

EOPLE'S TELEVISION NETWORK, INC.
Interim Performance Scorecard

Performance Measures				PTNI Submission			CGO-B Evaluation			Supporting Documents	Remarks
Description	Formula	Weight	Data Provider	Target	Actual	Rating	Score	Rating			
1 : TELEVISION NETWORK OPERATIONS SERVICES											
Activity 1: Audience (% Rating)	PTV'S Average Viewers Daily + Average TV Viewers Daily (Total Philippines)	50%	Kantar Data (Free TV & Cable); Marketing and Sales	3%	3.20%	50%	3.10%	50.00%	Supporting raw data and graphical presentation for 2014 received by PTNI from Kantar Media.	PTNI's total Average Viewers Daily for 2014 was at 1,425,811 over Average TV Viewers Daily of 46 Million.	
Activity 2: Mission Statement (% Signal)	No. of PH TV Owners (Individuals) Reached by PTV Signal + Total PH TV Owners (Individuals)	20%	Modernization Plan/Program; TV Network Engineering; Regional Operations	35%	29.60%	17%	27.99%	15.99%	Data generated from Free Web-based NAUTEL RF TOOLKIT prepared and certified by PTNI's Engineering Planning Office	Total Reach of PTNI for 2014 was at 21,175,256 based on a total Population figure of 75,653,000.	

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Category: PTV Brand Program Segment: News and Public Affairs Broadcasting Service	70% content on News and Public Affairs (Vis-à-vis total programming hours: 19 hours per day)	0%	Production/ Content Units (News and Public Affairs and ECS Department); Programming Office, OGM	60% [9.50/19 Hours]	54.44% News and Public Affairs 22.975% Educational, Entertainment and Culture 25.085% Others	0%	54.44% News and Public Affairs 22.975% Educational, Entertainment and Culture 25.085% Others	0%	Quarterly breakdown of the contents for News and Public Affairs, Educational, Entertainment and Culture, etc. for 2014
	30% Content on News and Public Affairs (Vis-à-vis total programming hours: 19 hours per day)			25% (Educational Cultural & Sports Programs)	0%				
	Average No. of Broadcast Hours per day + Total Broadcast Hours per day (19 hours)			42% (TV Shopping, Religious Programs & Fillers)	67%	65.99%			
Sub-total of Weights:									
: MARKETING AND SALES SERVICES									
Category: Improved Revenue from Operations	P237 M and above = 20%;	20%		P160 M	P127 M	17%	P133.17 M	16.65%	PTNI's own figures for the measure were based on unaudited FS. Its rating was based on P150 M proposed target for renegotiation instead of the renegotiated target of P160 M.
	Below P237 M but above P144M = 20%								
	(Actual - Previous Yr) * 20% (Target - Previous Yr)								
P144M and below = 0%									

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Sub-total of Weights:									
: NEW MEDIA SERVICES / SOCIAL SERVICES									
Category 1: Social Audience	Total reach in various websites and social media sites of PTNI (number of individuals) (based on New Media Analytics for Youtube, Facebook, Twitter and PTNI Official Site)	5%	New Media Analytics	16 Million Individuals	36 Million	5%	36,036,161 total reach	5.00%	Youtube: 10,129,748 views Facebook: 9,774,493 reach Twitter: 13,800,000 impressions PTNI website: 2,331,920 hits TOTAL = 36,036,161 reach Target is exceeded.
Category 2: Number of Materials Uploaded / Web	Number of relevant materials or content uploaded on the web (Articles, videos and social media posts)	5%	CMS Dashboard; Youtube Analytics	123,000 items	119,000 items	5%	119,169 items	4.84%	Articles: 11,271 Videos posted: 41,245 Social Media posts: 66,653 TOTAL = 119,169
Sub-total of Weights:									
GENERAL AND ADMINISTRATIVE SUPPORT SERVICES									

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Category 1: Efficient Productive Use of Resources (Ratio of per capita cash expenditure vis-à-vis per capita cost)	Per Capita Cash Revenue / Per Capita Cost	0%		0.50	0.42	0%	0.42	0%		COA-released audited Financial Statements of PTNI for 2014.	Annual Cash Revenue: 122,428,410.83 over 481 personnel = 254,528.92 (Per Capita Cash Revenue) Annual Operating Expenses of 289,638,248.22 over 481 personnel = 602,158.52 (Per Capita Cost) Per Capita Cash Revenue of 254,528.92 over Per Capita Cost of 602,158.52 = 0.42 Efficiency.
Category 2: Financial Soundness (Improvement in financial condition measured by ratio of operating expenses to cash-flow from operations)	Annual Cash Revenue from Operations - Annual Operating Expenses	0%		(P237,687,603)	(347,630)	0%	(167,209,837.39)	0%		Supporting computations prepared by Finance Office based on COA- released audited Financial Statements of PTNI for 2014.	Annual Cash Revenue: 122,428,410.83 less the Annual Operating Expenses of 289,638,248.22 = (167,209,837.39) Target is exceeded.
Subtotal of Weights:		0%				0%				0%	
TOTAL OF WEIGHTS:		100%				94%				92.48%	