



14 November 2022

MR. JULIO O. CASTILLO, JR., DBA
Network General Manager (GM)
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: 11/22/22 TIME: 3:03p

RE: VALIDATION RESULT OF PTNI'S
2021 PERFORMANCE SCORECARD

Dear GM Castillo,

This is to formally transmit the validation result of PTNI's 2021 Performance Scorecard. Based on the Governance Commission's validation of the GOCC's documentary submissions, PTNI obtained an overall score of **78.72%** (See **Annex A**). 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

In relation to the grant of the 2021 Performance-Based Bonus (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 2021 Performance Scorecard. In this regard, the Governing Board is reminded that any unilateral action to release the PBB will be considered a violation of its 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,

Justice ALEX L. QUIROZ (ret.)
Chairperson

Atty. GIDEON D.V. MORTEL
Commissioner

Atty. GERALDINE MARIE B. BERBERABE-MARTINEZ
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 Incentives (PBI) System for the Appointive Directors of GOCCs covered by GCG for FY 2020 and for the years thereafter dated 28 January 2021.

PEOPLE'S TELEVISION NETWORK, INC. (PTNI)
Validated 2021 Performance Scorecard

		Component			PTNI Submission		GCG Evaluation		Supporting Documents	Remarks										
Objective/ Measure	Formula	Weight	Rating Scale ^{a/}	Target	Actual	Rating	Score	Rating												
SOCIAL IMPACT	SO 1	Informed, Inspired, and Empowered Filipino People																		
		Digital and New Media Presence																		
		a. Page Visits																		
	i. % increase in website pageviews	(Current year – prior year) / prior year	5%	Actual / Target	5%	5,319,190 (32.36% increase)	5%	32.34% increase	5.00%	- DMIS Certification and Analytics for the Entire 2021 - Screenshots and face-to-face walkthrough of Google Analytics	<table border="1"> <thead> <tr> <th colspan="2">Page Visits</th> </tr> </thead> <tbody> <tr> <td>2021</td> <td>5,319,190</td> </tr> <tr> <td>2020</td> <td>4,019,402</td> </tr> <tr> <td>Inc.</td> <td>1,299,788</td> </tr> <tr> <td>% Inc.</td> <td>32.34%</td> </tr> </tbody> </table>	Page Visits		2021	5,319,190	2020	4,019,402	Inc.	1,299,788	% Inc.
Page Visits																				
2021	5,319,190																			
2020	4,019,402																			
Inc.	1,299,788																			
% Inc.	32.34%																			
	b. Facebook Engagement																			
SM 1	i. % increase in Facebook followers	(Current year – prior year) / prior year	2.5%	Actual / Target	15%	770,426 new followers (19.4% increase)	2.5%	Actual performance not verifiable	0.00%	- DMIS Certification and Analytics for the Entire 2021 - Screenshot from PTNI's New Media data analytics - Face-to-face walkthrough of Facebook Creator Studio	PTNI could no longer provide actual data on the cumulative total of its Facebook Followers as of 31 December 2020 and 31 December 2021. Only the number of "new followers" for the year was presented as supporting data. Thus, the GCG could not provide an objective validation as to the actual accomplishment due to inadequate or incomplete documentation and information.									

"Upholding a Transparent and Responsive GOCC Sector for the Filipino People"

