



COMPONENT						PTNI Submission		GCG Validated		Supporting Documents	Remarks										
	Objective/Measure	Formula	Wt.	Rating System	Target	Actual	Rating	Score	Rating												
SOCAL IMPACT	c. Twitter																				
	i. % increase in Twitter followers	(Current year - prior year) / prior year	2%	Actual / Target	20%	241,446 Twitter followers (cumulative) (8,457 new followers earned)	0.42%	3.65%	0.36%	X (formerly known as Twitter) Insights Page Screenshots	<table><tr><th>Year</th><th>Followers</th></tr><tr><td>2022</td><td>231,748</td></tr><tr><td>2023</td><td>240,205</td></tr><tr><td>Inc/ (Dec)</td><td>8,457</td></tr><tr><td>% Inc</td><td>3.65%</td></tr></table>	Year	Followers	2022	231,748	2023	240,205	Inc/ (Dec)	8,457	% Inc	3.65%
	Year		Followers																		
	2022	231,748																			
	2023	240,205																			
	Inc/ (Dec)	8,457																			
% Inc	3.65%																				
ii. % increase in Twitter impressions		2%		20%	26,120,000 Twitter impressions	0.00%	(27.65%)	0.00%	X (formerly known as Twitter) Insights Page Screenshots	<table><tr><th>Year</th><th>Impressions</th></tr><tr><td>2022</td><td>36,101,000</td></tr><tr><td>2023</td><td>26,120,000</td></tr><tr><td>Inc/ (Dec)</td><td>(9,981,000)</td></tr><tr><td>% Inc</td><td>(27.65%)</td></tr></table>	Year	Impressions	2022	36,101,000	2023	26,120,000	Inc/ (Dec)	(9,981,000)	% Inc	(27.65%)	
Year	Impressions																				
2022	36,101,000																				
2023	26,120,000																				
Inc/ (Dec)	(9,981,000)																				
% Inc	(27.65%)																				
d. YouTube																					
i. % increase in YouTube followers	(Current year - prior year) / prior year	2%	Actual / Target	25%	1,861,084 YT subscribers (cumulative) (222,863 new subscribers earned)	1.09%	13.60%	1.09%	PTV's YouTube Analytics Page Screenshots	<table><tr><th>Year</th><th>Followers</th></tr><tr><td>2022</td><td>1,638,221</td></tr><tr><td>2023</td><td>1,861,084</td></tr><tr><td>Inc/ (Dec)</td><td>222,863</td></tr><tr><td>% Inc</td><td>13.60%</td></tr></table>	Year	Followers	2022	1,638,221	2023	1,861,084	Inc/ (Dec)	222,863	% Inc	13.60%	
Year		Followers																			
2022	1,638,221																				
2023	1,861,084																				
Inc/ (Dec)	222,863																				
% Inc	13.60%																				
ii. % increase in YouTube impressions		2%		25%	1,043,063,301 YT impressions	1.68%	20.99%	1.68%	PTV's YouTube Analytics Page Screenshots	<table><tr><th>Year</th><th>Impressions</th></tr><tr><td>2022</td><td>862,097,349</td></tr><tr><td>2023</td><td>1,043,063,301</td></tr><tr><td>Inc/ (Dec)</td><td>180,965,952</td></tr><tr><td>% Inc</td><td>20.99%</td></tr></table>	Year	Impressions	2022	862,097,349	2023	1,043,063,301	Inc/ (Dec)	180,965,952	% Inc	20.99%	
Year	Impressions																				
2022	862,097,349																				
2023	1,043,063,301																				
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	Objective/Measure	Formula	Wt.	Rating System	Target	Actual	Rating	Score	Rating												
SOCAL IMPACT	iii. % increase in YouTube watch time		2%		25%	4,784,407.90 YT watch time hours	0.00%	(10.11%)	0.00%	PTV's YouTube Analytics Page Screenshots	<table><tr><th>Year</th><th>Watch Time</th></tr><tr><td>2022</td><td>5,322,503.10</td></tr><tr><td>2023</td><td>4,784,407.90</td></tr><tr><td>Inc/ (Dec)</td><td>(538,095.20)</td></tr><tr><td>% Inc</td><td>(10.11%)</td></tr></table>	Year	Watch Time	2022	5,322,503.10	2023	4,784,407.90	Inc/ (Dec)	(538,095.20)	% Inc	(10.11%)
	Year	Watch Time																			
	2022	5,322,503.10																			
	2023	4,784,407.90																			
	Inc/ (Dec)	(538,095.20)																			
% Inc	(10.11%)																				
e. TikTok																					
	i. % increase in TikTok followers	(Yearend Total - Baseline Total) / Baseline Total  Baseline: 14,842 followers (as of 21 January 2023)	2%	Actual / Target	130%	145,400 TikTok followers (cumulative)	2.00%	881.49%	2.00%	TikTok Insights Page Screenshots	<table><tr><th>Year</th><th>Followers</th></tr><tr><td>2022</td><td>14,862</td></tr><tr><td>2023</td><td>145,673</td></tr><tr><td>Inc/ (Dec)</td><td>130,811</td></tr><tr><td>% Inc</td><td>881.49%</td></tr></table>	Year	Followers	2022	14,862	2023	145,673	Inc/ (Dec)	130,811	% Inc	881.49%
Year	Followers																				
2022	14,862																				
2023	145,673																				
Inc/ (Dec)	130,811																				
% Inc	881.49%																				
	ii. % increase in TikTok engagement	(Yearend Total - Baseline Total) / Baseline Total  Baseline: 190,434 engagements (i.e. likes) (as of 21 January 2023)	2%	Actual / Target	130%	106,164,381 TikTok engagement	2.00%	42,048.14 %	2.00%	TikTok Insights Page Screenshots	<table><tr><th>Year</th><th>Engagement</th></tr><tr><td>2022</td><td>190,434</td></tr><tr><td>2023</td><td>106,164,381</td></tr><tr><td>Inc/ (Dec)</td><td>105,973,947</td></tr><tr><td>% Inc</td><td>42,048.14%</td></tr></table>	Year	Engagement	2022	190,434	2023	106,164,381	Inc/ (Dec)	105,973,947	% Inc	42,048.14%
Year	Engagement																				
2022	190,434																				
2023	106,164,381																				
Inc/ (Dec)	105,973,947																				
% Inc	42,048.14%																				
	Sub-total		22%				10.69%		11.11%												



