

2019 PERFORMANCE SCORECARD (ANNEX B)

PEOPLE'S TELEVISION NETWORK, INC.

| Component | | | | | Baseline Data | | Targets | |
|---------------------------|-------------------|--|--|-----------------------------|---|------------|---|------------------|
| | Objective/Measure | Formula | Weight | Rating System ^{a/} | 2016 | 2017 | 2018 | 2019 |
| SOCIAL IMPACT | SO 1 | Informed, Inspired and Empowered Filipino Citizenry | | | | | | |
| | SM 1 | Digital and New Media Presence | | | | | | |
| | | a. Page Visits (News Website) | Actual Figures | 5% | Actual/Target x Weight | 58,914 | 1,434,000 | 1,800,000 |
| | | b. Facebook Engagement | | 5% | | 4,229,890 | 13,995,708 | 9,240,000 |
| | | c. Twitter Engagement | | 5% | | 84,701 | 118,813 | 128,700 |
| | | d. YouTube Views | | 5% | | 11,030,000 | 50,266,642 | 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 | 5% | (Actual / Target) x Weight 0% = If less than 80% | N/A | No Customer Satisfaction Survey developed | 90%* 90%* |
| | Sub-total | | 5% | | | | | |
| INTERNAL PROCESS | SO 3 | Be a Relevant and Progressive Media Partner | | | | | | |
| | SM 3 | Transmission Coverage Service Area | | | | | | |
| | | a. Operational Transmittal Stations – Analog | Actual Number | 8% | Actual/Target x Weight | 22 | 16 | 18 |

^a Using the Standard Methodology and Questionnaire developed by GCG.

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|-----------|---|-----------------------|--------|--|---|--|---|---|
| | Objective/Measure | Formula | Weight | Rating System ^{a/} | 2016 | 2017 | 2018 | 2019 |
| | b. Operational Transmittal Stations – Digital | | 5% | | Six (6) Stations awaiting delivery of equipment | 3 | 6 | 3 |
| SM 4 | Operational Regional Centers | Cumulative Number | 6% | Actual / Target x Weight | Construction of two centers were commenced | 2 Regional Centers Fully Operational | 4 | 5 |
| SM 5 | 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.51 Program Submissions B.25 Nominations | A. 55 Program Submissions B. 19 Nominations | A. 55 Entries Submitted to Award-Giving Bodies B. 22 Nominations |
| SM 6 | Length of Airtime Allotted for Government Activities** | Actual Hours | 10% | Actual / Target x Weight | 541.16 hours | 573 hours | 1,000 hours | 1,100 hours |
| SO 4 | Update Key Management and Operational Guidelines, Systems and Processes to Boost Productivity | | | | | | | |
| SM 7 | ISO Certification | Actual accomplishment | 8% | All or Nothing | – | – | ISO-aligned Documentation of at least one (1) core process on QMS | ISO 9001:2015 Certification |
| Sub-total | | | 45% | | | | | |

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

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|-------------------|-------------------|---|---|-----------------------------|--------------------------|----------|----------|---------------------------------|---------------------------------|
| | Objective/Measure | Formula | Weight | Rating System ^{a/} | 2016 | 2017 | 2018 | 2019 | |
| FINANCE | SO 5 | Attain Revenue Growth and Financial Viability | | | | | | | |
| | SM 8 | Annual Revenue (in million pesos) | Sales Revenue + Other Income | 15% | Actual / Target x Weight | 164.09 | 238.30 | 259.92 | 336.33 |
| | SM 9 | EBITDA (in Millions) | Net Income before Subsidy/Financial Assistance + Interest + Taxes + Depreciation + Amortization | 10% | Actual / Target x Weight | (155.62) | (118.30) | (113.34) | (290.08) |
| | Sub-total | | 25% | | | | | | |
| | SO 6 | Strengthen HRD to Maximize Performance and Professionalize the Workforce According to its KSA | | | | | | | |
| LEARNING & GROWTH | 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.