

PEOPLE'S TELEVISION NETWORK, INC.

PTNI PERFORMANCE SCORECARD
THIRD QUARTER 2021

Strategic Objective (SO) / Strategic Measure (SM)		Formula	Weight	Rating System	Baseline Data		Targets		Accomplishments	
					2018	2019	2020	2021	Third 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%	759,304
		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%	194,811 new followers
		ii.% increase of Facebook engagement		2.50%		N/A	N/A	15.00%	15.00%	73,226,537
		c. Twitter								
		i. % increase of Twitter followers	(current year - prior year) / prior year	2.50%	Actual/Target	N/A	N/A	5.00%	10.00%	6,319 new followers
		ii.% increase of Twitter impressions		2.50%		N/A	N/A	5.00%	10.00%	21,150,000
		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%	118,400 new subscribers
		ii.% increase of YouTube impressions		1.00%		N/A	N/A	10.00%	10.00%	384,222,203
		iii.% increase of YouTube watch time		1.00%		N/A	N/A	10.00%	10.00%	2,661,984
	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 CSAT 2021 are being held
		a. Public Viewers		2.50%				90.00%	90.00%	
		b. Partner Organizations		2.50%				90.00%	90.00%	
	Subtotal		5.00%							
INTERNAL PROCESS	SO 3	Be a Relevant and Progressive Media Partner								
	SM 3	Transmission Coverage Service Area								
		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. 5 Entries submitted to Award-Giving Bodies
4.00%				B. 30 Nominations		B. 26 Nominations	B. 25 Nominations	B. 8 Nominations	B. 0 Nominations	
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	1,206.50 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	Will be tackled after approval and implementation of Reorganization Plan
	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	137.70
	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	-220.00
	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	Will be tackled after approval and implementation of Reorganization Plan
	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	The Network's CMT is in the midst of preparing the proposed RP
	Subtotal			8.00%						
TOTAL				100%						