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	Objective/Measure		Formula	Wt.	Rating System	Target	Actual	Rating	Score			Rating																
AUDIENCE / STAKEHOLDERS	SO 2	Be a Source of Quality News and Public Information																										
	SM 2	Percentage of Satisfied Customers	Number of Respondents who gave at least a Satisfactory Rating / Total Number of Respondents	5%	Actual / Target If less than 80% = 0%	90%	82%	4.56%	82%	4.56%	ARTA CSM Report	ARTA Report transmitted to GCG on 07 June 2024																
		Sub-total		5%				4.56%		4.56%																		
INTERNAL PROCESS	SO 3	Improve Key Management and Operational Systems and Processes																										
		Transmission Coverage Service Area																										
	SM 3	a. Number of Operational Analog Stations	Actual Number	5%	Actual / Target	20	16 operational analog stations (11 on-air and 5 temporarily off-air)	4.00%	16	4.00%	Certification of Operational Status	<table><tr><th>Operational Analog Transmitting Stations</th></tr><tr><td>PTV-8 Cordillera</td></tr><tr><td>PTV-4 Palawan</td></tr><tr><td>PTV-4 Naga</td></tr><tr><td>PTV-4 Manila</td></tr><tr><td>PTV-2 Guimaras</td></tr><tr><td>PTV-1 Cebu</td></tr><tr><td>PTV-10 Dumaguete</td></tr><tr><td>PTV-12 Calbayog</td></tr><tr><td>PTV-8 Tacloban</td></tr><tr><td>PTV-11 Sibugay</td></tr><tr><td>PTV-48 Davao del Norte</td></tr><tr><td>PTV-11 Davao City</td></tr><tr><td>PTV-8 Agusan del Sur</td></tr><tr><td>PTV-7 Zamboanga</td></tr><tr><td>PTV-8 Cotabato</td></tr><tr><td>PTV-11 Pagadian</td></tr></table>	Operational Analog Transmitting Stations	PTV-8 Cordillera	PTV-4 Palawan	PTV-4 Naga	PTV-4 Manila	PTV-2 Guimaras	PTV-1 Cebu	PTV-10 Dumaguete	PTV-12 Calbayog	PTV-8 Tacloban	PTV-11 Sibugay	PTV-48 Davao del Norte	PTV-11 Davao City	PTV-8 Agusan del Sur	PTV-7 Zamboanga	PTV-8 Cotabato
Operational Analog Transmitting Stations																												
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Component						PTNI Submission		GCG Validated		Supporting Documents	Remarks								
	Objective/Measure		Formula	Wt.	Rating System	Target	Actual	Rating	Score			Rating							
INTERNAL PROCESS		b. Number of Operational Digital Stations	Cumulative Number	5%	Actual / Target	10	6 operational digital stations (2 on-air and 4 temporarily off-air)	3.00%	6	3.00%	Certification of Operational Status	<table><tr><th>Operational Digital Transmitting Stations</th></tr><tr><td>PTV-14 Manila</td></tr><tr><td>PTV-46 Naga</td></tr><tr><td>PTV-42 Cebu</td></tr><tr><td>PTV-45 Davao</td></tr><tr><td>PTV-42 Cordillera</td></tr><tr><td>PTV-23 Guimaras</td></tr></table>	Operational Digital Transmitting Stations	PTV-14 Manila	PTV-46 Naga	PTV-42 Cebu	PTV-45 Davao	PTV-42 Cordillera	PTV-23 Guimaras
	Operational Digital Transmitting Stations																		
	PTV-14 Manila																		
PTV-46 Naga																			
PTV-42 Cebu																			
PTV-45 Davao																			
PTV-42 Cordillera																			
PTV-23 Guimaras																			
		c. Number of Operational Regional News Centers Nationwide	Actual Number	3%	Actual / Target	3	3	3.00%	3	3.00%	Certification of Operational Status	<table><tr><th>Regional News Centers</th></tr><tr><td>PTV Manila</td></tr><tr><td>PTV Cordillera</td></tr><tr><td>PTV Davao</td></tr></table>	Regional News Centers	PTV Manila	PTV Cordillera	PTV Davao			
Regional News Centers																			
PTV Manila																			
PTV Cordillera																			
PTV Davao																			
SM 4	ISO Certification		Actual Accomplishment	5%	All or Nothing	ISO 9001:2015 Certification	None	0.00%	None	0.00%		No activities for this measure							



