

PEOPLE'S TELEVISION NETWORK, INC.

| | Component | | | | Annual | First Semester | | |
|-----------------------------------|--|---|---|---------------------------|---|---|--|--|
| | Objective/Measure | Formula | Weight | Rating System | Target | Target * | Actual | |
| SOCIAL IMPACT | SO 1 Informed, Inspired and Empowered Filipino Citizenry | | | | | | | |
| | SM 1 | <i>Digital and New Media Presence</i> | | | | | | |
| | | a) Page Visits Website | Actual Figures | 5% | Actual/Target x Weight | 1,800,000 | | 3,832 (PTV.ph) page visits and 8,084,394 (ptvnews.ph) page visits |
| | | b) Facebook | | 5% | | 9,240,000 | | 617,281 total engagement 1,317,162 total organic reach, 1,569,694 total page likes |
| | | c) Twitter | | 5% | | 128,700 | | 122,000 people engagement, 35,922 retweet + mentions + favorites |
| | | d) YouTube | | 5% | | 100,150,000 | | 104,752,728 people engagement, 34,819,152 page views, 208,000 subscribers |
| Sub-total | | 20% | | | | | | |
| AUDIENCE/ STAKEHOLDERS | 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 at least a Satisfactory Rating/ Total Number of Respondents | 10% | (Actual/Target) x Weight 0% = If less than 80% | 90% (Using the Standard Methodology and Questionnaire developed by GCG) | Initial discussions on the adoption being held | |
| | Sub-total | | 10% | | | | | |
| INTERNAL PROCESSES | SO3 Be a Relevant and Progressive Media Partner | | | | | | | |
| | SM 3 | <i>Transmission Coverage Service Area</i> | | | | | | |
| | | a) Number of Operational Transmittal Stations - Analog | Actual Number | 10% | Actual/Target x Weight | 18 | 18 | 16 |
| | b) Number of Operational Transmittal Stations - Digital | | 6% | 6 | | 6 | 3 | |
| SM 4 | Nationwide/Local Presence | Actual Number | 8% | Actual/Target x Weight | 4 | 4 | 3 | |

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|------------------------------|------------------|--|---|-------------|--|---|--|---|
| INTERNAL PROCESSES | SM 5 | Created Competitive, Quality Programs with High Production Value at Par with Industry Standards | Actual Number | 8% | Actual/Target x Weight a) 4% b) 4% | a) 50 program submissions b) 19 nominations | | a) 38 program submissions b) 12 nominations & 7 awards |
| | SM 6 | Length of Airtime Alloted for Government Activities | Actual Hours | 8% | Actual/Target x Weight | 1000 hours | | 259.76 hours |
| | SO4 | Update Key Management and Operational Guidelines, Systems and Processes to Boost Productivity | | | | | | |
| | SM 7 | ISO Certification | Actual Accomplishment | 5% | All or Nothing | ISO-aligned documentation of at least one (1) core process on QMS | | Initial discussions on ISO certification requirement being held |
| | Sub-total | | | 45% | | | | |
| FINANCE | SO5 | Attain Revenue Growth and Financial Viability | | | | | | |
| | SM 8 | Annual Revenue (in million pesos) | Sales Revenue + Other Income | 10% | Actual/Target x Weight | 259.92 | | 134.61 |
| | SM9 | EBITDA (in Millions) | Net Income before Subsidy/Financial Assistance + Interest + Taxes + Depreciation + Amortization | 10% | Actual/Target x Weight | -113.34 | | -13.87 |
| | Sub-total | | | 20% | | | | |
| LEARNING & GROWTH | SO6 | Strengthen HRD to Maximize Performance and Professionalize the Workforce According to its KSA | | | | | | |
| | SM10 | Percentage of Employees Meeting Required Competencies | Actual Accomplishment | 5% | All or Nothing | Board-approved Competency Model | | Last stage of SPMS finalization |
| | Sub-total | | | 5% | | | | |
| | TOTAL | | | 100% | | | | |

* Targetting is done on an annual basis