

CY 2017 PERFORMANCE SCORECARD (ANNEX B)

PEOPLE'S TELEVISION NETWORK, INC. (PTNI)

		Component				Baseline Data			Target
		Objective/Measure	Formula	Weight	Rating Scale	2014	2015	2016	2017
SOCIAL IMPACT	SO 1	Informed, Inspired and Empowered Filipino People							
	SM 1	TV Audience Share	PTV Viewers over Total PH Actual TV Viewers*	15%	Actual / Target x Weight	3.10% (1,426,000)	4.40% (1,488,744)	6.6% (3,166,000)	8.75% (4,200,000)
		Subtotal		15%					
AUDIENCE/STAKEHOLDERS	SO 2	Build A Trustworthy TV Network Brand							
	SM 2	Customers' Satisfaction	Actual Development	10%	All or Nothing	N/A	N/A	N/A	Development of Customers' Satisfaction Survey
		Subtotal		10%					
INTERNAL PROCESS	SO 3	Build Relevant and World-Class Quality News and Information Programs							
	SM 3	Digital and New Media Presence							
		a. Page Visits Website	Actual/Target X Weight	3%	Actual / Target x Weight	464,756	480,000	58,914	688,000
		b. People Engagement (Facebook)		3%		NA	NA	4,229,890	11,200,000
		c. People Engagement (Twitter)		3%		NA	NA	84,701	180,500
		d. People Engagement (YouTube)		3%		NA	NA	11,030,000	26,334,713
	SM 4	Nationwide/Local Presence	Number of Regional News Centers established	5%	All or Nothing	N/A	N/A	Construction of two centers were commenced	2 Regional Centers Fully Operational

* Based on research data.

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	SM 5	Creation of Compliance, Quality Programs with High Production Value at Par with Industry Standards	Number of in-house programs submitted as entries to award-giving bodies	8%	Actual / Target x Weight a. 4% b. 4%	N/A	N/A	51 program submissions with 19 nominations and 4 awards	A. 45 Program Submissions B. 15 Nominations
	SM 6	Effective Vehicle of the State/Government in Communicating/Disseminating Relevant News and Information	Actual hours	10%	Actual / Target x Weight	N/A	N/A	2,757 hours	2,812 hours
	SM 7	ISO Certification	Actual accomplishment	3%	All or Nothing	N/A	N/A	N/A	ISO-aligned Documentation of at least one (1) core process on QMS
	SO 4	Facilitate the Network's Modernization and Migration from Analog to Digital Broadcasting							
	SM 8	Transmission Coverage Service Area							
		a. Analog	Actual number of operational transmittal stations	6%	Actual/Target X Weight			22	22
		b. Digital		6%		N/A	NA	Six (6) Stations awaiting delivery of equipment	3 Fully Operational Stations
		Subtotal	50%						
FINANCIAL	SO 5	Revitalize the People's Television Network Towards Sustainability							
	SM 9	Annual Revenue (in million pesos)	Total Revenues	10%	Actual/Target X Weight	133.17	165.37	163.73	258.25
	SM 10	EBITDA	Net Income + Interest + Taxes + Depreciation + Amortization	10%		-114,248,583	-66,697,089	-155,615,340	-80,200,000

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			Subtotal	20%					
LEARNING & GROWTH	SO 6	Develop A Professional, Public-Service-Oriented, And Dedicated Workforce for the People's Television Network							
	SM 11	Percentage of Employees with Required Competencies Met	Actual Accomplishment	5%	All or Nothing	N/A	N/A	N/A	Board-approved Competency Model
			Subtotal	5%					
			TOTAL	100%					