



28 June 2022

MR. JULIO O. CASTILLO

Chairman

MS. KATHERINE CHLOE S. DE CASTRO

Network General Manager

PEOPLE'S TELEVISION NETWORK, INC. (PTNI)

Broadcast Complex, Visayas Avenue

Diliman, Quezon City

PEOPLE'S TELEVISION NETWORK, INC.
 OFFICE OF THE GENERAL MANAGER

RECEIVED BY: *Chay*
 DATE: 7/1/2022 TIME: 3:00pm

RE: TRANSMITTAL OF 2022 PERFORMANCE SCORECARD

Dear Chairman Castillo and GM De Castro,

This is to formally transmit the Charter Statement and Strategy Map (**Annex A**) and 2022 Performance Scorecard (**Annex B**) of PTNI. The same is to be posted on PTNI's website, in accordance with Section 43 of GCG Memorandum Circular (M.C.) No. 2012-07.¹

The PTNI-proposed Performance Scorecard submitted through its letter dated 23 February 2022² was **MODIFIED** based on the discussions made during the Technical Panel Meeting (TPM) held on 14 March 2022 and evaluation of additional documents submitted through a letter dated on 24 March 2022.³

We take this opportunity to remind PTNI that Item 5 of GCG M.C. No. 2017-02⁴ mandates GOCCs to submit Quarterly Monitoring Reports and upload the same in the GOCC's website within thirty (30) calendar days from the close of each quarter. PTNI is requested to submit its revised Quarterly Targets based on the attached scorecard upon submission of its Quarterly Monitoring Report for 2022.

Finally, under GCG M.C. No. 2017-02, GOCCs can no longer renegotiate the targets set in their Performance Scorecards for the current year. Thus, any request for modification in the 2022 Performance Scorecard will instead be considered during the validation of the reported annual accomplishments.

FOR PTNI'S INFORMATION AND COMPLIANCE.

Very truly yours,

SAMUEL G. DAGPIN, JR.

Chairman

JAYPEE O. ABESAMIS

*OIC-Commissioner**

MARITES C. DORAL

Commissioner

¹ CODE OF CORPORATE GOVERNANCE FOR GOCCs, dated 28 November 2012.
² Officially received by the Governance Commission on 24 February 2022.
³ Officially received by the Governance Commission on 28 March 2022.
⁴ INTERIM PES FOR THE GOCC SECTOR, dated 30 June 2017.
 * By virtue of the Memorandum from the Executive Secretary dated 21 March 2022.

PEOPLE'S TELEVISION NETWORK, INC. (PTNI)

