



21 March 2022

MR. JULIO O. CASTILLO

Chairman

MS. KATHERINE S. DE CASTRO

Network General Manager

PEOPLE'S TELEVISION NETWORK, INC. (PTNI)

Broadcast Complex, Visayas Avenue
 Diliman, Quezon City

**RE: VALIDATION RESULT OF PTNI'S
2020 PERFORMANCE SCORECARD**

Dear Chairman Castillo and GM De Castro,

This is to formally transmit the validation result of PTNI's 2020 Performance Scorecard. Based on the Governance Commission's validation of the GOCC's documentary submissions, PTNI obtained an overall score of **69.26%** (See **Annex A**). The same is to be posted in PTNI's website, in accordance with Section 43 of GCG Memorandum Circular (M.C.) No. 2012-07.¹

In relation to the grant of 2020 PBB to eligible officers and employees, PTNI fails to satisfy the requirements of GCG M.C. No. 2019-02,² particularly the achievement of a weighted-average score of at least 90% in its 2020 Performance Scorecard. In this regard, the Board is reminded that any unilateral action to release the PBB will be considered as a violation of the Board's fiduciary duty to protect the assets of the GOCC as provided under Section 19 of Republic Act No. 10149.³

Consequently, pursuant to GCG M.C. No. 2021-01,⁴ failure to qualify for the PBB means that the Appointive Members of the Governing Board of PTNI shall not be qualified to receive the Performance-Based Incentive (PBI).

FOR PTNI'S INFORMATION AND GUIDANCE.

Very truly yours,

SAMUEL G. DAGPIN, JR.

Chairman

JAYPEE O. ABESAMIS
*OIG-Commissioner**

MARITES C. DORAL
Commissioner

cc: COA Resident Auditor – PTNI

¹ Code of Corporate Governance for GOCCS, dated 28 November 2012.

² Interim Performance-Based Bonus (PBB).

³ GOCC Governance Act of 2011.

⁴ "Interim Performance-Based Incentive (PBI) System for Appointive Directors of GOCCs covered by GCG for CY 2020 and for the Years Thereafter," dated 28 January 2021.

* By virtue of the Memorandum from the Executive Secretary dated 21 March 2022.

PEOPLE'S TELEVISION NETWORK, INC.
Validated 2020 Performance Scorecard

| Objective/ Measure | Component | | | PTNI Submission | | GCG Evaluation | | Supporting Documents | Remarks | | | | | | | | | | |
|---------------------------------------|--|--|----------------------------|-----------------|------------------|----------------|--|----------------------|---|---|---|------|-------------|------|-----------|--------|----------|---|---------|
| | Formula | Weight | Rating Scale ^{a/} | Target | Actual | Rating | Score | | | Rating | | | | | | | | | |
| SO 1 | Informed, Inspired and Empowered Filipino People | | | | | | | | | | | | | | | | | | |
| SM 1 | Digital and New Media Presence | | | | | | | | | | | | | | | | | | |
| | a. Page Visits | | | | | | | | | | | | | | | | | | |
| | i. % increase of website pageviews | (Current year – prior year) / prior year | 5% | Actual / Target | 5% | 4,018,676 | – | (2.13%) Decrease | 0.00% | - New Media 2019 Analytics - PTNI Annual Report 2020 - Published 2020 Annual Report in PTNI website - 2020 Data Analytics Report by Digital Media & Interactive Service (DMIS) Unit - Certification on the 2020 Data Analytics Report - Justification by DMIS Unit | <table border="1"> <tr><td>2020</td><td>4,018,678</td></tr> <tr><td>2019</td><td>4,106,193</td></tr> <tr><td>(Dec.)</td><td>(87,515)</td></tr> <tr><td>%</td><td>(2.13%)</td></tr> </table> | 2020 | 4,018,678 | 2019 | 4,106,193 | (Dec.) | (87,515) | % | (2.13%) |
| | 2020 | 4,018,678 | | | | | | | | | | | | | | | | | |
| | 2019 | 4,106,193 | | | | | | | | | | | | | | | | | |
| | (Dec.) | (87,515) | | | | | | | | | | | | | | | | | |
| % | (2.13%) | | | | | | | | | | | | | | | | | | |
| b. Facebook Engagement | | | | | | | | | | | | | | | | | | | |
| i. % increase of Facebook followers | (Current year – prior year) / prior year | 2.5% | Actual / Target | 15% | 3,969,803 | – | 53.82% Increase | 2.50% | <table border="1"> <tr><td>2020</td><td>3,969,803</td></tr> <tr><td>2019</td><td>2,580,856</td></tr> <tr><td>Inc.</td><td>1,388,947</td></tr> <tr><td>%</td><td>53.82%</td></tr> </table> | 2020 | 3,969,803 | 2019 | 2,580,856 | Inc. | 1,388,947 | % | 53.82% | | |
| 2020 | | 3,969,803 | | | | | | | | | | | | | | | | | |
| 2019 | 2,580,856 | | | | | | | | | | | | | | | | | | |
| Inc. | 1,388,947 | | | | | | | | | | | | | | | | | | |
| % | 53.82% | | | | | | | | | | | | | | | | | | |
| ii. % increase of Facebook engagement | 2.5% | 15% | 159,015,344 | – | 157.46% Increase | 2.50% | <table border="1"> <tr><td>2020</td><td>281,363,703</td></tr> <tr><td>2019</td><td>109,285,478</td></tr> <tr><td>Inc.</td><td>172,078,225</td></tr> <tr><td>%</td><td>157.46%</td></tr> </table> | 2020 | 281,363,703 | 2019 | 109,285,478 | Inc. | 172,078,225 | % | 157.46% | | | | |
| 2020 | 281,363,703 | | | | | | | | | | | | | | | | | | |
| 2019 | 109,285,478 | | | | | | | | | | | | | | | | | | |
| Inc. | 172,078,225 | | | | | | | | | | | | | | | | | | |
| % | 157.46% | | | | | | | | | | | | | | | | | | |
| c. Twitter Engagement | | | | | | | | | | | | | | | | | | | |
| i. % increase of Twitter followers | (Current year – prior year) / prior year | 2.5% | Actual / Target | 5% | 160,404 | – | 19.65% Increase | 2.50% | <table border="1"> <tr><td>2020</td><td>160,404</td></tr> <tr><td>2019</td><td>134,061</td></tr> <tr><td>Inc.</td><td>26,343</td></tr> <tr><td>%</td><td>19.65%</td></tr> </table> | 2020 | 160,404 | 2019 | 134,061 | Inc. | 26,343 | % | 19.65% | | |
| 2020 | 160,404 | | | | | | | | | | | | | | | | | | |
| 2019 | 134,061 | | | | | | | | | | | | | | | | | | |
| Inc. | 26,343 | | | | | | | | | | | | | | | | | | |
| % | 19.65% | | | | | | | | | | | | | | | | | | |

