

PEOPLE'S TELEVISION NETWORK, INC. (PTNI)

Component				Baseline Data		Targets			
Objective/Measure		Formula	Weight	Rating Scale ^{al}	2020	2021	2022	2023	
SOCIAL IMPACT	SO 1	Inform, Inspire, and Empower the Filipino People							
	SM 1	Digital and New Media Presence							
		a. Page Visits Website							
		i. % increase in website views	(Current year - prior year) / prior year	4%	Actual / Target	(2.13%) decrease (4,018,678)	32.34% increase (5,319,190)	20%	20%
		b. Facebook							
		i. % increase in Facebook followers	(Current year - prior year) / prior year	2%	Actual / Target	53.82% increase (3,969,803)	-	10%	10%
		ii. % increase in Facebook engagement		2%		157.46% increase (281,363,703)	23.07% increase (294,610,036)	10%	10%
		c. Twitter							
		i. % increase in Twitter followers	(Current year - prior year) / prior year	2%	Actual / Target	19.65% increase (160,404)	-	20%	20%
		ii. % increase in Twitter impressions		2%		50.84% increase (61.09 M)	5.97% increase (64.74 M)	20%	20%
		d. YouTube							
		i. % increase in YouTube followers	(Current year - prior year) / prior year	2%	Actual / Target	48.45% increase (913,358)	51.63% increase (1,384,788)	25%	25%
		ii. % increase in YouTube impressions		2%		(4.77%) decrease (825.30 M)	80.40% increase (1,484,291,723)	25%	25%
		iii. % increase in YouTube watch time		2%		(13.1 1%) decrease (2,808,932)	(203.21%) increase (8,516,925.70)	25%	25%

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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	N/A	N/A	N/A	130%
	ii. % increase in TikTok engagement	(Yearend Total – Baseline Total) / Baseline Total Baseline: 190,434 engagement (i.e. likes) (as of 21 January 2023)	2%	Actual / Target	N/A	N/A	N/A	130%
	Subtotal		22%					
AUDIENCE \ STAKEHOLDERS	SO 2	Be a Source of Quality News and Public Information						
		Percentage of Satisfied Customers						
	SM 2	a. Public Viewers	Number of Respondents who gave at least a Satisfactory Rating / Total Number of Respondents	3%	Actual / Target 0% = If less than 80%	80%	94.91%	90%
		b. Partner Organizations		2%		90%	81.82%	90%
		Subtotal		5%				

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INTERNAL PROCESS	SO 3	Improve Key Management and Operational Systems and Processes							
	SM 3	Transmission Coverage Service Area							
		a. Number of Operational Analog Stations	Actual Number	5%	Actual / Target	15	15	19	20
		b. Number of Operational Digital Stations	Cumulative Number	5%	Actual / Target	4	6	9	10
		c. Number of Operational Regional News Centers Nationwide	Actual Number	3%	Actual / Target	3	3	3	3
	SM 4	ISO Certification	Actual Accomplishment	5%	All or Nothing	No Accomplishment	Not Accomplished	ISO 9001:2015 Certification	ISO 9001:2015 Certification
	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	27	67	63	80
		b. Nominations		5%		19	24	10	25
	SM 6	Length of Airtime Allocated for Government Activities	Public Affairs hours + Public Service hours + Presidential hours	5%	Actual / Target	2,393 Hours	3,212 Hours	1,795 Hours	2,500 Hours
		Subtotal		31%					

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FINANCIAL	SO 5	Maintain Economic Viability and Attain Revenue Growth							
	SM 7	Annual Revenues (in Million pesos)	Sales Revenue + Other Income	10%	Actual / Target	170.61	216.79	278.65	278.32
	SM 8	EBITDA (in Million pesos)	Net Income before Subsidy or Financial Assistance + Interest + Income Taxes + Depreciation + Amortization	10%	Actual / Target	(165.98)	(145.49)	(104.49)	(140.03)
	SM 9	Budget Utilization Rate							
		a. GAA Subsidies - amounts obligated	Amount Obligated/ Total GAA Subsidy (both net of PS cost)	5%	Actual / Target	N/A	N/A	90%	90%
		b. GAA Subsidies - amounts disbursed	Amount Disbursed/ Total Obligated (both net of PS cost)	5%	Actual / Target	N/A	N/A	90%	90%
		c. Corporate Funds - CO & MOOE	Amount Disbursed/ Scheduled Disbursement (both net of PS cost)	5%	Actual / Target	N/A	N/A	90%	90%
		Subtotal	35%						

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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	No Board-approved Competency Model	Not Accomplished	Board-approved Competency Model
	SM 11	Development of a Reorganization Plan	Actual Accomplishment	2%	All or Nothing	N/A	Not Accomplished	Submission of Proposed RP to GCG
								Complete Submission of RP Documents (in the required format) to the GCG
			Subtotal	7%				
			TOTAL	100%				

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

For GCG:


JUSTICE ALEX L. QUIROZ (RET.)
Chairperson

For PTNI:


JULIO O. CASTILLO, JR.
Network General Manager

