

PEOPLE'S TELEVISION NETWORK, INC.
Interim Performance Scorecard

Indicator	Weight	Targets	Accomplishment		CGO-B Validation		Supporting Documents	Remarks
	2013	2013	Actual	Rating	Score	Rating		
MFO 1 – TELEVISION NETWORK OPERATIONS SERVICES								
Quantity 1: Audience Share (% Rating)	50%	2%	2.18%	50%	2.3%	50%	<ul style="list-style-type: none">Quarterly Kantar Media Data Results on Audience Share (% Rating)Semestral Data on Audience Subscription per Timeband	<ul style="list-style-type: none">As of 31 December 2013, 1.31 Million television viewers or 2.3% of the 56.95 Million viewing public subscribed to PTV 4.
Quantity 2: Transmission Coverage (% Signal Reach)	20%	29%	22.6%	15.59%	N/A	N/A	<ul style="list-style-type: none">Letter-Request for Exclusion dated 27 October 2014	<ul style="list-style-type: none">The installation of the new Analog Transmitters did not materialize due to DBM's non-approval of PTNI's request for Capital Outlay amounting to ₱660 Million.Baseline figure is 22.60%.Measure excluded.
Quality: PTV Brand and Program Development Towards Public Broadcasting Service	0%	50% (News and Public Affairs) 25% (Educational Cultural & Sports Programs) 25%	53.28% (News and Public Affairs) 17.08% (Educational Cultural & Sports Programs)	0%	53.26% (News and Public Affairs) 17.11% (Educational Cultural & Sports Programs)	0%	<ul style="list-style-type: none">2013 Accomplishment Report on:<ul style="list-style-type: none">Classification Per Type of ProgramClassification of Programs According to OwnershipComputation of	<ul style="list-style-type: none">No weight allocated.

		(TV Shopping, Religious Programs & Fillers)	29.64% (TV Shopping, Religious Programs & Fillers)		29.63% (TV Shopping, Religious Programs & Fillers)		Programming Hours for the Year 2013	
<i>Sub-Total</i>	70%			65.59%		50%		
MFO 2 – MARKETING AND SALES SERVICES								
Financial: Improved Cash Revenue from Operations	20%	₱144M	₱143.79	19.79%	₱137M	13%	<ul style="list-style-type: none"> • 2013 Audited Financial Statements • Breakdown of Sales Revenue as of 31 December 2013 	<ul style="list-style-type: none"> • Formula for this measure is: ([Actual – Previous Year] + [Target-Previous Year]) x Weight. • 2012 Accomplishment: ₱124M
Subtotal Weight:	20%			19.79%		13%		
MFO 3 – NEW MEDIA SERVICES / SOCIAL SERVICES								
Quantity 1: Social Media Audience Reach <i>Total reach in various websites and social media sites of PTNI (based on New Media Analytics for Youtube, Facebook, Twitter and PTNI Official Site)</i>	5%	600,000 Individuals	14,617,325 Individuals	5%	14,791,316 Individuals	5%	<ul style="list-style-type: none"> • Report on Breakdown of Social Media Reach Statistics • Twitter Counter Statistics • Google Analytics • Youtube Analytics 	Social Media Reach: <ul style="list-style-type: none"> • Facebook – 7,974,777 • Youtube – 6,337,132 • Livestream – 106,359 • PTV.PH – 52,125 • PTVNEWS.PH – 180,480 • MEDIANGBAYAN.PH – 140,443
Quantity 2: Number of Relevant Materials or Content Uploaded in the Web (Articles, Videos and Social Media Posts)	5%	55,000 Items uploaded	117,387 Items uploaded	5%	123,288 Items uploaded	5%	<ul style="list-style-type: none"> • Quarterly Report on Contents Uploaded in the Web 	Uploads: <ul style="list-style-type: none"> • Facebook – 47,924 • Twitter – 47,923 • Websites – 11,991 • Videos – 15,450

Subtotal Weight:	10%			10%		10%		
General and Administrative Support Services								
Quantity 1: Efficient and Productive Utilization of Resources (Ratio of Per Capita cash revenue vis-à-vis per capita cost) Formula: Per Capita Cash Revenue ÷ Per Capita Cost	0%	0.40 (270,909 / 679,590)	0.45 (31,682,322.57 / 70,892,575.54)	0%	0.45 (228,753.23 / 511,859.75)	0%	<ul style="list-style-type: none"> • 2013 Report on Ratio of Per Capita Cash Revenue vis-à-vis Per Capita Cost • Number of personnel as of 31 December 2013 is 554. • No weight allocated. 	
Financial: Financial Viability (Improvement of financial condition from negative to positive cash-flow from operations) Formula: Annual Cash Revenue from Operations – Annual Operating Expenses	0%	(P222,731,612)	(P156,841,011.29)	0%	(P156,841,011.89)	0%	<ul style="list-style-type: none"> • 2013 Report and Computation on Financial Viability • Formula is Annual Cash Revenue from Operations – Annual Operating Expenses • Subsidy excluded. • No weight allocated. 	
Subtotal Weight:	0%			0%		0%		
Accumulated Weight:	100%			95.38%		73%		
VALIDATED TOTAL:	80%			VALIDATED SCORE:		91.25%		