

# 2018 PERFORMANCE SCORECARD (ANNEX B)

## PEOPLE'S TELEVISION NETWORK, INC. (PTNI)

Component					Baseline Data		Targets		
	Objective/Measure		Formula	Weight	Rating System <sup>a/</sup>	2015	2016	2017	2018
SOCIAL IMPACT	SO 1	Informed, Inspired and Empowered Filipino Citizenry							
	SM 1	Digital and New Media Presence							
		a. Page Visits Website	Actual Figures	5%	Actual/Target X Weight	-	58,914	688,000	1,800,000
		b. Facebook		5%		-	4,229,890	11,200,000	9,240,000
		c. Twitter		5%		-	84,701	180,500	128,700
		d. YouTube		5%		-	11,030,000	26,334,713	100,150,000
	Sub-total		20%						
AUDIENCE/ STAKEHOLDERS	SO 2	Be a Source of Quality News and Information that Educates, Inspires and Empowers							
	SM 2	Percentage of Satisfied Customers	Number of respondents which gave <i>at least</i> a Satisfactory rating / Total number of respondents	10%	(Actual / Target) x Weight  0% = If less than 80%	N/A	N/A	Development of Customers' Satisfaction Survey	90% <i>(Using the Standard Methodology and Questionnaire developed by GCG)</i>
	Sub-total		10%						
	INTERNAL PROESS	SO 3	Be a Relevant and Progressive Media Partner						
SM 3		Transmission Coverage Service Area							
		a. Number of Operational Transmittal Stations – Analog	Actual Number	10%	Actual/Target X Weight	-	22	22	18
		b. Number of Operational Transmittal Stations - Digital		6%		-	Six (6) Stations awaiting delivery of equipment	3	6

Component						Baseline Data		Targets	
	Objective/Measure		Formula	Weight	Rating System <sup>a/</sup>	2015	2016	2017	2018
	SM 4	Nationwide/ Local Presence	Actual Number	8%	Actual / Target x Weight	-	Construction of two centers were commenced	2	4
	SM 5	Created Competitive, Quality Programs with High Production Value at Par with Industry Standards	Actual Number	8%	Actual / Target x Weight a. 4% b. 4%	-	A. 51 program submissions B. 19 nominations	A. 45 Program Submissions B.15 Nominations	A. 50 Program Submissions B. 19 Nominations
	SM 6	Length of Airtime Allotted for Government Activities <sup>1</sup>	Actual Hours	8%	Actual / Target x Weight	-	730 hours	N/A	1,000 hours
	SO 4	Update Key Management and Operational Guidelines, Systems and Processes to Boost Productivity							
	SM 7	ISO Certification	Actual accomplishment	5%	All or Nothing	-	-	ISO-aligned Documentation of at least one (1) core process on QMS	ISO-aligned Documentation of at least one (1) core process on QMS
	Sub-total			45%					
	FINANCE	SO 5	Attain Revenue Growth and Financial Viability						
SM 8		Annual Revenue (in million pesos)	Sales Revenue + Other Income	10%	Actual / Target x Weight	168.85	164.09	258.25	259.92

<sup>1</sup> Office of the President activities and press briefings, public service/information dissemination, Senate/HOR hearings, Disaster-related information, among others.

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	SM 9	EBITDA (in Millions)	Net Income before Subsidy/Financial Assistance + Interest + Taxes + Depreciation + Amortization	10%	Actual / Target x Weight	(66.70)	(155.62)	(80.20)	(113.34)
	Sub-total			20%					
LEARNING & GROWTH	SO 6	Strengthen HRD to Maximize Performance and Professionalize the Workforce According to its KSA							
	SM 10	Percentage of Employees Meeting Required Competencies	Actual Accomplishment	5%	All or Nothing	-	-	Board-approved Competency Model	Board-approved Competency Model
	Sub-total			5%					
	TOTAL			100%					

a/ But not to exceed the weight assigned per indicator.