

PEOPLE'S TELEVISION NETWORK, INC.

PTNI PERFORMANCE SCORECARD
SECOND QUARTER 2021

| Strategic Objective (SO) / Strategic Measure (SM) | | Formula | Weight | Rating System | Baseline Data | | Targets | | Accomplishments | |
|---|-----------------|---|--|---------------|---------------------------------------|---|---------------------------------|---|---------------------|---|
| | | | | | 2018 | 2019 | 2020 | 2021 | Second Quarter 2021 | |
| SOCIAL IMPACT | SO 1 | Informed, Inspired and Empowered Filipino Citizenry | | | | | | | | |
| | SM 1 | Digital and New Media Presence | | | | | | | | |
| | | a. Page Visits Website | | | | | | | | |
| | | i. % increase of website views | (current year - prior year) / prior year | 5.00% | Actual/Target | N/A | N/A | 5.00% | 5.00% | 1,288,059 |
| | | b. Facebook Engagement | | | | | | | | |
| | | i. % increase of Facebook followers | (current year - prior year) / prior year | 2.50% | Actual/Target | N/A | N/A | 15.00% | 15.00% | 175377 new followers |
| | | ii.% increase of Facebook engagement | | 2.50% | | N/A | N/A | 15.00% | 15.00% | 57,373,505 |
| | | c. Twitter | | | | | | | | |
| | | i. % increse of Twitter followers | (current year - prior year) / prior year | 2.50% | Actual/Target | N/A | N/A | 5.00% | 10.00% | 3112 new followers |
| | | ii.% increase of Twitter impressions | | 2.50% | | N/A | N/A | 5.00% | 10.00% | 15,830,000 |
| | | d. YouTube | | | | | | | | |
| | | i. % increase of YouTube followers | (current year - prior year) / prior year | 3.00% | Actual/Target | N/A | N/A | 25.00% | 25.00% | 120,844 new subscribers |
| | | ii.% increase of YouTube impressions | | 1.00% | | N/A | N/A | 10.00% | 10.00% | 321,089,938 |
| | | iii.% increase of YouTube watch time | | 1.00% | | N/A | N/A | 10.00% | 10.00% | 1,594,649 |
| | Subtotal | | 20% | | | | | | | |
| 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 that gave at least a Satisfactory rating / Total number of respondents | | Actual/Target (0% = if less than 80%) | No Customer Satisfaction Survey developed | No Customer Satisfaction Survey | Using the Enhanced Standard Guideline on the Conduct of the Customer Satisfaction Survey by the GCG | | Internal discussions on the conduct of the Customer Satisfaction Survey for 2021 being held |
| | | a. Public Viewers | | 2.50% | | | | 90.00% | 90.00% | |
| | | b. Partner Organizations | | 2.50% | | | | 90.00% | 90.00% | |
| | Subtotal | | 5.00% | | | | | | | |
| | SO 3 | Be a Relevant and Progressive Media Partner | | | | | | | | |
| | | Transmission Coverage Service Area | | | | | | | | |

| | | | | | | | | | | |
|---------------------|-----------------|--|--|---------------|----------------|------------------------------------|------------------------------------|--|--|--|
| INTERNAL PROCESS | SM 3 | a. Number of Operational Transmitting Stations- Analog | Actual Number | 10.00% | Actual/Target | 16 | 15 | 16 | 17 | 15 |
| | | b. Number of Operational Transmittal Stations - Digital | | 6.00% | | 3 | 4 | 7 | 7 | 6 |
| | SM 4 | Operational Regional Centers | Cumulative Number | 5.00% | Actual/Target | 2 | 3 | 3 | 3 | 3 |
| | SM 5 | Create Quality Programs with High Production Value at Par with Industry Standards | Actual Number | 4.00% | Actual/Target | A. 60 program submissions | A. 87 program submissions | A. 60 Entries Submitted to Award Giving Bodies | A. 60 Entries Submitted to Award Giving Bodies | A. 18 Entries Submitted to Award Giving Bodies |
| | | | | 4.00% | | B. 30 Nominations | B. 26 Nominations | B. 25 Nominations | B. 8 Nominations | B. 0 Nominations and 5 Awards |
| | SM 6 | Length of Airtime Allocated for Government Activities | Actual Hours | 8.00% | Actual/Target | 1,240 Hours | 1,788 Hours | 1,200 Hours | 1,300 Hours | 1,056.84 Hours |
| INTERNAL PROCESS | SO 4 | Update Key Management and Operational Guidelines, Systems and Processes to Boost Productivity | | | | | | | | |
| | SM 7 | ISO Certification | Actual Accomplishment | 5.00% | All or Nothing | No Accomplishment | No Accomplishment | ISO 9001:2015 Certification | ISO 9001:2015 Certification | |
| | Subtotal | | | 42.00% | | | | | | |
| FINANCIAL | SO 5 | Maintain Economic Viability | | | | | | | | |
| | SM 8 | Annual Revenues (in Million pesos) | Sales Revenue + Other Income | 15.00% | Actual/Target | 198.93 | 213.94 | 211.848 | 200.34 | 87,279,476.14 |
| | SM 9 | EBITDA (in Millions) | Net Income before Subsidy/Financial Assistance+Interest+Income Taxes+Depreciation+Amortization | 10.00% | Actual/Target | -89.25 | -132.54 | -115.58 | -211.01 | (71,891,695.80) |
| | Subtotal | | | 25.00% | | | | | | |
| LEARNING AND GROWTH | SO 6 | Strengthen HRD to Maximize Performance and Professionalize the Workforce | | | | | | | | |
| | SM 10 | Percentage of Employees Meeting Required Competencies | Actual Accomplishment | 5.00% | All or Nothing | No Board-approved Competency Model | No Board-approved Competency Model | Board-approved Competency Model | Board-approved Competency Model | Still awaiting comments/approval on Competency Based HRM System submitted in 2020 to CSC |
| | SM 11 | Development of a Reorganization Plan | Actual Accomplishment | 3.00% | Actual/Target | N/A | N/A | N/A | Submission of Proposed Reorganization Plan (RP) to GCG | Contracting of the DAP to assist in the finalization of the proposed RP |
| | Subtotal | | | 8.00% | | | | | | |
| TOTAL | | | 100% | | | | | | | |