SOCIAL IMPACT

| Objective/ Measure | Component | | | PTNI Submission | | GCG Evaluation | | Supporting Documents | Remarks | | | | | | | | |
|---------------------------------------|---|------------|----------------------------|-----------------|-------------|----------------|-------------------|----------------------|---|--------|-------------|------|-------------|---------------|---------------------|----------|-----------------|
| | Formula | Weight | Rating Scale ^{a/} | Target | Actual | Rating | Score | | | Rating | | | | | | | |
| ii. % increase of Twitter impressions | | 2.5% | | 10% | 60,232,413 | - | 50.84% Increase | 2.50% | <table border="1"> <tr><td>2020</td><td>61.09 M</td></tr> <tr><td>2019</td><td>40.50 M</td></tr> <tr><td>Inc.</td><td>20.59 M</td></tr> <tr><td>%</td><td>50.84%</td></tr> </table> | 2020 | 61.09 M | 2019 | 40.50 M | Inc. | 20.59 M | % | 50.84% |
| 2020 | 61.09 M | | | | | | | | | | | | | | | | |
| 2019 | 40.50 M | | | | | | | | | | | | | | | | |
| Inc. | 20.59 M | | | | | | | | | | | | | | | | |
| % | 50.84% | | | | | | | | | | | | | | | | |
| d. YouTube Views | | | | | | | | | | | | | | | | | |
| i. % increase of YouTube subscribers | | 3% | | 25% | 913,358 | - | 48.45% Increase | 3.00% | <table border="1"> <tr><td>2020</td><td>913,358</td></tr> <tr><td>2019</td><td>615,259</td></tr> <tr><td>Inc.</td><td>298,099</td></tr> <tr><td>%</td><td>48.45%</td></tr> </table> | 2020 | 913,358 | 2019 | 615,259 | Inc. | 298,099 | % | 48.45% |
| 2020 | 913,358 | | | | | | | | | | | | | | | | |
| 2019 | 615,259 | | | | | | | | | | | | | | | | |
| Inc. | 298,099 | | | | | | | | | | | | | | | | |
| % | 48.45% | | | | | | | | | | | | | | | | |
| ii. % increase of YouTube impressions | (Current year – prior year) / prior year | 1% | Actual / Target | 10% | 823,310,955 | - | (4.77%) Decrease | 0.00% | <table border="1"> <tr><td>2020</td><td>825,301,132</td></tr> <tr><td>2019</td><td>866,621,803</td></tr> <tr><td>(Dec.)</td><td>(41,320,671)</td></tr> <tr><td>%</td><td>(4.77%)</td></tr> </table> | 2020 | 825,301,132 | 2019 | 866,621,803 | (Dec.) | (41,320,671) | % | (4.77%) |
| 2020 | 825,301,132 | | | | | | | | | | | | | | | | |
| 2019 | 866,621,803 | | | | | | | | | | | | | | | | |
| (Dec.) | (41,320,671) | | | | | | | | | | | | | | | | |
| % | (4.77%) | | | | | | | | | | | | | | | | |
| iii. % increase of YouTube watch time | | 1% | | 10% | 3,093,536 | - | (13.11%) Decrease | 0.00% | <table border="1"> <tr><td>2020</td><td>2,808,932</td></tr> <tr><td>2019</td><td>3,232,869</td></tr> <tr><td>(Dec.)</td><td>(423,937)</td></tr> <tr><td>%</td><td>(13.11%)</td></tr> </table> | 2020 | 2,808,932 | 2019 | 3,232,869 | (Dec.) | (423,937) | % | (13.11%) |
| 2020 | 2,808,932 | | | | | | | | | | | | | | | | |
| 2019 | 3,232,869 | | | | | | | | | | | | | | | | |
| (Dec.) | (423,937) | | | | | | | | | | | | | | | | |
| % | (13.11%) | | | | | | | | | | | | | | | | |
| Sub-total | | 20% | | | | - | | 13.00% | | | | | | | | | |
| SO 2 | Be a Source of Quality News and Information that Educates, Inspires and Empowers | | | | | | | | | | | | | | | | |

