

PEOPLE'S TELEVISION NETWORK, INC.

	Component				Annual	Second 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 (News Website)	Actual Figures		Weight	8,000,000		1,425,503
		b) Facebook Engagement				90,000,000		24,212,262
		c) Twitter Engagement				250,000		127,543
		d) YouTube				200,000,000		84,765,146
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	Questionnaire already developed. Securing of services of PIA for the approval of the newly designated Board of Directors (4 out of 5 members)	
	Sub-total							
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		Actual/Target x Weight	18		13
	b) Number of Operational Transmittal Stations - Digital	Actual Number		3			3	
	SM 4	Operational Regional Centers	Cumulative Number		Actual/Target x Weight	3		3
SM 5	Competitive, Quality Programs with High Production Value at Par with Industry Standards	Actual Number		Actual/Target x Weight a) 4% b) 4%	55 program entries submitted to award-giving bodies; 22 nominations		24 program entries submitted	
SM 6	Length of Airtime Alloted for Government Activities	Actual Hours		Actual/Target x Weight	1,100 hours		792.67 hours	
	SO4 Update Key Management and Operational Guidelines, Systems and Processes to Boost Productivity							
	SM 7	ISO Certification	Actual Accomplishment		All or Nothing	ISO 90001:2015 Certification		Project to be taken up by the Board of Directors in one of its coming meetings

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		86,131,100.23
	SM9	EBITDA (in Millions)	Net Income before Subsidy/Financial Assistance + Interest + Taxes + Depreciation + Amortization		Actual/Target x Weight	(363.998)		-36,810,226.12
	Sub-total							
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		All or Nothing	Board-approved Competency Model		SPMS being finalized
	TOTAL							

* Targetting is done on an annual basis