COMPONENT						PTNI Submission		GCG Validated		Supporting Documents	Remarks										
	Objective/Measure	Formula	Wt.	Rating System	Target	Actual	Rating	Score	Rating												
	SO 4	Boost the Quality and Quantity of Content Offerings																			
	SM 5	Number of Quality Programs with High Production Values at par with Industry Standards																			
		a. Entries/ Submissions	Actual Number	3%	Actual / Target	80	164 entries/ submissions	3.00%	174	3.00%	•List of entries submitted to various award-giving bodies	PTNI presented the supporting documents of its entries for various award-giving programs. The entries/submissions include programs as well as personalities of its various programs.									
		b. Nominations		5%		25	47 nominations	5.00%	44	5.00%	•List of nominations received from various award-giving bodies •Pictures of the nominations •Letter stating the nomination of PTNI	Of the 47 reported nominations, only 45 were found with supporting documents. However, one nomination was reported in two quarters, hence it shall only be counted for the first reported quarter.									
SM 6	Length of Airtime Allocated by Government Activities	Public Affairs + Public Service Hours + Presidential hours	5%	Actual / Target	2,500 hours	2,521.47 hours	5.00%	2,518.05 hours	5.00%	2023 Computation of Programming Hours	PTNI's accomplishments were augmented by the PTNI Davao's local broadcast of the PhilHealth program in Davao Region. <table><tr><th>Category</th><th>Airtime (hr)</th></tr><tr><td>Public Affairs</td><td>1,880.54</td></tr><tr><td>Public Service</td><td>29.05</td></tr><tr><td>Presidential Hours</td><td>608.46</td></tr><tr><td>TOTAL</td><td>2,518.05</td></tr></table>	Category	Airtime (hr)	Public Affairs	1,880.54	Public Service	29.05	Presidential Hours	608.46	TOTAL	2,518.05
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	Objective/Measure	Formula	Wt.	Rating System	Target	Actual	Rating	Score	Rating																	
		Sub-total	31%				23.00%		23.00%																	
FINANCIAL	SO 5	Maintain Economic Viability and Attain Revenue Growth																								
	SM 7	Annual Revenue (in Million pesos)	Sales Revenue + Other Income	10%	Actual / Target	278.32	222.94	8.01%	222.94	8.01%	2023 COA AAR	<table><tr><th>Items (in ₱)</th><th>In Pesos</th></tr><tr><td>Sales Revenue</td><td>219,187,007</td></tr><tr><td>Other Service Income</td><td>1,826,172</td></tr><tr><td>Other Non-operating Income</td><td>617,104</td></tr><tr><td>Gains</td><td>1,311,698</td></tr><tr><td>Total</td><td>222,941,981</td></tr></table> <p>The 2023 Total Annual Revenues are 19.9% below the target but demonstrated an improvement from the 2022 figures by 3.63%.</p>	Items (in ₱)	In Pesos	Sales Revenue	219,187,007	Other Service Income	1,826,172	Other Non-operating Income	617,104	Gains	1,311,698	Total	222,941,981		
	Items (in ₱)	In Pesos																								
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	Total	222,941,981																								
