

PEOPLE'S TELEVISION NETWORK, INC.
2016 PERFORMANCE SCORECARD

Performance Measures					PTNI Submission		GCG Evaluation		Supporting Documents	Remarks									
Objective/Measure		Formula	Weight	Target	Actual	Rating	Score	Rating											
SOCIAL IMPACT	SO 1	Informed Filipino Citizenry																	
	SM 1	TV Audience Share	PTV Viewers over Total PH Actual TV Viewers (Based on data from Kantar Media)	7%	7% (Total PH Actual Viewers: 48 Million)	—	—	—	0%	- Power Point Presentations from Kantar Media entitled: S1 2016 vs S1 2017 PTV Overview	Specific data on the actual number of PTV viewers vis-à-vis total viewers in the country was not provided. Hence, percentage of PTNI's audience share could not be objectively derived.								
	SM 2	Transmission Coverage Service Area (Analog)	Number of Operational Analog Transmitting Stations (Cumulative)	8%	18	22	—	22	8%	- Report signed by the OIC, Provincial Network Division	Target exceeded with twenty-two (22) operational stations: <table><tr><td>Luzon</td><td>7</td></tr><tr><td>Visayas</td><td>5</td></tr><tr><td>Mindanao</td><td>10</td></tr><tr><td>TOTAL</td><td>22</td></tr></table>	Luzon	7	Visayas	5	Mindanao	10	TOTAL	22
	Luzon	7																	
	Visayas	5																	
	Mindanao	10																	
	TOTAL	22																	
	SM 3	Transmission Coverage Service Area (Digital)	Number of Operational Digital Transmitting Stations	8%	6 (Quezon City, Baguio City, Cebu City, Davao City, Guimaras, Naga)	0	—	0	0%	- Report signed by the OIC, Provincial Network Division	The six (6) targeted stations were still waiting for the delivery of equipment that will be used for digital transmission as of end of 2016. None of them were operational.								
SM 4	Digital and New Media Presence	Page Visits Website (ptv.ph/ptvnews.ph)	4%	500,000	506,000	—	1,436,574	4%	- Report signed by the Head of PTV Digital New Media	<table><tr><td>Ptv.ph</td><td>1,434,000</td></tr><tr><td>Ptvnews.ph</td><td>2,574</td></tr><tr><td>TOTAL</td><td>1,436,574</td></tr></table>	Ptv.ph	1,434,000	Ptvnews.ph	2,574	TOTAL	1,436,574			
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People Engagement (Facebook) Total Engagement / Total Reach	2%	8%	15.75%	—	15.75%	2%	People Engagement of 835,000 against Total Reach of 5,300,000.												
People Engagement (Twitter) Retweets + Mentions + Favorites	2%	70,000	117,500	—	117,500	2%	Target exceeded by 68%.												

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			People Engagement (YouTube) Page Views	2%	11,000,000	50,122,880	–	50,122,880	2%		News has been widely viewed by the public via YouTube.
SM 5	Nationwide/Local Presence		Number of Regional News Centers Established	10%	Five (5) Regional Centers (Baguio, Cebu, Davao, Cotabato, Naga)	1 (Baguio)	–	1 (Baguio)	0%	- Report signed by the OIC, Provincial Network Division	Only the Baguio regional center was operational in 2016. <i>All or Nothing</i> measure.
SO 2	To be a Source of Quality News and Information that Educates, Inspires and Empowers										
SM 6	Creation of Competitive, Quality Programs with High Production Value at par with Industry Standards		Number of in-house programs submitted as entries to award-giving bodies	5%	45 program submissions with 10 nominations	51 program submissions, with 23 nominations	–	51 program submissions, with 23 nominations	5%	- Report signed by the OIC for Programming Unit	Target exceeded.
	Sub-total			48%			0%		23%		
SO 3	To be a Relevant and Progressive Media Partner										
SM 7	Effective Vehicle of the State/ Government in Communicating/ Disseminating Relevant News and Information		Length of airtime allotted in hours and minutes for broadcast of government activities (OP Activities and Press Briefings, Public Service/ Information Dissemination, Senate/ HOR Hearings, Disaster-related Information, etc.)	7%	730 hours (Average of two hours per day)	541.16	–	541.16	5.19%	- Report signed by the OIC for Programming Unit	Broadcast for Presidential activities and Public Service activities had total hours of 407.36 and 133.80, respectively.
SM 8	Increased Partnership with the Government Sector		Number of clients from the government sector	5%	30	9	–	9	1.50%	- Report signed by the Group Head, Airtime Management	PTNI partnered with the ff. govt sector agencies: PIA (SSS), GSIS, PCSO, Office of the Civil Defense, Philippine Army, Philippine National Police Academy, PAGCOR, LBP, and NCCA.