| | | Component | | | | PTNI Submission | | GCG Evaluation | | Supporting Documents | Remarks | | | | | | | | | | | | | | | |
|-------------------------|----------------|--|---|------------|--|---|--------|----------------|--------------|----------------------|--|---|--------|--------------------------|-------------------|--------|--------------|--------|---------|--------|--------------|-------|-------------------|-------|--------------|----------------|
| Objective/ Measure | Formula | Weight | Rating Scale ^{af} | Target | Actual | Rating | Score | Rating | | | | | | | | | | | | | | | | | | |
| AUDIENCE / STAKEHOLDERS | SM 2 | Percentage of Satisfied Customers | Number of respondents which gave at least a Satisfactory rating / Total number of respondents | 10% | Actual / Target 0% = If less than 70% | 90% <i>(Using the Enhanced Standard Guideline on the Conduct of Customer Satisfaction Survey by the GCG)</i> | 80.30% | - | 80.30% | 8.92% | - 2020 CSS Report for PTV (Nielsen Analysis) - Data Tables for Viewers and Partner Organizations - Raw Data (Open and Close Ended) - Survey Instrument for Viewers and Partner Orgs. - Clarification on Partner Orgs. by Nielsen Media - Backchecking Status Report - Clarification on 2020 CSS Report | <table border="1"> <thead> <tr> <th>Rating</th> <th>% of Satisfied Customers</th> </tr> </thead> <tbody> <tr> <td>Very Satisfactory</td> <td>24.24%</td> </tr> <tr> <td>Satisfactory</td> <td>56.06%</td> </tr> <tr> <td>Neutral</td> <td>17.58%</td> </tr> <tr> <td>Dissatisfied</td> <td>1.21%</td> </tr> <tr> <td>Very Dissatisfied</td> <td>0.91%</td> </tr> <tr> <td>Total</td> <td>100.00%</td> </tr> </tbody> </table> | Rating | % of Satisfied Customers | Very Satisfactory | 24.24% | Satisfactory | 56.06% | Neutral | 17.58% | Dissatisfied | 1.21% | Very Dissatisfied | 0.91% | Total | 100.00% |
| | Rating | % of Satisfied Customers | | | | | | | | | | | | | | | | | | | | | | | | |
| Very Satisfactory | 24.24% | | | | | | | | | | | | | | | | | | | | | | | | | |
| Satisfactory | 56.06% | | | | | | | | | | | | | | | | | | | | | | | | | |
| Neutral | 17.58% | | | | | | | | | | | | | | | | | | | | | | | | | |
| Dissatisfied | 1.21% | | | | | | | | | | | | | | | | | | | | | | | | | |
| Very Dissatisfied | 0.91% | | | | | | | | | | | | | | | | | | | | | | | | | |
| Total | 100.00% | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Sub-total | | 10% | | | - | | 8.92% | | | | | | | | | | | | | | | | | |
| INTERNAL PROCESS | SO 3 | Be a Relevant and Progressive Media Partner | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Transmission Coverage Service Area | | | | | | | | | | | | | | | | | | | | | | | | |
| | SM 3 | a. Operational Transmittal Stations – Analog | Actual Number | 10% | Actual / Target | 16 | 15 | - | 15 | 9.38% | - Certification issued by the Provincial Network Division | PTNI operational Analog Stations in 2020: 1. PTV-8 Cordillera 2. PTV-4 Palawan 3. PTV-4 Naga 4. PTV-4 Manila 5. PTV-2 Guimaras 6. PTV-11 Cebu 7. PTV-10 Dumaguete 8. PTV-12 Calbayog 9. PTV-8 Tacloban 10. PTV-11 Sibugay 11. PTV-48 Davao del Norte 12. PTV-11 Davao 13. PTV-8 Agusan del Sur 14. PTV-7 Zamboanga 15. PTV-8 Cotabato | | | | | | | | | | | | | | |