**PEOPLE'S TELEVISION NETWORK, INC.
STRATEGY MAP**

VISION

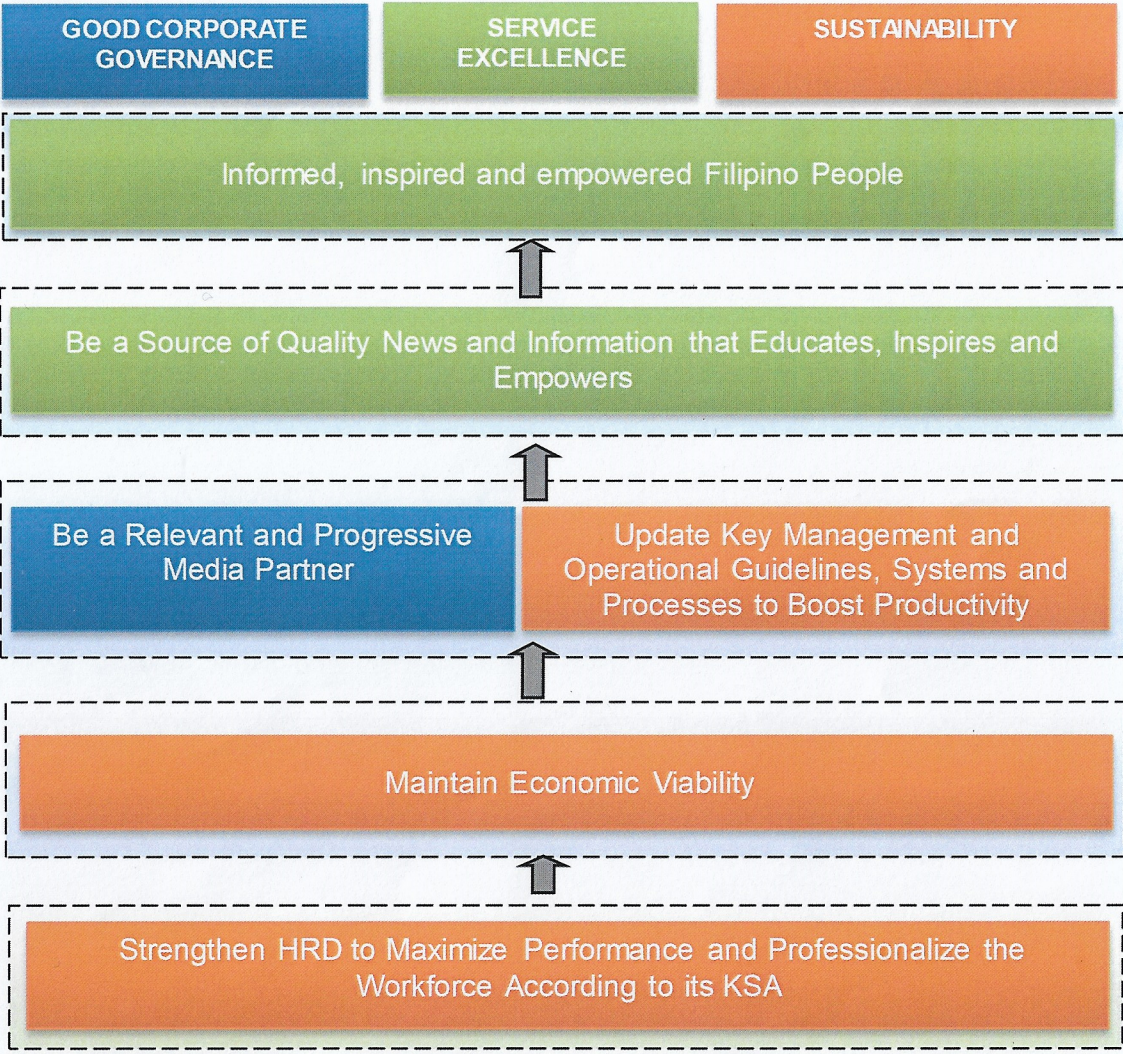
By 2022, the People's Television Network shall be in the forefront of news and public information in the country, inspiring the Filipino People to become active partners in nation building.

MISSION

To inform, inspire, and empower the Filipino people through relevant, credible, and world-class quality programming and services, and innovative partnerships with the global community.

CORE VALUES

Professionalism, Integrity and Commitment
Teamwork, Innovation and Service Excellence
Value for God, Country and People



PEOPLE'S TELEVISION NETWORK, INC. (PTNI)

Component					Baseline Data		Targets		
	Objective/Measure	Formula	Weight	Rating System ^{a/}	2019	2020	2021	2022	
SOCIAL IMPACT	SO 1	Informed, Inspired and Empowered Filipino People							
	SM 1	Digital and New Media Presence							
		a. Page Website Visits							
		i. % Increase of website pageviews	(Current year – prior year) / prior year	5%	Actual / Target	N/A	(2.13%) Decrease (4,018,678)	5%	20%
		b. Facebook							
		i. % Increase of Facebook followers	(Current year – prior year) / prior year	2.5%	Actual / Target	N/A	53.82% Increase (3,969,803)	15%	10%
		ii. % Increase of Facebook engagement		2.5%		N/A	157.46% Increase (281,363,703)	15%	10%
		c. Twitter							
		i. % Increase of Twitter followers	(Current year – prior year) / prior year	2.5%	Actual / Target	N/A	19.65% Increase (160,404)	5%	20%
		ii. % Increase of Twitter impressions		2.5%		N/A	50.84% Increase (61.09 M)	10%	20%
		d. YouTube							
		i. % Increase of YouTube subscribers	(Current year – prior year) / prior year	3%	Actual / Target	N/A	48.45% Increase (913,358)	25%	25%
		ii. % Increase of YouTube impressions		1%		N/A	(4.77%) Decrease (825.30 M)	10%	25%
		iii. % Increase of YouTube watch time		1%		N/A	(13.11%) Decrease (2,808,932)	10%	25%
		Sub-total			20%				