PTNI Validated 2021 Performance Scorecard

Objective/ Measure		Component			PTNI Submission		GCG Evaluation		Supporting Documents	Remarks											
		Formula	Weight	Rating Scale ^{a/}	Target	Actual	Rating	Score			Rating										
SM 1	ii. % increase in Facebook engagement	(Current year – prior year) / prior year	2.5%	Actual / Target	15%	294,610,036 (4.7% increase)	0.79%	23.07% Increase	2.50%	- Screenshot from PTNI's New Media data analytics - Face-to-face walkthrough of Facebook Creator Studio	<table border="1"> <thead> <tr> <th colspan="2">Facebook Engagement</th> </tr> </thead> <tbody> <tr> <td>2021</td> <td>294,610,036</td> </tr> <tr> <td>2020</td> <td>239,383,484</td> </tr> <tr> <td>Inc.</td> <td>55,226,552</td> </tr> <tr> <td>% Inc.</td> <td>23.07%</td> </tr> </tbody> </table>	Facebook Engagement		2021	294,610,036	2020	239,383,484	Inc.	55,226,552	% Inc.	23.07%
	Facebook Engagement																				
	2021	294,610,036																			
2020	239,383,484																				
Inc.	55,226,552																				
% Inc.	23.07%																				
c. Twitter Engagement																					
	i. % increase in Twitter followers	(Current year – prior year) / prior year	2.5%	Actual / Target	5%	29,885 new followers (18.63% increase)	2.5%	<i>Actual performance not verifiable</i>	0.00%	- Screenshot from PTNI's New Media data analytics - Face-to-face walkthrough of <i>analytics.twitter.com</i>	Similar with Facebook Followers, the PTNI could no longer provide actual data on the cumulative total of its Twitter Followers as of 31 December 2020 and 31 December 2021. Only the number of "new followers" for 2021 was presented as supporting data. Thus, the GCG could not provide an objective validation as to the actual accomplishment due to inadequate or incomplete documentation and information.										
	ii. % increase in Twitter impressions	(Current year – prior year) / prior year	2.5%	Actual / Target	10%	64,740,000 (7.04% increase)	1.17%	5.97% Increase	1.49%	<table border="1"> <thead> <tr> <th colspan="2">Twitter Impressions</th> </tr> </thead> <tbody> <tr> <td>2021</td> <td>64.74 Million</td> </tr> <tr> <td>2020</td> <td>61.09 Million</td> </tr> <tr> <td>Inc.</td> <td>3.65 Million</td> </tr> <tr> <td>% Inc.</td> <td>5.97%</td> </tr> </tbody> </table>	Twitter Impressions		2021	64.74 Million	2020	61.09 Million	Inc.	3.65 Million	% Inc.	5.97%	
Twitter Impressions																					
2021	64.74 Million																				
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PTNI Validated 2021 Performance Scorecard

Objective/ Measure		Component			PTNI Submission		GCG Evaluation		Supporting Documents	Remarks											
		Formula	Weight	Rating Scale ^{a/}	Target	Actual	Rating	Score	Rating												
d. YouTube Views																					
i. % increase of YouTube subscribers		(Current year – prior year) / prior year	3%	Actual / Target	25%	471,516 new subscribers (51.62% increase)	3%	51.63% Increase	3.00%	Screenshot and face-to-face walkthrough of studio.youtube.com	<table border="1"> <thead> <tr> <th colspan="2">YouTube Subscribers</th> </tr> </thead> <tbody> <tr> <td>2021</td> <td>1,384,788</td> </tr> <tr> <td>2020*</td> <td>913,272</td> </tr> <tr> <td>Inc.</td> <td>471,516</td> </tr> <tr> <td>% Inc.</td> <td>51.63%</td> </tr> </tbody> </table> <p><i>*Updated baseline data</i></p>	YouTube Subscribers		2021	1,384,788	2020*	913,272	Inc.	471,516	% Inc.	51.63%
YouTube Subscribers																					
2021	1,384,788																				
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% Inc.	51.63%																				
ii. % increase in YouTube impressions		1%	10%	1,484,291,835 (79.85% increase)	1%	80.40% Increase	1.00%	<table border="1"> <thead> <tr> <th colspan="2">YouTube Impressions</th> </tr> </thead> <tbody> <tr> <td>2021</td> <td>1,484,291,723</td> </tr> <tr> <td>2020*</td> <td>822,774,408</td> </tr> <tr> <td>Inc.</td> <td>661,517,315</td> </tr> <tr> <td>% Inc.</td> <td>80.40%</td> </tr> </tbody> </table> <p><i>*Updated baseline data</i></p>	YouTube Impressions		2021	1,484,291,723	2020*	822,774,408	Inc.	661,517,315	% Inc.	80.40%			
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2021	1,484,291,723																				
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iii. % increase in YouTube watch time		1%	10%	8,516,909 (203.21% increase)	1%	203.21% Increase	1.00%	<table border="1"> <thead> <tr> <th colspan="2">YouTube Watch Time</th> </tr> </thead> <tbody> <tr> <td>2021</td> <td>8,516,925.70</td> </tr> <tr> <td>2020*</td> <td>2,808,931.80</td> </tr> <tr> <td>Inc.</td> <td>5,707,994</td> </tr> <tr> <td>%</td> <td>203.21%</td> </tr> </tbody> </table> <p><i>*Updated baseline data</i></p>	YouTube Watch Time		2021	8,516,925.70	2020*	2,808,931.80	Inc.	5,707,994	%	203.21%			
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Sub-total		20%				16.96%		13.99%													