| Objective/ Measure | | Component | | | PTNI Submission | | GCG Evaluation | | Supporting Documents | Remarks | | | | | | | | | | | |
|--------------------|---|-------------------|--------|----------------------------|--|---|----------------|---|----------------------|---|--|-----------------|--------------|----------------|----------|----------------|--------|--------------|--------|--------------|-----------------|
| | | Formula | Weight | Rating Scale ^{a/} | Target | Actual | Rating | Score | | | Rating | | | | | | | | | | |
| SM 4 | b. Operational Transmittal Stations – Digital | | 6% | | 7 | 3 | – | 4 | 3.43% | PTNI operational Digital Stations in 2020: 1. PTV-42 Manila 2. PTV-46 Naga 3. PTV-42 Cebu 4. PTV-45 Davao | | | | | | | | | | | |
| | Operational Regional Centers | Cumulative Number | 8% | Actual / Target | 3 | 3 | – | 3 | 8.00% | | The three (3) Regional News Centers of PTNI were maintained in 2020: 1. PTV Manila 2. PTV Cordillera 3. PTV Davao | | | | | | | | | | |
| SM 5 | Competitive, Quality Programs with High Production Value at Par with Industry Standards | Actual Number | 4% | Actual / Target | A. 60 Entries Submitted to Award-Giving Bodies | 27 Entries Submitted to Award-Giving Bodies | – | 27 Entries Submitted to Award-Giving Bodies | 1.80% | - Certification on the List of Entries Submitted to and Nominations Received from various Award-giving Bodies for the year 2020 - Sample receiving copies of submitted Entry Forms - Communications on Nominations Received | PTNI failed to meet the targets for both the PTV program submissions to and nominations from various award-giving bodies by 55% and 24%, respectively, as affected by the pandemic. | | | | | | | | | | |
| | | | 4% | | B. 25 Nominations | 19 Nominations | – | 19 Nominations | 3.04% | | | | | | | | | | | | |
| SM 6 | Length of Airtime Allotted for Government Activities ^{b/} | Actual Hours | 8% | Actual / Target | 1,200 Hours | 4,094.96 hours | – | 2,393.476 hours | 8.00% | - 2020 Computation of Programming Hours by the Programming Unit | <table border="1"> <thead> <tr> <th>Type of Program</th> <th>No. of Hours</th> </tr> </thead> <tbody> <tr> <td>Public Affairs</td> <td>1,596.43</td> </tr> <tr> <td>Public Service</td> <td>492.70</td> </tr> <tr> <td>Presidential</td> <td>304.35</td> </tr> <tr> <td>TOTAL</td> <td>2,393.48</td> </tr> </tbody> </table> | Type of Program | No. of Hours | Public Affairs | 1,596.43 | Public Service | 492.70 | Presidential | 304.35 | TOTAL | 2,393.48 |
| Type of Program | No. of Hours | | | | | | | | | | | | | | | | | | | | |
| Public Affairs | 1,596.43 | | | | | | | | | | | | | | | | | | | | |
| Public Service | 492.70 | | | | | | | | | | | | | | | | | | | | |
| Presidential | 304.35 | | | | | | | | | | | | | | | | | | | | |
| TOTAL | 2,393.48 | | | | | | | | | | | | | | | | | | | | |

