



PEOPLE'S TELEVISION NETWORK INC. (PTNI)
INTERIM PERFORMANCE SCORECARD FOR CY 2013 to 2016



A. MFO #1: TELEVISION NETWORK OPERATIONS SERVICES (70%)

PERFORMANCE MEASURES			BASELINE DATA					TARGET		
DESCRIPTION/ INDICATORS/ FORMULA	WEIGHT	DATA SOURCE/PROVIDER	2011	2012	2013	2014	2015	2016		
1 Quality Audience Share (% Rating) <u>Formula:</u> PTV's Average Viewers Daily ÷ Average TV Viewers Daily (Total Philippines) <u>Reference:</u> Average TV Viewers Daily (Total Philippines): 72.5 Million as of 2010, projected increase 2% per year PH Population (2010 Census): 92.3 Million as of 2010	50%	Kantar Data (Free TV & Cable); Marketing and Sales	1% 752,875 Average Viewers per Day (CY-2010) .3% 217,680 Average Viewers per Day	1.5% 1,110,000 Average Viewers per Day	2% 1,500,000 Average Viewers per Day	3% 2,295,000 Average Viewers per Day	5% 3,900,000 Average Viewers per Day	7% 5,571,370 Average Viewers per Day		
2 Quantity Transmission Coverage (% Signal Reach) <u>Formula:</u> # of PH TV Owners (Individuals) Reached by PTV Signal ÷ Total PH TV Owners (Individuals) <u>Reference:</u> Average TV Viewers Daily	20%	Modernization Plan/Program; TV Network Engineering; Regional Operations	17% (Analog) 14,064,901.55 (individuals)	22.6% (Analog) 18,698,045 (Individuals)	29% (Analog) 23,993,067 (Individuals)	39% (Analog) 32,928,416 (Individuals)	47% (Digital) 39,547,193 (Individuals)	80% (Digital) 47,820,665 (Individuals)	Additional: 8%	Additional: 33%

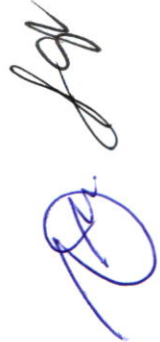
Handwritten signature and initials

PEOPLE'S TELEVISION NETWORK INC. (PTNI)
INTERIM PERFORMANCE SCORECARD FOR CY 2013 to 2016

A. MFO #1: TELEVISION NETWORK OPERATIONS SERVICES (70%)

PERFORMANCE MEASURES		WEIGHT	DATA SOURCE/PROVIDER	BASELINE DATA				TARGET		
				2011	2012	2013	2014	2015	2016	
1	Quality Audience Share (% Rating) <u>Formula:</u> PTV's Average Viewers Daily ÷ Average TV Viewers Daily (Total Philippines) <u>Reference:</u> Average TV Viewers Daily (Total Philippines): 72.5 Million as of 2010, projected increase 2% per year PH Population (2010 Census): 92.3 Million as of 2010	50%	Kantar Data (Free TV & Cable); Marketing and Sales	1% 752,875 Average Viewers per Day (CY-2010) .3% 217,680 Average Viewers per Day	1.5% 1,110,000 Average Viewers per Day	2% 1,500,000 Average Viewers per Day	3% 2,295,000 Average Viewers per Day	5% 3,900,000 Average Viewers per Day	7% 5,571,370 Average Viewers per Day	
2	Quantity Transmission Coverage (% Signal Reach) <u>Formula:</u> # of PH TV Owners (Individuals) Reached by PTV Signal ÷ Total PH TV Owners (Individuals) <u>Reference:</u> Average TV Viewers Daily	20%	Modernization Plan/Program; TV Network Engineering; Regional Operations	17% (Analog) 14,064,901.55 (individuals)	22.6% (Analog) 18,698,045 (Individuals)	29% (Analog) 23,993,067 (Individuals)	39% (Analog) 32,928,416 (Individuals)	47% (Digital) 39,547,193 (Individuals)	80% (Digital) 47,820,665 (Individuals)	Additional: 5.6% Additional: 6.4% Additional: 10% Additional: 8% Additional: 33%

								4,633,143 individuals	5,295,022 individuals	6,618,777 individuals	4,633,143 individuals	8,273,472 individuals
3	Quantity	(Total Philippines): 72.5 Million as of 2010, projected increase 2% per year PH Population (2010 Census): 92.3 Million as of 2010	0%	Production/Content Units (News, Public Affairs and ECS Department); Programming Office, OGM				34% [6.46/19 Hours]	50% [7.60/19 Hours]	60% [9.50/19 Hours]	70% [13.3/19 Hours]	70% [13.3/19 Hours]
		PTV Brand and Program Development towards Public Broadcasting Service						24% (Educational Cultural & Sports Programs)	25% (Educational Cultural & Sports Programs)	25% (Educational Cultural & Sports Programs)	30% (Educational Cultural & Sports Programs)	30% (Educational Cultural & Sports Programs)
		70% content on News and Public Affairs (Vis-à-vis total programming hours: 19 Hours per day)						[4.56/19 Hours]	[4.75/19 Hours]	[4.75/19 Hours]	[5.76/19 Hours]	[5.7/19 Hours]
		30% content on News and Public Affairs (Vis-à-vis total programming hours: 19 Hours per day)						42% (TV Shopping, Religious Programs & Fillers)	25% (TV Shopping, Religious Programs & Fillers)	42% (TV Shopping, Religious Programs & Fillers)		
		Formula: Average # of Broadcast Hours per Type of Program per Day ÷ Total Broadcast Hours per Day (19 Hours)						[7.98/19 Hours]	[4.75/19 Hours]	[2.85/19 Hours]		



