

PEOPLE'S TELEVISION NETWORK, INC.

Component					Baseline Data		Targets		Accomplishments	
	Objective/Measure	Formula	Weight	Rating System ^{a/}	2017	2018	2019	2020 *	Third Quarter 2020	
SOCIAL IMPACT	SO 1	Informed, Inspired and Empowered Filipino People								
	SM 1	Digital and New Media Presence**								
		a. Page Visits								
		i. % increase of website pageviews	(Current year – prior year) / prior year	5%	Actual / Target	N/A	N/A	N/A	5%	2,767,863
		b. Facebook Engagement								
		i. % increase of Facebook followers	(Current year – prior year) / prior year	2.5%	Actual / Target	N/A	N/A	N/A	15%	3,584,412
		ii. % increase of Facebook engagement		2.5%		N/A	N/A	N/A	15%	116,913,565
		c. Twitter Engagement								
		i. % increase of Twitter followers	(Current year – prior year) / prior year	2.5%	Actual / Target	N/A	N/A	N/A	5%	153,136
		ii. % increase of Twitter impressions		2.5%		N/A	N/A	N/A	10%	44.78M
		d. YouTube Views								
		i. % increase of YouTube subscribers	(Current year – prior year) / prior year	3%	Actual / Target	N/A	N/A	N/A	25%	809,997
		ii. % increase of YouTube impressions		1%		N/A	N/A	N/A	10%	528,282,735
		iii. % increase of YouTube watch time		1%		N/A	N/A	N/A	10%	2,057,115

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	Sub-total		20%						
AUDIENCE/ STAKEHOLDER	SO 2	Be a Source of Quality News and Information that Educates, Inspires and Empowers							
	SM 2	Percentage of Satisfied Customers	Number of respondents which gave <i>at least</i> a Satisfactory rating / Total number of respondents	10%	Actual / Target <i>0% = If less than 80%</i>	No Customer Satisfaction Survey developed	No Customer Satisfaction Survey	90% ⁱ	90% ⁱⁱ

ⁱ Using the Standard Methodology and Questionnaire developed by GCG.

ⁱⁱ Using the Enhanced Standard Guideline on the Conduct of Customer Satisfaction Survey by the GCG.

PERFORMANCE SCORECARD 2020

Component					Baseline Data		Targets		Accomplishments	
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										<ul style="list-style-type: none"> Presented the TOR at the BAC pre-procurement session on October 20, 2020. The BAC recommended changing the ABC, referring the procurement to SVP, and exploring the possibility of a Government to Government arrangement with DAP, if possible. The preparation for the procurement process is still on-going.
			Sub-total	10%						

PERFORMANCE SCORECARD 2020

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INTERNAL PROESS	SO 3	Be a Relevant and Progressive Media Partner								
		<i>Transmission Coverage Service Area</i>								
	SM 3	a. Operational Transmittal Stations – Analog	Actual Number	10%	Actual / Target	16	16	18	16	15
		b. Operational Transmittal Stations –Digital		6%		3	3	3	7	4
	SM 4	Operational Regional Centers	Cumulative Number	8%	Actual / Target	2	2	5	3	3
	SM 5	Competitive, Quality Programs with High Production Value at Par with Industry Standards	Actual Number	8%	Actual / Target a. 4% b. 4%	A.51 Program Submissions B.25 Nominations	A. 60 Program Submissions B. 30 Nominations	A. 55 Entries Submitted to Award-Giving Bodies B. 22 Nominations	A. 60 Entries Submitted to Award-Giving Bodies B. 25 Nominations	A. 10 Entries Submitted to Award-Giving Bodies B. 0 Nominations
	SM 6	Length of Airtime Allotted for Government Activities**	Actual Hours	8%	Actual / Target	573 Hours	1,240 Hours	1,100 Hours	1,200 Hours	940.90 Hours
SO 4	Update Key Management and Operational Guidelines, Systems and Processes to Boost Productivity									

**Office of the President activities and press briefings, public service/information dissemination, Senate/HOR hearings, Disaster-related information, among others.

PERFORMANCE SCORECARD 2020

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	SM 7	ISO Certification	Actual accomplishment	5%	All or Nothing	–	No accomplishment	ISO 9001:2015 Certification	ISO 9001:2015 Certification	Researched Terms of Reference for Consultancy
	Sub-total			45%						
FINANCE	SO 5	Attain Revenue Growth and Financial Viability								
	SM 8	Annual Revenue (in million pesos)	Sales Revenue + Other Income	10%	Actual / Target	238.30	198.93	336.33	211.848	92,393,880.42
	SM 9	EBITDA (in Millions)	Net Income before Subsidy/Financial Assistance + Interest + Taxes + Depreciation + Amortization	10%	Actual / Target	(118.30)	(89.25)	(290.08)	(115.58)	(118,714,874.53)
	Sub-total			20%						
LEARNING & GROWTH	SO 6	Strengthen HRD to Maximize Performance and Professionalize the Workforce According to its KSA								
	SM 10	Percentage of Employees Meeting Required Competencies	Actual Accomplishment	5%	All or Nothing	–	No Board-approved Competency Model	Board-approved Competency Model	Board-approved Competency Model	Researched Terms of Reference for Consultancy
	Sub-total			5%						

PERFORMANCE SCORECARD 2020

Component					Baseline Data		Targets		Accomplishments
	Objective/Measure	Formula	Weight	Rating System ^{a/}	2017	2018	2019	2020 *	Third Quarter 2020
	TOTAL		100%						

*Targeting is done on an annual basis

**Digital and New Media Presence percentage targets