

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 (News Website)	Actual Figures		Weight	8,000,000		3,936,523
		b) Facebook Engagement				90,000,000		77,001,781
		c) Twitter Engagement				250,000		8,562 *
		d) YouTube				200,000,000		20,717,125 page views and 67,593,965 watch time
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	None	
	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		14
	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	69 entries submitted to award-giving bodies; 26 nominations and 1 award	
	SM 6	Length of Airtime Alloted for Government Activities	Actual Hours		Actual/Target x Weight	1,100 hours	2,532.84 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	None	

FINANCE	SO5	Attain Revenue Growth and Financial Viability						
	SM 8	Annual Revenue (in million pesos)	Sales Revenue + Other Income		Actual/Target x Weight			
	SM9	EBITDA (in Millions)	Net Income before Subsidy/Financial Assistance + Interest + Taxes + Depreciation + Amortization		Actual/Target x Weight	(363.998)		-75,192,913.50
	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		HR on initial stage
	TOTAL							

* Targetting is done on an annual basis