

PEOPLE'S TELEVISION NETWORK, INC.

Component					Baseline Data		Targets		Accomplishments	
	Objective/Measure	Formula	Weight	Rating System ^{a/}	2017	2018	2019	2020 *	First Quarter 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%	231
		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%	3,015,202
		ii. % increase of Facebook engagement		2.5%		N/A	N/A	N/A	15%	45,905,967
		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%	140,585
		ii. % increase of Twitter impressions		2.5%		N/A	N/A	N/A	10%	12.26M
		d. YouTube Views								
i. % increase of YouTube subscribers	(Current year – prior year) / prior year	3%	Actual / Target	N/A	N/A	N/A	25%	661,734		

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	ii. % increase of YouTube impressions		1%		N/A	N/A	N/A	10%	127,779,202	
	iii. % increase of YouTube watch time		1%		N/A	N/A	N/A	10%	536,255	
	Sub-total		20%							
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 <i>at least</i> 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	PTV has started the coordination requirements for the engagement of the services of a third party provider.
	Sub-total		10%							
INTERNAL PROESS	SO 3	Be a Relevant and Progressive Media Partner								
	SM 3	<i>Transmission Coverage Service Area</i>								
	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.

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	b. Operational Transmittal Stations –Digital		6%		3	3	3	7	4
SM 4	Operational Regional Centers	Cumulative Number	8%	Actual / Target	2	2	5	3	2
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	A. 0 Entry Submitted to Award-Giving Bodies B. 0 Nomination (Note: no invitations received from award giving bodies)
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	912.74 hours
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	No accomplishment yet
Sub-total			45%						

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

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FINANCE	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	36,699,135.60
	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)	(22,563,341.79)
	Sub-total			20%						
LEARNING & GROWTH	SO 6	Strengthen HRD to Maximize Performance and Professionalize the Workforce According to its KSA								
	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	Terms of Reference for third party service provider being researched
	Sub-total			5%						
TOTAL			100%							

*Targeting is done on an annual basis

**Digital and New Media Presence percentage targets to be computed at the end of the year