

PEOPLE'S TELEVISION NETWORK, INC.

Component					Baseline Data		Targets		
	Objective/Measure	Formula	Weight	Rating System ^{a/}	2017	2018	2019	2020	
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	N/A	5%
		b. Facebook Engagement							
		i. % increase of Facebook followers	(Current year – prior year) / prior year	2.5%	Actual / Target	N/A	N/A	N/A	15%
		ii. % increase of Facebook engagement		2.5%		N/A	N/A	N/A	15%
		c. Twitter Engagement							
		i. % increase of Twitter followers	(Current year – prior year) / prior year	2.5%	Actual / Target	N/A	N/A	N/A	5%
		ii. % increase of Twitter impressions		2.5%		N/A	N/A	N/A	10%
		d. YouTube Views							
		i. % increase of YouTube subscribers	(Current year – prior year) / prior year	3%	Actual / Target	N/A	N/A	N/A	25%
		ii. % increase of YouTube impressions		1%		N/A	N/A	N/A	10%
		iii. % increase of YouTube watch time		1%		N/A	N/A	N/A	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	10%	Actual / Target <i>0% = If less than 80%</i>	No Customer Satisfaction Survey developed	No Customer Satisfaction Survey	90% ⁱ	90% ⁱⁱ
	Sub-total			10%					
INTERNAL PROESS	SO 3	Be a Relevant and Progressive Media Partner							
		Transmission Coverage Service Area							
	SM 3	a. Operational Transmittal Stations – Analog	Actual Number	10%	Actual / Target	16	16	18	16
		b. Operational Transmittal Stations –Digital		6%					
					3	3	3	7	
	SM 4	Operational Regional Centers	Cumulative Number	8%	Actual / Target	2	2	5	3

ⁱ Using the Standard Methodology and Questionnaire developed by GCG.

ⁱⁱ Using the Enhanced Standard Guideline on the Conduct of Customer Satisfaction Survey by the GCG.

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	SM 5	Competitive, Quality Programs with High Production Value at Par with Industry Standards	Actual Number	8%	Actual / Target a. 4% b. 4%	A.51 Program Submissions B.25 Nominations	A. 60 Program Submissions B. 30 Nominations	A. 55 Entries Submitted to Award-Giving Bodies B. 22 Nominations	A. 60 Entries Submitted to Award-Giving Bodies B. 25 Nominations
	SM 6	Length of Airtime Allotted for Government Activities**	Actual Hours	8%	Actual / Target	573 Hours	1,240 Hours	1,100 Hours	1,200 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	ISO 9001:2015 Certification	ISO 9001:2015 Certification
	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	238.30	198.93	336.33	211.848

**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	(118.30)	(89.25)	(290.08)	(115.58)
	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	–	No Board-approved Competency Model	Board-approved Competency Model	Board-approved Competency Model
	Sub-total			5%					
	TOTAL			100%					

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