

PEOPLE'S TELEVISION NETWORK, INC.

	Component				Annual	First Quarter		
	Objective/Measure	Formula	Weight	Rating System	Target	Target *	Actual	
SOCIAL IMPACT	SO 1 Informed, Inspired and Empowered Filipino Citizenry							
		<i>Digital and New Media Presence</i>						
	SM 1	a) Page Visits Website	Actual Figures		Actual/Target x Weight	A. Corporate website views = 15,000 B. Corporate website session = 6,500 C. Corporate website users = 6,000 D. News site page views = 8,000,000 E. News site sessions = 6,000,000 F. News site new users = 2,500,000 G. News site users = 4,500,000		A. Corporate website views=20,341 B. Corporate website sessions=5,239 C. Corporate Website Users= 3,971 D. News site page views=1,476,778 page views E. News site sessions=1,258,597 F. News site users=823,587
		b) Facebook				A. Total Followers = 2,500,000 B. Total Page Likes = 2,300,000		A. Total followers = 2,165,539 followers B. Total Page Likes: 1,899,866 page likes
		c) Twitter				Total Followers= 125,000		Total Followers=125,048 followers
		d) YouTube				A. Page views = 45,000,000 B. Average View Time = 2:40 minutes C. Total subscribers = 400,000		A. Total watch time of 58,992,234 B. Average view time=3.02 minutes C. Total subscribers=395,623 subscribers
Sub-total								
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		(Actual/Target) x Weight 0% = If less than 80%	Develop its own Methodology and Questionnaire based on the GCG Format	Established the need to contract an external agency to handle survey. Included in COB proposal but no BOD yet to approve	
	Sub-total							
INTERNAL PROCESSES	SO3 Be a Relevant and Progressive Media Partner							
		Transmission Coverage Service Area						
	SM 3	a) Number of Operational Transmittal Stations - Analog	Actual Number		Actual/Target x Weight	18		13
		b) Number of Operational Transmittal Stations - Digital					3	
SM 4	Nationwide/Local Presence Regional News Centers	Actual Number		Actual/Target x Weight	3		3	

INTERNAL PROCESSES	SM 5	Created Competitive, Quality Programs with High Production Value at Par with Industry Standards	Actual Number		Actual/Target x Weight a) 4% b) 4%	55 program submissions 17 nominations		16 submissions 16 nominations 1 award
	SM 6	Length of Airtime Alloted for Government Activities	Actual Hours		Actual/Target x Weight	1,100 hours		828.73 hours
	SO4	Update Key Management and Operational Guidelines, Systems and Processes to Boost Productivity						
	SM 7	ISO Certification	Actual Accomplishment		All or Nothing	Requested the GCG for this to be removed in the absence of a complete Board. PTV has been operating on a 2016 reenacted budget hence the funds for this has not been approved		Awaiting the reply of the GCG on the request to have this SM moved to a later time when there is a Board-approved COB as ISO certification requires funding.
	Sub-total							
FINANCE	SO5	Attain Revenue Growth and Financial Viability						
	SM 8	Annual Revenue (in million pesos)	Sales Revenue + Other Income		Actual/Target x Weight	Php336.33 M		Php20,366,160.09
	SM9	EBITDA (in Millions)	Net Income before Subsidy/Financial Assistance + Interest + Taxes + Depreciation + Amortization		Actual/Target x Weight	(363.998)		(Php30,338,144.40)
	Sub-total							

SO6 Strengthen HRD to Maximize Performance and Professionalize the Workforce According to its KSA							
LEARNING & GROWTH	SM10	Percentage of Employees Meeting Required Competencies	Actual Accomplishment		All or Nothing	Board-approved Competency Model	No competency framework has been established to date/Requested GCG to defer the inclusion of this because of the absence of a sitting Board
	Sub-total						
	TOTAL						

* Targetting is done on an annual basis