PEOPLE'S TELEVISION NETWORK, INC.

		Component				Baseline Data		Targets		Accomplishments
		Objective/Measure	Formula	Weight	Rating System a/	2017	2018	2019	2020 *	Second 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%	738,243
		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%	3,483,562
		ii. % increase of Facebook engagement		2.5%		N/A	N/A	N/A	15%	37,459,337
		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%	150,917
		ii. % increase of Twitter impressions		2.5%		N/A	N/A	N/A	10%	19.62M
		d. YouTube Views								
		i. % increase of YouTube subscribers	(Current year – prior year) / prior year	3%	Actual / Target	N/A	N/A	N/A	25%	729,985

		Component				Baseline Data		Targets		Accomplishments
		Objective/Measure	Formula	Weight	Rating System [a/]	2017	2018	2019	2020 *	Second Quarter 2020
		ii. % increase of YouTube impressions		1%		N/A	N/A	N/A	10%	216,143,809
		iii. % increase of YouTube watch time		1%		N/A	N/A	N/A	10%	525,801
		Sub-total		**20%**						
	SO 2	**Be a Source of Quality News and Information that Educates, Inspires and Empowers**								
AUDIENCE/ STAKEHOLDER	SM 2	Percentage of Satisfied Customers	Number of respondents which gave *at least* a Satisfactory rating / Total number of respondents	10%	Actual / Target *0% = If less than 80%*	No Customer Satisfaction Survey developed	No Customer Satisfaction Survey	90%[i]	90%[ii]	Quotations from third party providers such as Development Academy of the Philippines, Kantar Philippines and Nielsen Media Philippines are being sought
		Sub-total		**10%**						
NALPP	**SO 3**	**Be a Relevant and Progressive Media Partner**								

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[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.*

Component				Baseline Data		Targets		Accomplishments
	Objective/Measure	Formula	Weight	Rating System [a/]	2017	2018	2019	2020 *	Second Quarter 2020
	Transmission Coverage Service Area								
SM 3	a. Operational Transmittal Stations – Analog	Actual Number	10%	Actual / Target	16	16	18	16	15
	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 (No award giving body has sent out invitations owing perhaps to the present situation)
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	1,164.92 hours

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

		Component				Baseline Data		Targets		Accomplishments
		Objective/Measure	Formula	Weight	Rating System [a/]	2017	2018	2019	2020 *	Second Quarter 2020
	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	Terms of Reference being researched
			Sub-total	*45%*						
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	67,499,008.15
	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)	(64,396,553.59)
			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	Quotations from third party service providers being sought

| | Component | | | | Baseline Data | | Targets | | Accomplishments |
	Objective/Measure	Formula	Weight	Rating System [a/]	2017	2018	2019	2020 *	Second Quarter 2020
	Sub-total	*5%*							
	TOTAL	100%							

*Targeting is done on an annual basis
**Digital and New Media Presence percentage targets