

PEOPLE'S TELEVISION NETWORK, INC.

Component					Baseline Data		Targets		Accomplishments	
	Objective/Measure	Formula	Weight	Rating System	2017	2018	2019	2020 *	For The Entire 2020	
SOCIAL IMPACT	SO 1	Informed, Inspired and Empowered Filipino People								
	SM 1	Digital and New Media Presence**								
		a. Page Visits								
		i. % increase of website pageviews	(Current year – prior year) / prior year	5%	Actual / Target	N/A	N/A	N/A	5%	4,018,676
		b. Facebook Engagement								
		i. % increase of Facebook followers	(Current year – prior year) / prior year	2.5%	Actual / Target	N/A	N/A	N/A	15%	3,969,803
		ii. % increase of Facebook engagement		2.5%		N/A	N/A	N/A	15%	159,015,344
		c. Twitter Engagement								
		i. % increase of Twitter followers	(Current year – prior year) / prior year	2.5%	Actual / Target	N/A	N/A	N/A	5%	160,404
		ii. % increase of Twitter impressions		2.5%		N/A	N/A	N/A	10%	60,232,413
		d. YouTube Views								
		i. % increase of YouTube subscribers	(Current year – prior year) / prior year	3%	Actual / Target	N/A	N/A	N/A	25%	913,358
		ii. % increase of YouTube impressions		1%		N/A	N/A	N/A	10%	823,310,955
		iii. % increase of YouTube watch time		1%		N/A	N/A	N/A	10%	3,093,536
Sub-total			20%							

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AUDIENCE/STAKEHOLDER	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 <i>0% = If less than 80%</i>	No Customer Satisfaction Survey developed	No Customer Satisfaction Survey	90% ⁱ	90% ⁱⁱ	Target completion date and submission of the Final Report to GCG is on March 2021 <u>(based on item 11 of the Additional Guidelines in the Conduct of CSAT 2020)</u>
	Sub-total			10%						
	SO 3	Be a Relevant and Progressive Media Partner								
INTERNAL PROCESS	<i>Transmission Coverage Service Area</i>									
	SM 3	a. Operational Transmittal Stations – Analog	Actual Number	10%	Actual / Target	16	16	18	16	15

ⁱ Using the Standard Methodology and Questionnaire developed by GCG.

ⁱⁱ Using the Enhanced Standard Guideline on the Conduct of Customer Satisfaction Survey by the GCG.

PERFORMANCE SCORECARD 2020

Component					Baseline Data		Targets		Accomplishments	
	Objective/Measure		Formula	Weight	Rating System	2017	2018	2019	2020 *	For The Entire 2020
		b. Operational Transmittal Stations –Digital		6%		3	3	3	7	3
	SM 4	Operational Regional Centers	Cumulative Number	8%	Actual / Target	2	2	5	3	3

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	SM 5	Competitive, Quality Programs with High Production Value at Par with Industry Standards	Actual Number	8%	Actual / Target a. 4% b. 4%	A.51 Program Submissions B.25 Nominations	A. 60 Program Submissions B. 30 Nominations	A. 55 Entries Submitted to Award-Giving Bodies B. 22 Nominations	A. 60 Entries Submitted to Award-Giving Bodies B. 25 Nominations	<p>A. 27 Entries Submitted to Award-Giving Bodies B. 19 Nominations</p> <p>Note: The 19 nominations received during the first quarter were not included in the First Quarter Report because such are for submissions made in 2019. However, for purposes of providing data for nominations received this 2020, we have included the 19 nominations in this scorecard.</p>
	SM 6	Length of Airtime Allotted for Government Activities**	Actual Hours	8%	Actual / Target	573 Hours	1,240 Hours	1,100 Hours	1,200 Hours	4,094.96 hours

**Office of the President activities and press briefings, public service/information dissemination, Senate/HOR hearings, Disaster-related information, among others.

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	SO 4	Update Key Management and Operational Guidelines, Systems and Processes to Boost Productivity								
	SM 7	ISO Certification	Actual accomplishment	5%	All or Nothing	–	No accomplishment	ISO 9001:2015 Certification	ISO 9001:2015 Certification	None
	Sub-total			45%						
FINANE	SO 5	Attain Revenue Growth and Financial Viability								
	SM 8	Annual Revenue (in million pesos)	Sales Revenue + Other Income	10%	Actual / Target	238.30	198.93	336.33	211.848	170,501,526.93
	SM 9	EBITDA (in Millions)	Net Income before Subsidy/Financial Assistance + Interest + Taxes + Depreciation + Amortization	10%	Actual / Target	(118.30)	(89.25)	(290.08)	(115.58)	(161,359,777.85)
	Sub-total			20%						
NG & CP	SO 6	Strengthen HRD to Maximize Performance and Professionalize the Workforce According to its KSA								

Component					Baseline Data		Targets		Accomplishments	
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	SM 10	Percentage of Employees Meeting Required Competencies	Actual Accomplishment	5%	All or Nothing	–	No Board-approved Competency Model	Board-approved Competency Model	Board-approved Competency Model	Submitted the GM-approved Competency Based HRM System Plan to the Civil Service Commission (CSC) – awaiting CSC comments/approval as basis to begin the hiring of the expert for the Competency Model
	Sub-total			5%						
	TOTAL			100%						

*Targeting is done on an annual basis

**Digital and New Media Presence percentage targets