

PEOPLE'S TELEVISION NETWORK, INC.

	Component				Annual	Third Quarter		
	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		Total PTV corp website views 32,009; sessions 10,265; users 4,452 PTV news views 6,987,052; sessions 5,374,619; users 3,049,693
		b) Facebook		5%		9,240,000		Total engagement 59,944,680; reach 244,938,848; followers 1,915,523; page likes 1,725,984
		c) Twitter		5%		128,700		Total followers 364,677; retweet+mentions+favorites 259,251
		d) YouTube		5%		100,150,000		Total Watch Time 216,106,434; total page views 61,961,172; likes, comments, shares 696,509
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)	Awaiting appointment of the Board of Directors	
	Sub-total		10%					
INTERNAL PROCESSES	SO3 Be a Relevant and Progressive Media Partner							
	SM 3	Transmission Coverage Service Area						
		a) Number of Operational Transmittal Stations - Analog	Actual Number	10%	Actual/Target x Weight	18		16
		b) Number of Operational Transmittal Stations - Digital		6%		6		3
SM 4	Nationwide/Local Presence Regional News Centers	Actual Number	8%	Actual/Target x Weight	4		3	

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		Total of 66 program submissions; 12 nominations and 7 awards
	SM 6	Length of Airtime Alloted for Government Activities	Actual Hours	8%	Actual/Target x Weight	1000 hours		730.78 hours for 3rd Quarter only
	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 with ISO consultant being done
				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		Total of Php31,176,695.72
	SM9	EBITDA (in Millions)	Net Income before Subsidy/Financial Assistance + Interest + Taxes + Depreciation + Amortization	10%	Actual/Target x Weight	-113.34		Total of (Php49,599,624.75)
				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		Finalized SPMS for Board approval
				Sub-total	5%			
			TOTAL	100%				

* Targetting is done on an annual basis