

PEOPLE'S TELEVISION NETWORK, INC.

PTNI PERFORMANCE SCORECARD
ENTIRE 2021

Strategic Objective (SO) / Strategic Measure (SM)		Formula	Weight	Rating System	Baseline Data		Targets	Targets	Accomplishments	
					2018	2019	2020	2021	Entire 2021	
SOCIAL IMPACT	SO 1	Informed, Inspired and Empowered Filipino People								
	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%	5,319,190
		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%	770,426 new followers
		ii. % increase of Facebook engagement		2.50%		N/A	N/A	15.00%	15.00%	294,610,036
		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%	29,885 new followers
		ii. % increase of Twitter impressions		2.50%		N/A	N/A	5.00%	10.00%	64,740,000
		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%	471,516 new subscribers	
	ii. % increase of YouTube impressions		1.00%		N/A	N/A	10.00%	10.00%	1,484,291,835	
	iii. % increase of YouTube watch time		1.00%		N/A	N/A	10.00%	10.00%	8,516,909	
	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			
	a. Public Viewers	2.50%					90.00%	90.00%	94.90%	
	b. Partner Organizations	2.50%					90.00%	90.00%	81.80%	
	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	67 Entries Submitted to Award Giving Bodies
4.00%				B. 30 Nominations		B. 26 Nominations	B. 25 Nominations	B. 8 Nominations	24 nominations (7 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	4,555.31 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	Not accomplished yet
	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	217.00
	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	-145.59
	Subtotal			25.00%						
LEARNING AND 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	5.00%	All or Nothing	No Board-approved Competency Model	No Board-approved Competency Model	Board-approved Competency Model	Board-approved Competency Model	Not accomplished yet
	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	Being prepared for submission to GCG by March 2022
	Subtotal			8.00%						
TOTAL			100%							