

**PEOPLE'S TELEVISION NETWORK, INC.**  
**Validated 2020 Performance Scorecard**

Component					PTNI Submission		GCG Evaluation		Supporting Documents	Remarks		
Objective/ Measure	Formula	Weight	Rating Scale <sup>a/</sup>	Target	Actual	Rating	Score	Rating				
SOCIAL IMPACT	SO 1	Informed, Inspired and Empowered Filipino People										
	SM 1	Digital and New Media Presence										
		a. Page Visits								- New Media 2019 Analytics  - PTNI Annual Report 2020  - Published 2020 Annual Report in PTNI website  - 2020 Data Analytics Report by Digital Media & Interactive Service (DMIS) Unit  - Certification on the 2020 Data Analytics Report  - Justification by DMIS Unit		
		i. % increase of website pageviews	(Current year – prior year) / prior year	5%	Actual / Target	5%	4,018,676	–	(2.13%) Decrease		0.00%	2020 4,018,678 2019 4,106,193 (Dec.) (87,515) % (2.13%)
		b. Facebook Engagement										
		i. % increase of Facebook followers	(Current year – prior year) / prior year	2.5%	Actual / Target	15%	3,969,803	–	53.82% Increase		2.50%	2020 3,969,803 2019 2,580,856 Inc. 1,388,947 % 53.82%
		ii. % increase of Facebook engagement		2.5%		15%	159,015,344	–	157.46% Increase	2.50%	2020 281,363,703 2019 109,285,478 Inc. 172,078,225 % 157.46%	
		c. Twitter Engagement										
		i. % increase of Twitter followers	(Current year – prior year) / prior year	2.5%	Actual / Target	5%	160,404	–	19.65% Increase	2.50%	2020 160,404 2019 134,061 Inc. 26,343 % 19.65%	



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	ii. % increase of Twitter impressions		2.5%		10%	60,232,413	–	50.84% Increase	2.50%		<table><tr><td>2020</td><td>61.09 M</td></tr><tr><td>2019</td><td>40.50 M</td></tr><tr><td>Inc.</td><td>20.59 M</td></tr><tr><td>%</td><td>50.84%</td></tr></table>	2020	61.09 M	2019	40.50 M	Inc.	20.59 M	%	50.84%
	2020	61.09 M																	
	2019	40.50 M																	
	Inc.	20.59 M																	
	%	50.84%																	
	d. YouTube Views																		
	i. % increase of YouTube subscribers	(Current year – prior year) / prior year	3%	Actual / Target	25%	913,358	–	48.45% Increase	3.00%		<table><tr><td>2020</td><td>913,358</td></tr><tr><td>2019</td><td>615,259</td></tr><tr><td>Inc.</td><td>298,099</td></tr><tr><td>%</td><td>48.45%</td></tr></table>	2020	913,358	2019	615,259	Inc.	298,099	%	48.45%
	2020		913,358																
	2019		615,259																
	Inc.		298,099																
%	48.45%																		
ii. % increase of YouTube impressions	1%	10%	823,310,955	–	(4.77%) Decrease	0.00%	<table><tr><td>2020</td><td>825,301,132</td></tr><tr><td>2019</td><td>866,621,803</td></tr><tr><td>(Dec.)</td><td>(41,320,671)</td></tr><tr><td>%</td><td>(4.77%)</td></tr></table>	2020	825,301,132	2019	866,621,803	(Dec.)	(41,320,671)	%	(4.77%)				
2020	825,301,132																		
2019	866,621,803																		
(Dec.)	(41,320,671)																		
%	(4.77%)																		
iii. % increase of YouTube watch time	1%	10%	3,093,536	–	(13.11%) Decrease	0.00%	<table><tr><td>2020</td><td>2,808,932</td></tr><tr><td>2019</td><td>3,232,869</td></tr><tr><td>(Dec.)</td><td>(423,937)</td></tr><tr><td>%</td><td>(13.11%)</td></tr></table>	2020	2,808,932	2019	3,232,869	(Dec.)	(423,937)	%	(13.11%)				
2020	2,808,932																		
2019	3,232,869																		
(Dec.)	(423,937)																		
%	(13.11%)																		
Sub-total		20%				–		13.00%											
SO 2	Be a Source of Quality News and Information that Educates, Inspires and Empowers																		



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AUDIENCE / STAKEHOLDERS	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  0% = If less than 70%	90% <i>(Using the Enhanced Standard Guideline on the Conduct of Customer Satisfaction Survey by the GCG)</i>	80.30%	—	80.30%	8.92%	- 2020 CSS Report for PTV (Nielsen Analysis) - Data Tables for Viewers and Partner Organizations - Raw Data (Open and Close Ended) - Survey Instrument for Viewers and Partner Orgs. - Clarification on Partner Orgs. by Nielsen Media - Backchecking Status Report - Clarification on 2020 CSS Report	<table><tr><th>Rating</th><th>% of Satisfied Customers</th></tr><tr><td>Very Satisfactory</td><td>24.24%</td></tr><tr><td>Satisfactory</td><td>56.06%</td></tr><tr><td>Neutral</td><td>17.58%</td></tr><tr><td>Dissatisfied</td><td>1.21%</td></tr><tr><td>Very Dissatisfied</td><td>0.91%</td></tr><tr><td>Total</td><td>100.00%</td></tr></table>	Rating	% of Satisfied Customers	Very Satisfactory	24.24%	Satisfactory	56.06%	Neutral	17.58%	Dissatisfied	1.21%	Very Dissatisfied	0.91%	Total	100.00%
	Rating	% of Satisfied Customers																								
	Very Satisfactory	24.24%																								
	Satisfactory	56.06%																								
	Neutral	17.58%																								
	Dissatisfied	1.21%																								
	Very Dissatisfied	0.91%																								
	Total	100.00%																								
		Sub-total	10%				—		8.92%																	
INTERNAL PROCESS	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	15	—	15	9.38%	- Certification issued by the Provincial Network Division	PTNI operational Analog Stations in 2020: 1. PTV-8 Cordillera 2. PTV-4 Palawan 3. PTV-4 Naga 4. PTV-4 Manila 5. PTV-2 Guimaras 6. PTV-11 Cebu 7. PTV-10 Dumaguete 8. PTV-12 Calbayog 9. PTV-8 Tacloban 10. PTV-11 Sibugay 11. PTV-48 Davao del Norte 12. PTV-11 Davao 13. PTV-8 Agusan del Sur 14. PTV-7 Zamboanga 15. PTV-8 Cotabato														



**PTNI Validated 2020 Performance Scorecard**[illegible]



## FINANCE



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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	Board-approved Competency Model	Submitted the GM-approved Competency Based HRM System Plan to the Civil Service Commission (CSC) – awaiting CSC comments/ approval as basis to begin the hiring of the expert for the Competency Model	–	No Board-approved Competency Model	0.00%	- Memorandum from Admin. Division re: Competency Based Human Resource System Plan - Memo from Admin Division Certification, dated 02 Sep 2021	Similar with SM 7, the target was not achieved as this measure will be affected by PTNI's on-going RP preparations since the positions in PTNI will mostly change once the RP will be completed/approved.
		Sub-total		5%				–		0.00%		
		TOTAL		100%				–		69.26%		

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

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