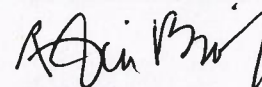
Commissioner

For PEOPLE'S TELEVISION NETWORK, INC.:




MARIA CRISTINA C. MARIANO

Chairperson



ALBERT D. BOCOBO

Network General Manager



MA. CINDY RACHELLE E. IGMAT

Director



VERONICA B. JIMENEZ

Vice Chairperson



JOSEMARIA E. CLARO

Director