PTNI Validated 2021 Performance Scorecard

		Component			PTNI Submission		GCG Evaluation		Supporting Documents	Remarks															
Objective/ Measure	Formula	Weight	Rating Scale ^{a/}	Target	Actual	Rating	Score	Rating																	
SO 2	Be a Source of Quality News and Information that Educates, Inspires, and Empowers																								
SM 2	Percentage of Satisfied Customers																								
AUDIENCE / STAKEHOLDERS	a. Public Viewers	Number of respondents which gave at least a Satisfactory rating / Total number of respondents	2.5%	Actual / Target <i>0% = If less than 80%</i>	90%	94.90%	2.50%	94.91%	2.50%	- 2021 CSS Report for PTV (by People Dynamics, Inc) - Data Tables for Viewers and Partner Organizations - Raw Data (Open and Close Ended) - Survey Instrument for Viewers and Partner Orgs. - Backchecking Status Report - Clarification on 2021 CSS Report	<table border="1"> <thead> <tr> <th>Rating</th> <th>% of Satisfied Customers</th> </tr> </thead> <tbody> <tr> <td>VS</td> <td>53.03%</td> </tr> <tr> <td>S</td> <td>41.88%</td> </tr> <tr> <td>N</td> <td>4.50%</td> </tr> <tr> <td>D</td> <td>0.39%</td> </tr> <tr> <td>VD</td> <td>0.20%</td> </tr> <tr> <td>Total</td> <td>100.00%</td> </tr> </tbody> </table>	Rating	% of Satisfied Customers	VS	53.03%	S	41.88%	N	4.50%	D	0.39%	VD	0.20%	Total	100.00%
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D	0.39%																								
VD	0.20%																								
Total	100.00%																								
SM 2	b. Partner Organizations		2.5%			81.80%	2.27%	81.82%	2.27%	<table border="1"> <thead> <tr> <th>Rating</th> <th>% of Satisfied Customers</th> </tr> </thead> <tbody> <tr> <td>VS</td> <td>18.18%</td> </tr> <tr> <td>S</td> <td>63.64%</td> </tr> <tr> <td>N</td> <td>18.18%</td> </tr> <tr> <td>D</td> <td>0.00%</td> </tr> <tr> <td>VD</td> <td>0.00%</td> </tr> <tr> <td>Total</td> <td>100.00%</td> </tr> </tbody> </table>	Rating	% of Satisfied Customers	VS	18.18%	S	63.64%	N	18.18%	D	0.00%	VD	0.00%	Total	100.00%	
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		Sub-total	5%				4.77%		4.77%																

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	Objective/ Measure	Component			PTNI Submission		GCG Evaluation		Supporting Documents	Remarks		
		Formula	Weight	Rating Scale ^{a/}	Target	Actual	Rating	Score			Rating	
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	17	15	8.82%	15	8.82%	- Certification issued by the Provincial Network Division	PTNI operational Analog Stations in 2021: <ol style="list-style-type: none"> 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
		b. Operational Transmittal Stations – Digital		6%		7	6	5.14%	6	5.14%		PTNI operational Digital Stations in 2020: <ol style="list-style-type: none"> 1. PTV-42 Manila 2. PTV-46 Naga 3. PTV-42 Cebu 4. PTV-45 Davao 5. PTV-42 Cordillera 6. PTV-23 Guimaras
SM 4	Operational Regional Centers	Cumulative Number	5%	Actual / Target	3	3	5%	3	5.00%	- Certification issued by the Provincial Network Division	The three (3) Regional News Centers of PTNI were maintained in 2020: <ol style="list-style-type: none"> 1. PTV Manila 2. PTV Cordillera 3. PTV Davao 	

