

2021 PERFORMANCE SCORECARD

PEOPLE'S TELEVISION NETWORK, INC. (PTNI)

Component					Baseline Data		Targets		
	Objective/Measure	Formula	Weight	Rating System ^{a/}	2018	2019	2020	2021	
SOCIAL IMPACT	SO 1	Informed, Inspired and Empowered Filipino People							
	SM 1	Digital and New Media Presence							
		a. Page Visits							
		i. % increase of website pageviews	(Current year – prior year) / prior year	5%	Actual / Target	N/A	N/A	5%	5%
		b. Facebook Engagement							
		i. % Increase of Facebook followers	(Current year – prior year) / prior year	2.5%	Actual / Target	N/A	N/A	15%	15%
		ii. % Increase of Facebook engagement		2.5%		N/A	N/A	15%	15%
		c. Twitter Engagement							
		i. % Increase of Twitter followers	(Current year – prior year) / prior year	2.5%	Actual / Target	N/A	N/A	5%	5%
		ii. % Increase of Twitter impressions		2.5%		N/A	N/A	10%	10%
		d. YouTube Views							
		i. % Increase of YouTube subscribers	(Current year – prior year) / prior year	3%	Actual / Target	N/A	N/A	25%	25%
		ii. % Increase of YouTube impressions		1%		N/A	N/A	10%	10%
		iii. % Increase of YouTube watch time		1%		N/A	N/A	10%	10%
		Sub-total			20%				

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AUDIENCE/STAKEHOLDER	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		Actual / Target <i>0% = If less than 80%</i>	No Customer Satisfaction Survey developed	No Customer Satisfaction Survey	Using the Enhanced Standard Guideline on the Conduct of Customer Satisfaction Survey by the GCG	
		<i>a. Public Viewers</i>		2.5%				90%	90%
		<i>b. Partner Organizations</i>		2.5%				90%	90%
	Sub-total			5%					
INTERNAL PROESS	SO 3	Be a Relevant and Progressive Media Partner							
	SM 3	Transmission Coverage Service Area							
		a. Operational Transmittal Stations – Analog	Actual Number	10%	Actual / Target	16	15	16	17
		b. Operational Transmittal Stations – Digital		6%		3	4	7	7
	SM 4	Operational Regional Centers	Cumulative Number	5%	Actual / Target	2	3	3	3
SM 5	Competitive, Quality Programs with High Production Value at Par with Industry Standards	Actual Number	4%	Actual / Target	A. 60 Program Submissions	A. 87 Program Submissions	A. 60 Entries Submitted to Award-Giving Bodies	A. 60 Entries Submitted to Award-Giving Bodies	

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			Actual Number	4%	Actual / Target	B. 30 Nominations	B. 26 Nominations	B. 25 Nominations	B. 8 Nominations
	SM 6	Length of Airtime Allotted for Government Activities**	Actual Hours	8%	Actual / Target	1,240 Hours	1,788 Hours	1,200 Hours	1,300 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	No accomplishment	No accomplishment	ISO 9001:2015 Certification	ISO 9001:2015 Certification
	Sub-total			42%					
FINANCE	SO 5	Maintain Economic Viability							
	SM 8	Annual Revenue (in million pesos)	Sales Revenue + Other Income	15%	Actual / Target	198.93	213.94	211.848	200.34
	SM 9	EBITDA (in Millions)	Net Income before Subsidy/ Financial Assistance + Interest + Income Taxes + Depreciation + Amortization	10%	Actual / Target	(89.25)	(132.54)	(115.58)	(211.01)
	Sub-total			25%					

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

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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	No Board-approved Competency Model	No Board-approved Competency Model	Board-approved Competency Model	Board-approved Competency Model
	SM 11	Development of a Reorganization Plan (RP)	Actual Accomplishment	3%	Actual / Target	N/A	N/A	N/A	Submission of Proposed Reorganization Plan (RP) to GCG
	Sub-total			8%					
	TOTAL			100%					