Component					Baseline Data		Targets		
	Objective/Measure	Formula	Weight	Rating System ^{al}	2019	2020	2021	2022	
AUDIENCE/ STAKEHOLDER	SO 2	Be a Source of Quality News and Information that Educates, Inspires, and Empowers							
	SM 2	<i>Percentage of Satisfied Customers</i>	Number of respondents which gave <i>at least</i> a Satisfactory rating / Total number of respondents	Actual / Target <i>0% = If less than 80%</i>	No Customer Satisfaction Survey	<i>Using the Enhanced Standard Guideline on the Conduct of Customer Satisfaction Survey by the GCG</i>			
		a. Public Viewers				2.5%	80.00%	90%	90%
		b. Partner Organizations				2.5%	90.00%	90%	90%
	Sub-total			5%					
INTERNAL PROESS	SO 3	Be a Relevant and Progressive Media Partner							
	SM 3	<i>Transmission Coverage Service Area</i>							
		a. Number of Operational Transmittal Stations – Analog	Actual Number	10%	Actual / Target	15	15	17	19
		b. Number of Operational Transmittal Stations – Digital		9%		4	4	7	9
	SM 4	Operational Regional Centers	Cumulative Number	3%	Actual / Target	3	3	3	3
	SM 5	Competitive, Quality Programs with High Production Value at Par with Industry Standards	Actual Number	4%	Actual / Target	A. 87 Program Submissions	A. 27 Entries Submitted to Award-Giving Bodies	A. 60 Entries Submitted to Award-Giving Bodies	A. 63 Entries Submitted to Award-Giving Bodies
Actual Number			4%	Actual / Target	B. 26 Nominations	B. 19 Nominations	B. 8 Nominations	B. 10 Nominations	

Component					Baseline Data		Targets		
	Objective/Measure	Formula	Weight	Rating System ^{al}	2019	2020	2021	2022	
	SM 6	Length of Airtime Allotted for Government Activities**	Actual Hours	8%	Actual / Target	1,788 Hours	2,393 Hours	1,300 Hours	1,795 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	No accomplishment	ISO 9001:2015 Certification	ISO 9001:2015 Certification
			Sub-total	43%					
	SO 5	Maintain Economic Viability							
	SM 8	Annual Revenue (in Million pesos)	Sales Revenue + Other Income	10%	Actual / Target	213.94	170.61	200.34	278.65
	SM 9	EBITDA (in Million pesos)	Net Income before Subsidy/Financial Assistance + Interest + Income Taxes + Depreciation + Amortization	10%	Actual / Target	(132.54)	(165.98)	(211.01)	(104.49)
FINANCE	SM 10	<i>Budget Utilization Rate</i>							
		a. GAA Subsidies – amounts obligated	Amount Obligated / Total GAA Subsidy	1.5%	Actual / Target	N/A	N/A	N/A	90%
		b. GAA Subsidies – amounts disbursed	Amount Disbursed / Total Obligated	1.5%	Actual / Target	N/A	N/A	N/A	90%

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

Component					Baseline Data		Targets		
	Objective/Measure	Formula	Weight	Rating System ^{a/}	2019	2020	2021	2022	
	c. Corporate Funds – CO & MOOE	Amount Disbursed / Total COB	2%	Actual / Target	N/A	N/A	N/A	90%	
	Sub-total		25%						
LEARNING & GROWTH	SO 6	Strengthen HRD to Maximize Performance and Professionalize the Workforce According to its KSA							
	SM 11	Percentage of Employees Meeting Required Competencies	Actual Accomplishment	5%	All or Nothing	No Board-approved Competency Model	No Board-approved Competency Model	Board-approved Competency Model	Board-approved Competency Model
	SM 12	Development of a Reorganization Plan (RP)	Actual Accomplishment	2%	All or Nothing	N/A	N/A	Submission of Proposed RP to GCG	Submission of Proposed RP to GCG
	Sub-total		7%						
TOTAL			100%						

a/ But not to exceed the assigned weight per indicator.