PTNI Validated 2021 Performance Scorecard

Objective/ Measure		Component			PTNI Submission		GCG Evaluation		Supporting Documents	Remarks																		
		Formula	Weight	Rating Scale ^{a/}	Target	Actual	Rating	Score			Rating																	
INTERNAL PROCESS	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	67 Entries Submitted to Award-Giving Bodies	4%	67 Entries Submitted to Award-Giving Bodies	4.00%	- Certification on the List of Entries Submitted to and Nominations Received from various Award-giving Bodies for the year 2021 - Sample receiving copies and emails of submitted Entry Forms - Communications and emails on Nominations Received	<table border="1"> <thead> <tr> <th>Award-Giving Body</th> <th>Entry</th> </tr> </thead> <tbody> <tr> <td>UPLB Gandingan Awards 2021</td> <td>-</td> </tr> <tr> <td>UPLB Gandingan Awards 2022</td> <td>25</td> </tr> <tr> <td>PMP Star Awards for Television 2021</td> <td>10</td> </tr> <tr> <td>Catholic Mass Media Awards 2021</td> <td>8</td> </tr> <tr> <td>4th Gawad Lasallianeta</td> <td>19</td> </tr> <tr> <td>26th Asian Television Awards</td> <td>5</td> </tr> <tr> <td>Total</td> <td>67</td> </tr> </tbody> </table>	Award-Giving Body	Entry	UPLB Gandingan Awards 2021	-	UPLB Gandingan Awards 2022	25	PMP Star Awards for Television 2021	10	Catholic Mass Media Awards 2021	8	4 th Gawad Lasallianeta	19	26 th Asian Television Awards	5	Total	67
		Award-Giving Body	Entry																									
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Total	67																											
Competitive, Quality Programs with High Production Value at Par with Industry Standards	Actual Number	4%	Actual / Target	B. 8 Nominations	24 Nominations	4%	24 Nominations	4.00%	- Certification on the List of Entries Submitted to and Nominations Received from various Award-giving Bodies for the year 2021 - Sample receiving copies and emails of submitted Entry Forms - Communications and emails on Nominations Received	<table border="1"> <thead> <tr> <th>Award-Giving Body</th> <th>Nominations</th> </tr> </thead> <tbody> <tr> <td>UPLB Gandingan Awards 2021</td> <td>17</td> </tr> <tr> <td>UPLB Gandingan Awards 2022</td> <td>-</td> </tr> <tr> <td>PMP Star Awards for Television 2021</td> <td>-</td> </tr> <tr> <td>Catholic Mass Media Awards 2021</td> <td>6</td> </tr> <tr> <td>4th Gawad Lasallianeta</td> <td>-</td> </tr> <tr> <td>26th Asian Television Awards</td> <td>1</td> </tr> <tr> <td>Total</td> <td>24</td> </tr> </tbody> </table>	Award-Giving Body	Nominations	UPLB Gandingan Awards 2021	17	UPLB Gandingan Awards 2022	-	PMP Star Awards for Television 2021	-	Catholic Mass Media Awards 2021	6	4 th Gawad Lasallianeta	-	26 th Asian Television Awards	1	Total	24		
Award-Giving Body	Nominations																											
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Component					PTNI Submission		GCG Evaluation		Supporting Documents	Remarks											
Objective/ Measure	Formula	Weight	Rating Scale ^{a/}	Target	Actual	Rating	Score	Rating													
SM 6	Length of Airtime Allotted for Government Activities **	Actual Hours	8%	Actual / Target	1,300 Hours	4,555.31 hours	8%	3,212.07 hours	8.00%	- 2021 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>2,150.80</td> </tr> <tr> <td>Public Service</td> <td>428.64</td> </tr> <tr> <td>Presidential</td> <td>632.64</td> </tr> <tr> <td>TOTAL</td> <td>3,212.074</td> </tr> </tbody> </table>	Type of Program	No. of Hours	Public Affairs	2,150.80	Public Service	428.64	Presidential	632.64	TOTAL	3,212.074
Type of Program	No. of Hours																				
Public Affairs	2,150.80																				
Public Service	428.64																				
Presidential	632.64																				
TOTAL	3,212.074																				
Sub-total		37%					34.96%		34.96%												
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	Not accomplished yet	0%	Not accomplished	0.00%	- No supporting document	<p>PTNI's 4th Quarter Monitoring Report mentions that as of the end of 2021, the ISO 9001:2015 Certification is "not accomplished yet."</p> <p>As conveyed during the onsite validation, PTNI decided to focus its efforts on the Reorganization Plan (RP) preparation before the activities on ISO certification can commence. As such, no steps were undertaken towards ISO certification during the year.</p>										
Sub-total		5%					0%		0.00%												