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	SM 9	Increased Partnership with the Private Sector	Number of partners and clients from the private sector	4%	60	59	–	59	3.93%	- Report signed by the Group Head, Airtime Management	Missed its target by 1.											
	SM 10	Customer Satisfaction	Customer Survey Satisfaction Index	1%	Satisfactory Rating	Not Accomplished	–	Not Accomplished	0.00%	- Update Report signed by the GM	PTNI was not able to conduct a customer satisfaction survey in 2016.											
		Sub-total		17%			0%		10.62%													
FINANCIAL	SO 4	Revenue Growth and Financial Viability are Attained																				
	SM 11	Annual Revenue (<i>in Million Pesos</i>)	Total annual revenues	12%	250	164.09	–	164.09	7.88%	- 2016 COA-Audited Financial Statements	<table><tr><td>Sales Revenue</td><td>163,729,841</td></tr><tr><td>Other Income</td><td>362,002</td></tr><tr><td>Total</td><td>164,091,843</td></tr></table>	Sales Revenue	163,729,841	Other Income	362,002	Total	164,091,843					
	Sales Revenue	163,729,841																				
	Other Income	362,002																				
	Total	164,091,843																				
	SM 12	Earnings Before Interests, Taxes, and Depreciation and Amortization (EBITDA)	Absolute Amount	4%	(34,991,590)	(155,977,342)	–	(155,977,342)	0%	<table><tr><td>Net Income</td><td>(186,883,768)</td></tr><tr><td>Add:</td><td></td></tr><tr><td>Depreciation</td><td>30,848,537</td></tr><tr><td>Interest</td><td>57,889</td></tr><tr><td>EBITDA</td><td>(155,977,342)</td></tr></table>	Net Income	(186,883,768)	Add:		Depreciation	30,848,537	Interest	57,889	EBITDA	(155,977,342)		
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SO 5	Productivity/ Efficiency of Resources is Maximized																					
SM 13	Operating Expense Ratio	Operating Expenses over Total Revenue	4%	1.14	2.14	–	2.14	0.00%	- 2016 COA-Audited Financial Statements	<table><tr><td>PS</td><td>175,230,829</td></tr><tr><td>MOOE</td><td>175,324,891</td></tr><tr><td>Total Operating Expenses</td><td>350,555,720</td></tr><tr><td>Divided by:</td><td>+</td></tr><tr><td>Total Revenues</td><td>163,729,841</td></tr><tr><td>Operating Expense Ratio</td><td>2.14</td></tr></table>	PS	175,230,829	MOOE	175,324,891	Total Operating Expenses	350,555,720	Divided by:	+	Total Revenues	163,729,841	Operating Expense Ratio	2.14
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	Sub-total		20%			0%		7.88%		Target is not met.												

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INTERNAL PROCESS	SO 6	Update Key Management and Operational Guidelines, Systems, and Processes towards ISO Certification									
	SM 14	ISO Certification	Progress towards ISO Certification	1%	Installment and Implementation of ERP System	Not accomplished	–	Not accomplished	0%	- Update Report signed by the GM	Meanwhile, PTNI started bidding out in 2016 its Management Information System (MIS) that aims to digitize and automate the Network's on-air operations. This project was awarded in 2017, and training and testing is currently on-going.
		Sub-total		1%			0%		0%		
LEARNING AND GROWTH	SO 7	Reorganize the Network as Mandated by the New PTV Law (R.A. No. 10390)									
	SM 15	Progress Toward the Reorganization of PTV	Milestones on implementation of the Network's reorganization initiative	10%	Payment of Retirees' Separation Benefits	Payment of Retirees' Separation Benefits	–	Payment of Retirees' Separation Benefits	3.33%	- Update Report signed by the GM	Early retirement of eighty (80) employees, with separation benefits amounting to Php75.85 Million (funded by the NG).
					Appointment of Key Management and Core Personnel (Co-Terminus) of PTV	Not accomplished	–	Not accomplished	0.00%		PTNI failed to achieve these targets due to the following reasons:
					Placement of 25% of vacant positions	Not accomplished	–	Not accomplished	0.00%		<ul style="list-style-type: none">- Lack of information from previous Management on the reorganization and the processes involved in appointment;- Absence of posting of open plantilla positions, with job descriptions of approved positions;- Failure to seek approval from the CSC of Qualification Standards of all positions;- No proper turnover and briefing on the Reorganization from the previous, to present Management

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	SO 8	Establishment of an Effective and Competitive Workforce beyond Reorganization									
	SM 16	Competency Framework	Progress towards the Implementation and Assessment of an Effective and Appropriate Competency Framework	2%	Board-approved Competency Model	Not accomplished	–	Not accomplished	0.00%	- Update Report signed by the GM	No concrete steps/ actions were undertaken by PTNI during 2016 due to various challenges encountered.
	SM 17	Strategic Performance Management System (SPMS)	Progress towards the Implementation and Adaptation of SPMS	2%	Implementation of SPMS	Not accomplished	–	Not accomplished	0.00%	- Update Report signed by the GM	No concrete steps/ actions were undertaken by PTNI during 2016 due to various challenges encountered.
		Sub-total		14%			0%		3.33%		
		VALIDATED TOTAL		100%			0%		44.83%		