

PEOPLE'S TELEVISION NETWORK, INC.

	Component				Annual	Fourth 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		169,670
		b) Facebook Engagement				90,000,000		32,283,697
		c) Twitter Engagement				250,000		3,076 ***
		d) YouTube				200,000,000		871,795 ***
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 yet	
	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		15 ****
	b) Number of Operational Transmittal Stations - Digital	Actual Number		3			4 ****	
	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		18 program submissions; 7 awards	
SM 6	Length of Airtime Alloted for Government Activities	Actual Hours		Actual/Target x Weight	1,100 hours		885.59 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		No ISO Certification

FINANCE	SO5	Attain Revenue Growth and Financial Viability						
	SM 8	Annual Revenue (in million pesos)	Sales Revenue + Other Income		Actual/Target x Weight	336.33M		212,574,784.00 ****
	SM9	EBITDA (in Millions)	Net Income before Subsidy/Financial Assistance + Interest + Taxes + Depreciation + Amortization		Actual/Target x Weight	(363.998)		(97,784,572) ****
	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		None
	TOTAL							

* Targetting is done on an annual basis

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 News 422.08 hours
 Public Affairs 180.95 hours
 Public Service 142.25 hours
 Presidential 140.31 hours

*** Please see attached explanation

**** Actual Annual Result