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

PTNI Validated 2021 Performance Scorecard

	Component				PTNI Submission		GCG Evaluation		Supporting Documents	Remarks														
	Objective/ Measure	Formula	Weight	Rating Scale ^{a/}	Target	Actual	Rating	Score			Rating													
FINANCE	SO 5	Attain Revenue Growth and Financial Viability																						
	SM 8	Annual Revenue (in Million pesos)	Sales Revenue + Other Income	15%	Actual / Target	200.34	217.00	15%	216.79	15.00%	- COA-audited 2021 Financial Statements - Notes to 2021 FS	<table border="1"> <thead> <tr> <th>Items</th> <th>2021</th> </tr> </thead> <tbody> <tr> <td>Sales Revenue</td> <td>209,333,788</td> </tr> <tr> <td>Other Service Income</td> <td>4,394,345</td> </tr> <tr> <td>Other Non-operating income</td> <td>2,316,029</td> </tr> <tr> <td>Gains</td> <td>750,675</td> </tr> <tr> <td>Total</td> <td>216,794,837</td> </tr> </tbody> </table>	Items	2021	Sales Revenue	209,333,788	Other Service Income	4,394,345	Other Non-operating income	2,316,029	Gains	750,675	Total	216,794,837
	Items	2021																						
	Sales Revenue	209,333,788																						
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Total	216,794,837																							
SM 9	EBITDA (in Million pesos)	Net Income before Subsidy/ Financial Assistance + Interest + Taxes + Depreciation + Amortization	10%	Actual / Target	(211.01)	(145.59)	10%	(145.49)	10.00%	<table border="1"> <thead> <tr> <th>Items</th> <th>2021</th> </tr> </thead> <tbody> <tr> <td>Net (Loss) before Subsidy</td> <td>(279,137,286)</td> </tr> <tr> <td>Depreciation</td> <td>133,642,555</td> </tr> <tr> <td>EBITDA</td> <td>(145,494,731)</td> </tr> </tbody> </table>	Items	2021	Net (Loss) before Subsidy	(279,137,286)	Depreciation	133,642,555	EBITDA	(145,494,731)						
Items	2021																							
Net (Loss) before Subsidy	(279,137,286)																							
Depreciation	133,642,555																							
EBITDA	(145,494,731)																							
		Sub-total	25%				25%		25.00%															
LEARNING & 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%	All or Nothing	Board-approved Competency Model	Not accomplished yet	0%	Not Accomplished	0.00%	- No supporting document	No steps were made to accomplish the target. Same with SM 7, PTNI conveyed that its Reorganization Plan preparations were crucial for this target to be achievable.												

PTNI Validated 2021 Performance Scorecard

Component					PTNI Submission		GCG Evaluation		Supporting Documents	Remarks	
Objective/ Measure	Formula	Weight	Rating Scale ^{a/}	Target	Actual	Rating	Score	Rating			
SM 11	Development of a Reorganization Plan (RP)	Actual Accomplishment	3%	Actual / Target	Submission of Proposed Reorganization Plan (RP) to GCG	Being prepared for submission to GCG by March 2022	0%	Not Accomplished	0.00%	- Timeline of activities related to the RP	In 2021, the RP was developed with the assistance of the Development Academy of the Philippines (DAP). However, the proposed RP was only officially submitted to the GCG in September 2022.
	Sub-total		8%				0.0%		0.00%		
	VALIDATED TOTAL		100%				81.68%		78.72%		

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