	SM 8	EBITDA (in Million pesos)	Net Income before Subsidy or Financial Assistance + Interest + Income Taxes + Depreciation + Amortization	10%	Actual / Target	(140.03)	(148.95)	9.36%	(150.49)	9.25%	2023 COA AAR	<table><tr><th>Account</th><th>In Pesos</th></tr><tr><td>Net (Loss) before Subsidy</td><td>(317,335,820)</td></tr><tr><td>Interest Expense</td><td>-</td></tr><tr><td>Taxes, duties, and licenses</td><td>795,993</td></tr><tr><td>Depreciation</td><td>159,745,530</td></tr><tr><td>Amortization</td><td>6,300,643</td></tr><tr><td>Total</td><td>(150,493,654)</td></tr></table> <p>PTNI failed to hit the target by recording a negative EBITDA of ₱150.49 million in 2023. This deficit demonstrated an improvement of 16.98% decrease in loss from the 2022 negative EBITDA figure of ₱181.26 million.</p>	Account	In Pesos	Net (Loss) before Subsidy	(317,335,820)	Interest Expense	-	Taxes, duties, and licenses	795,993	Depreciation	159,745,530	Amortization	6,300,643	Total	(150,493,654)
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	Objective/Measure	Formula	Wt.	Rating System	Target	Actual	Rating	Score	Rating			
FINANCIAL	SM 9	Budget Utilization Rate (BUR)										
		a. GAA Subsidies - amount obligated	Amount Obligated / Total GAA Subsidy (both net of PS cost)	5%	Actual / Target	90%	100%	5.00%	-	0.00%	•2023 COA AAR •Statement of Allotment, Obligations, Utilities, and Balances (SAOUB)	There was a significant discrepancy between the reported amounts in the COA SCBAA and SAOUB for PTNI's Capital Outlay. Thus, the accomplishments of PTNI for this measure cannot be objectively verified due to inadequate or incomplete information.
		b. GAA Subsidies - amounts disbursed	Amount Disbursed / Total Obligated (both net of PS cost)	5%	Actual / Target	90%	100%	5.00%	-	0.00%	•2023 COA AAR •Statement of Allotment, Obligations, Utilities, and Balances (SAOUB)	
		c. Corporate Funds - CO & MOOE	Amount Disbursed / Scheduled Disbursement (both net of PS cost)	5%	Actual / Target	90%	94%	5.00%	-	0.00%	•2023 COA AAR •Statement of Allotment, Obligations, Utilities, and Balances (SAOUB)	
		Sub-total		35%				32.37%		17.26%		



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	Objective/Measure	Formula	Wt.	Rating System	Target	Actual	Rating	Score	Rating			
LEARNING & GROWTH	SO 6	Strengthen HRD to Maximize Performance and Professionalize the Workforce										
	SM 10	Percentage of Employees Meeting Required Competencies	Actual Accomplishment	5%	All or Nothing	Board-approved Competency Model	None	0.00%	None	0.00%	-	No submission
	SM 11	Development of a Reorganization Plan	Actual Accomplishment	2%	All or Nothing	Complete Submission of RP Documents (in the required format) to the GCG	None	0.00%	None	0.00%	-	PTNI was unable to submit the complete requirements for the Reorganization Plan in 2023.
		Sub-total		7%				0.00%		0.00%		
		TOTAL		100%				70.62%		55.93%		

Annex A Reviewed and Certified Correct by:

  
**KENNETH M. RAFOLS, CPA**  
Director III  
Corporate Governance Office B

  
**ATTY. ORLANDO P. POLINAR**  
Director IV  
Corporate Governance Office B