B. MFO#2: MARKETING AND SALES SERVICES (20%)

PERFORMANCE MEASURES			BASELINE DATA		TARGETS			
DESCRIPTION/ INDICATORS/ FORMULA	WEIGHT	DATA SOURCE/PROVIDER	BASELINE DATA		TARGETS			
			2011	2012	2013	2014	2015	2016
4 Financial Improved Cash Revenue from Operations For 2013: P144 M and above = 20%; Below P144 M but above P124M = $\frac{(\text{Actual} - \text{Previous Yr})}{20\%}$ * (Target - Previous Yr) P 124M and below = 0% For 2014: P237 M and above = 20%; Below P237 M but above P144M = $\frac{(\text{Actual} - \text{Previous Yr})}{20\%}$ * (Target - Previous Yr) P144M and below = 0% NB: PTNI is updating mandatory obligations with other agencies (i.e. GSIS, PhilHealth, PAGIBIG, BIR, etc.)	20%	Financial Statement (FS); Finance; Marketing & Sales		P124M (P10.33M Average Cash Revenue Monthly)	P144M (P12M Average Cash Revenue Monthly)	P 237M (P19.75M Average Cash Revenue Monthly)	P 544M (P45.33M Average Cash Revenue Monthly)	P 765M (P63.75M Average Cash Revenue Monthly)

Handwritten signature and initials

C. MFO#3: NEW MEDIA SERVICES / SOCIAL SERVICES (10%)

PERFORMANCE MEASURES			BASELINE DATA		TARGETS			
DESCRIPTION/ INDICATORS/ FORMULA	WEIGHT	DATA SOURCE/PROVIDER	2011	2012	2013	2014	2015	2016
5 Quantity Social Media Audience Reach Total reach in various websites and social media sites of PTNI (based on New Media Analytics for Youtube, Facebook, Twitter and PTNI Official Site)	5%	New Media Analytics New Media Division	-	500,000 Individuals	600,000 Individuals Additional 20% from previous year	900,000 Individuals Additional 50% from previous year	1,400,000 Individuals Additional 55% from previous year	2,800,000 Individuals Additional 100% from previous year
6 Quantity Number of relevant materials or content uploaded on the web (Articles, videos and social media posts)	5%	CMS Dashboard; You Tube Analytics; New Media Division	-	50,000 Items uploaded	55,000 Items uploaded Additional 10% from previous year	64,000 Items uploaded Additional 16% from previous year	76,000 Items uploaded Additional 19% from previous year	95,000 Items uploaded Additional 25% from previous year

D. GENERAL ADMINISTRATION AND SUPPORT SERVICES (0%)

PERFORMANCE MEASURES			BASELINE DATA		TARGETS			
DESCRIPTION/INDICATORS/FORMULA	WEIGHT	DATA SOURCE/PROVIDER	2011	2012	2013	2014	2015	2016
7 Quality Efficient and Productive Utilization of Resources (Ratio of per capita cash revenue vis-à-vis per capita cost) <u>Formula:</u> $\frac{\text{Per Capita Cash Revenue}}{\text{Per Capita Cost}}$	0%	Corporate Services (Finance, Admin and HR)	-	0.49 (255,556 / 518,064) 498 Personnel	0.40 (270,909 / 679,590) 545 Personnel	0.50 (425,175 / 842,171) 570 Personnel	0.90 (859,400 / 949,648) 640 Personnel	1.02 (1,102,121 / 1,083,298) 700 Personnel
8 Financial Financial Viability (Improvement of financial condition from negative to positive cash-flow from operations) <u>Formula:</u> $\frac{\text{Annual Cash Revenue from Operations} - \text{Annual Operating Expenses}}{\text{Annual Operating Expenses}}$	0%	Financial Statement (FS); Finance	-	(P130,728,691)	(P222,731,612)	(P237,687,603)	(P57,758,315)	P13,176,467

Attested By:



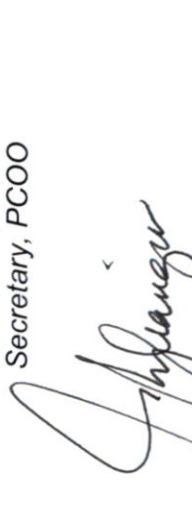
HON. RAINIER B. BUTALID
Commissioner, GCG



HON. CLEO B. DONGGA-AS
General Manager, PTNI



HON. HERMINIO B. COLOMA JR.
Chairman, PTNI
Secretary, PCOO



HON. GEORGE T. SYLIANGCO
Undersecretary for Operations, PCOO

11 September 2013