

PEOPLE'S TELEVISION NETWORK, INC.

PTNI PERFORMANCE SCORECARD  
FOURTH QUARTER 2021

Strategic Objective (SO) / Strategic Measure (SM)		Formula	Weight	Rating System	Baseline Data		Targets	Targets	Accomplishments	
					2018	2019	2020	2021	Fourth Quarter 2021	
SOCIAL IMPACT	<b>SO 1</b>	<b>Informed, Inspired and Empowered Filipino Citizenry</b>								
	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%	1,924,157
		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%	170,297 new followers
		ii.% increase of Facebook engagement		2.50%		N/A	N/A	15.00%	15.00%	111,098,459
		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%	16,256
		ii.% increase of Twitter impressions		2.50%		N/A	N/A	5.00%	10.00%	13,850,000
		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%	141,824 new subscribers	
	ii.% increase of YouTube impressions		1.00%		N/A	N/A	10.00%	10.00%	507,652,820	
iii.% increase of YouTube watch time	1.00%		N/A		N/A	10.00%	10.00%	3,082,663		
	<b>Subtotal</b>		<b>20%</b>							
STAKEHOLDERS	<b>SO 2</b>	<b>Be a Source of Quality News and Information that Educates, Inspires and Empowers</b>								
	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		<b>Target date of completion and submission of Final Report to GCG is 31 March 2022</b>	
	a. Public Viewers	2.50%					90.00%	90.00%		
	b. Partner Organizations	2.50%					90.00%	90.00%		
	<b>Subtotal</b>	<b>5.00%</b>								
INTERNAL PROCESS	<b>SO 3</b>	<b>Be a Relevant and Progressive Media Partner</b>								
	SM 3	Transmission Coverage Service Area								
		a. Number of Operational Transmitting Stations- Analog	Actual Number	10.00%	Actual/Target	16	15	16	17	<b>15</b>
	b. Number of Operational Transmittal Stations - Digital	6.00%		3		4	7	7	<b>6</b>	
	SM 4	Operational Regional Centers	Cumulative Number	5.00%	Actual/Target	2	3	3	3	<b>3</b>
	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	<b>A. 44 Entries submitted to Award-Giving Bodies</b>
4.00%				B. 30 Nominations		B. 26 Nominations	B. 25 Nominations	B. 8 Nominations	<b>B. 7 Nominations, 2 Awards</b>	
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	<b>1,205.59 Hours</b>	

INTERNAL PROCESSES	<b>SO 4</b>	<b>Update Key Management and Operational Guidelines, Systems and Processes to Boost Productivity</b>								
	SM 7	ISO Certification	Actual Accomplishment	5.00%	All or Nothing	No Accomplishment	No Accomplishment	ISO 9001:2015 Certification	ISO 9001:2015 Certification	<b>Not accomplished yet</b>
	<b>Subtotal</b>			<b>42.00%</b>						
FINANCIAL	<b>SO 5</b>	<b>Maintain Economic Viability</b>								
	SM 8	Annual Revenues (in Million pesos)	Sales Revenue + Other Income	15.00%	Actual/Target	198.93	213.94	211.848	200.34	<b>134.90</b>
	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	<b>-217.30</b>
	<b>Subtotal</b>			<b>25.00%</b>						
LEARNING AND GROWTH	<b>SO 6</b>	<b>Strengthen HRD to Maximize Performance and Professionalize the Workforce</b>								
	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	<b>Not accomplished yet</b>
	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	<b>Being prepared for submission to GCG by March 2022</b>
	<b>Subtotal</b>			<b>8.00%</b>						
<b>TOTAL</b>				<b>100%</b>						