INTERNAL PROCESS

| Objective/ Measure | Component | | | | PTNI Submission | | GCG Evaluation | | Supporting Documents | Remarks | | | | | | | | | | | |
|--------------------------|--|---|----------------------------|-----------------|-----------------------------|----------|----------------|-------------------|----------------------|---|--|---------------|-------------|--------------------|--------------|--------------------------|---------------|-----------------|--------|--------------|--------------------|
| | Formula | Weight | Rating Scale ^{al} | Target | Actual | Rating | Score | Rating | | | | | | | | | | | | | |
| SO 4 | Update Key Management and Operational Guidelines, Systems and Processes to Boost Productivity | | | | | | | | | | | | | | | | | | | | |
| SM 7 | ISO Certification | Actual Accomplishment | 5% | All or Nothing | ISO 9001:2015 Certification | None | - | No Accomplishment | 0.00% | - Memorandum from Admin. Division re: Competency Based Human Resource System and ISO Certification, dated 02 Sep 2021 | PTNI was advised by their Reorganization Plan (RP) consultant to start the ISO certification after their RP is completed since most of the processes involved in the ISO certification will be affected. | | | | | | | | | | |
| | Sub-total | | 45% | | | | - | | 33.65% | | | | | | | | | | | | |
| SO 5 | Attain Revenue Growth and Financial Viability | | | | | | | | | | | | | | | | | | | | |
| SM 8 | Annual Revenue (in Million pesos) | Sales Revenue + Other Income | 10% | Actual / Target | 211.848 | 170.50 | - | 170.61 | 8.05% | - COA-audited 2020 Financial Statements - Notes to 2020 FS | <table border="1"> <tr> <td>Sales Revenue</td> <td>166,741,676</td> </tr> <tr> <td>Other Service Inc.</td> <td>3,759,851</td> </tr> <tr> <td>Other Non-operating Inc.</td> <td>58,006</td> </tr> <tr> <td>Gains</td> <td>53,238</td> </tr> <tr> <td>TOTAL</td> <td>170,612,771</td> </tr> </table> | Sales Revenue | 166,741,676 | Other Service Inc. | 3,759,851 | Other Non-operating Inc. | 58,006 | Gains | 53,238 | TOTAL | 170,612,771 |
| Sales Revenue | 166,741,676 | | | | | | | | | | | | | | | | | | | | |
| Other Service Inc. | 3,759,851 | | | | | | | | | | | | | | | | | | | | |
| Other Non-operating Inc. | 58,006 | | | | | | | | | | | | | | | | | | | | |
| Gains | 53,238 | | | | | | | | | | | | | | | | | | | | |
| TOTAL | 170,612,771 | | | | | | | | | | | | | | | | | | | | |
| SM 9 | EBITDA (in Million pesos) | Net Income before Subsidy/Financial Assistance + Interest + Taxes + Depreciation + Amortization | 10% | Actual / Target | (115.58) | (161.36) | - | (165.98) | 5.64% | <table border="1"> <tr> <td>Net Loss from Operations</td> <td>(258.50)</td> </tr> <tr> <td>Interest</td> <td>-</td> </tr> <tr> <td>Depreciation</td> <td>92.52</td> </tr> <tr> <td>EBITDA</td> <td>(165.98)</td> </tr> </table> | Net Loss from Operations | (258.50) | Interest | - | Depreciation | 92.52 | EBITDA | (165.98) | | | |
| Net Loss from Operations | (258.50) | | | | | | | | | | | | | | | | | | | | |
| Interest | - | | | | | | | | | | | | | | | | | | | | |
| Depreciation | 92.52 | | | | | | | | | | | | | | | | | | | | |
| EBITDA | (165.98) | | | | | | | | | | | | | | | | | | | | |
| | Sub-total | | 20% | | | | - | | 13.69% | | | | | | | | | | | | |

FINANCE

| Objective/ Measure | Component | | | | PTNI Submission | | GCG Evaluation | | Supporting Documents | Remarks | |
|--------------------|--|-----------------------|----------------------------|----------------|---------------------------------|--|----------------|------------------------------------|----------------------|--|---|
| | Formula | Weight | Rating Scale ^{a/} | Target | Actual | Rating | Score | Rating | | | |
| 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% | All or Nothing | Board-approved Competency Model | Submitted the GM-approved Competency Based HRM System Plan to the Civil Service Commission (CSC) – awaiting CSC comments/ approval as basis to begin the hiring of the expert for the Competency Model | - | No Board-approved Competency Model | 0.00% | - Memorandum from Admin. Division re: Competency Based Human Resource System Plan - Memo from Admin Division Certification, dated 02 Sep 2021 | Similar with SM 7, the target was not achieved as this measure will be affected by PTNI's on-going RP preparations since the positions in PTNI will mostly change once the RP will be completed/approved. |
| | Sub-total | | 5% | | | | - | | 0.00% | | |
| | TOTAL | | 100% | | | | - | | 69.26% | | |

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

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

LEARNING & GROWTH