

PEOPLE'S TELEVISION NETWORK, INC. (PTNI)

Component					Baseline Data		Targets		
	Objective/Measure	Formula	Weight	Rating System ^{a/}	2019	2020	2021	2022	
SOCIAL IMPACT	SO 1	Informed, Inspired and Empowered Filipino People							
	SM 1	Digital and New Media Presence							
		a. Page Website Visits							
		i. % Increase of website pageviews	(Current year – prior year) / prior year	5%	Actual / Target	N/A	(2.13%) Decrease (4,018,678)	5%	20%
		b. Facebook							
		i. % Increase of Facebook followers	(Current year – prior year) / prior year	2.5%	Actual / Target	N/A	53.82% Increase (3,969,803)	15%	10%
		ii. % Increase of Facebook engagement		2.5%		N/A	157.46% Increase (281,363,703)	15%	10%
		c. Twitter							
		i. % Increase of Twitter followers	(Current year – prior year) / prior year	2.5%	Actual / Target	N/A	19.65% Increase (160,404)	5%	20%
		ii. % Increase of Twitter impressions		2.5%		N/A	50.84% Increase (61.09 M)	10%	20%
		d. YouTube							
		i. % Increase of YouTube subscribers	(Current year – prior year) / prior year	3%	Actual / Target	N/A	48.45% Increase (913,358)	25%	25%
		ii. % Increase of YouTube impressions		1%		N/A	(4.77%) Decrease (825.30 M)	10%	25%
		iii. % Increase of YouTube watch time		1%		N/A	(13.11%) Decrease (2,808,932)	10%	25%
		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 0% = If less than 80%	Using the Enhanced Standard Guideline on the Conduct of Customer Satisfaction Survey by the GCG		
		a. Public Viewers		2.5%		80.00%	90%	90%
		b. Partner Organizations		2.5%		90.00%	90%	90%
	Sub-total		5%					
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	15	15	17
		b. Number of Operational Transmittal Stations – Digital		9%		4	4	7
	SM 4	Operational Regional Centers	Cumulative Number	3%	Actual / Target	3	3	3
	SM 5	Competitive, Quality Programs with High Production Value at Par with Industry Standards	Actual Number	4%	Actual / Target	A. 87 Program Submissions	A. 27 Entries Submitted to Award-Giving Bodies	A. 60 Entries Submitted to Award-Giving Bodies
			Actual Number	4%	Actual / Target	B. 26 Nominations	B. 19 Nominations	B. 8 Nominations

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	SM 6	Length of Airtime Allotted for Government Activities**	Actual Hours	8%	Actual / Target	1,788 Hours	2,393 Hours	1,300 Hours	1,795 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			43%					
	SO 5	Maintain Economic Viability							
	SM 8	Annual Revenue (in Million pesos)	Sales Revenue + Other Income	10%	Actual / Target	213.94	170.61	200.34	278.65
	SM 9	EBITDA (in Million pesos)	Net Income before Subsidy/Financial Assistance + Interest + Income Taxes + Depreciation + Amortization	10%	Actual / Target	(132.54)	(165.98)	(211.01)	(104.49)
FINANCE	SM 10	Budget Utilization Rate							
		a. GAA Subsidies – amounts obligated	Amount Obligated / Total GAA Subsidy	1.5%	Actual / Target	N/A	N/A	N/A	90%
		b. GAA Subsidies – amounts disbursed	Amount Disbursed / Total Obligated	1.5%	Actual / Target	N/A	N/A	N/A	90%

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

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		c. Corporate Funds – CO & MOOE	Amount Disbursed / Total COB	2%	Actual / Target	N/A	N/A	N/A	90%
	Sub-total			25%					
LEARNING & GROWTH	SO 6	Strengthen HRD to Maximize Performance and Professionalize the Workforce According to its KSA							
	SM 11	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 12	Development of a Reorganization Plan (RP)	Actual Accomplishment	2%	All or Nothing	N/A	N/A	Submission of Proposed RP to GCG	Submission of Proposed RP to GCG
	Sub-total			7%					
	TOTAL			100%					

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