

PEOPLE'S TELEVISION NETWORK, INC.
PERFORMANCE SCORECARD 2022 - SECOND QUARTER MONITORING REPORT

| | Component | | | | Baseline Data | | TARGETS | | Accomplishments | | |
|---------------------------------------|------------------------------|---|---|-----------------------------|---|---------------------------------|--|--------------|--------------------|---|--|
| | Objective/Measure | Formula | Weight | Rating System ^{al} | 2019 | 2020 | 2021 GCG-Approved | 2022 | First Quarter 2022 | Second Quarter 2022 | |
| SOCIAL IMPACT | SO 1 | Informed, Inspired and Empowered Filipino Citizenry | | | | | | | | | |
| | SM 1 | <i>Digital and New Media Presence</i> | | | | | | | | | |
| | | a. Page Visits Website | | | | | | | | | |
| | | i. % increase of website views | (current year - prior year) / prior year | 5% | Actual / Target | N/A | 5% | 5% | 20% | 1,912,917 | 2,148,078 |
| | | b. Facebook Engagement | | | | | | | | | |
| | | i. % increase of Facebook followers | (current year - prior year) / prior year | 2.5% | Actual / Target | N/A | 15% | 15% | 10% | 152,261 | 210,733 |
| | | ii. % increase of Facebook engagement | | 2.5% | | N/A | 15% | 15% | 10% | 95,767,349 | 156,896,454 |
| | | c. Twitter | | | | | | | | | |
| | | i. % increase of Twitter followers | (current year - prior year) / prior year | 2.5% | Actual / Target | N/A | 5% | 5% | 20% | 11,768 | 10,683 |
| | | ii. % increase of Twitter impressions | | 2.5% | | N/A | 10% | 10% | 20% | 9,850,000 | 7,930,000 |
| | | d. YouTube | | | | | | | | | |
| | | i. % increase of YouTube followers | (current year - prior year) / prior year | 3% | Actual / Target | N/A | 25% | 25% | 25% | 148,530 | 40,624 |
| ii. % increase of YouTube impressions | 1% | N/A | | 10% | | 10% | 25% | 536,719,461 | 127,771,326 | | |
| iii. % increase of YouTube watch time | 1% | N/A | | 10% | | 10% | 25% | 2,828,009.10 | 993,454.90 | | |
| Sub-total | | 20% | | | | | | | | | |
| AUDIENCE/STAKEHOLDERS | SO 2 | Be a Source of Quality News and Information that Educates, Inspires and Empowers | | | | | | | | | |
| | SM 2 | <i>Percentage of Satisfied Customers</i> | | | 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 | Number of respondents which gave at least a Satisfactory rating / Total number of respondents | 2.5% | | | 90% | 90% | 90% | To be submitted after conduct of survey | To be submitted after conduct of survey |
| | | b. Partner Organizations | | 2.5% | | | | 90% | 90% | To be submitted after conduct of survey | To be submitted after conduct of survey |
| Sub-total | | 5% | | | | | | | | | |
| INTERNAL PROCESS | SO 3 | Be a Relevant and Progressive Media Partner | | | | | | | | | |
| | SM 3 | <i>Transmission Coverage Service Area</i> | | | | | | | | | |
| | | a. Number of Operational Transmitting Stations – Analog | Actual Number | 10% | Actual / Target | 15 | 16 | 17 | 19 | 15 | 15 |
| | | b. Number of Operational Transmittal Stations – Digital | | 9% | | 4 | 7 | 7 | 9 | 6 | 6 |
| SM 4 | Operational Regional Centers | Cumulative Number | 3% | Actual / Target | 3 | 3 | 3 | 3 | 3 | 3 | |

| | | | | | | | | | | | | |
|-------------------|--------------------------------|---|--|------------------|-----------------|------------------------------------|--|--|--|---|---|--|
| INTER | SM 5 | Create Quality Programs with High Production Value at Par with Industry Standards A. Submissions/Entries B. Nominations | Actual Number | 4% | Actual / Target | A. 87 program submissions | A. 60 entries submitted to award-giving bodies | A. 60 entries submitted to award-giving bodies | A. 63 entries submitted to award-giving bodies | A. 0 entries submitted to award-giving bodies | A. 12 entries submitted to award-giving bodies | |
| | | | Actual Number | 4% | Actual / Target | B. 26 nominations | B. 25 nominations | B. 8 nominations | B. 10 nominations | B. 25 nominations | B. 0 nomination | |
| | SM 6 | Length of Airtime Allotted for Government Activities | Actual Hours | 8% | Actual / Target | 1,788 hours | 1,200 Hours | 1,300 hours | 1,795 hours | 1,156.21 hours | 1,163.08 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 | ISO 9001:2015 Certification | ISO 9001:2015 Certification | ISO 9001:2015 Certification | none yet | none yet | |
| | | | Sub-total | 43% | | | | | | | | |
| FINANCE | | SO 5 | Maintain Economic Viability | | | | | | | | | |
| | SM 8 | Annual Revenues (in Million pesos) | Sales Revenue + Other Income | 10% | Actual / Target | 213.94 | 211.848 | 200.34 | 278.65 | 60,055,913.26 | 109,448,165.49 | |
| | SM 9 | EBITDA (in Millions) | Net Income before Subsidy/Financial Assistance + Interest + Income Taxes + Depreciation + Amortization | 10% | Actual / Target | -132.54 | -115.58 | -211.01 | -104.49 | -48,701,771.80 | -129.13 | |
| | | | <i>Budget Utilization Rate (BUR)</i> | | | | | | | | | |
| | SM10 | a. GAA Subsidies - amounts obligated | Amount Obligated / Total GAA Subsidy | 1.5% | Actual / Target | N/A | N/A | N/A | 90% | figures to be supplied in the PES 2022 (entire year) Monitoring Report | figures to be supplied in the PES 2022 (entire year) Monitoring Report | |
| | | b. GAA Subsidies - amounts disbursed | Amount Disbursed / Total Obligated | 1.5% | Actual / Target | N/A | N/A | N/A | 90% | figures to be supplied in the PES 2022 (entire year) Monitoring Report | figures to be supplied in the PES 2022 (entire year) Monitoring Report | |
| | c. Corporate Funds - CO & MOOE | Amount Disbursed / Total COB | 2% | Actual / Target | N/A | N/A | N/A | 90% | figures to be supplied in the PES 2022 (entire year) Monitoring Report | figures to be supplied in the PES 2022 (entire year) Monitoring Report | | |
| | | | Sub-total | 25% | | | | | | | | |
| LEARNING & GROWTH | | SO 6 | Strengthen HRD to Maximize Performance and Professionalize the Workforce | | | | | | | | | |
| | SM 11 | Percentage of Employees Meeting Required Competencies | Actual Accomplishment | 5% | All or Nothing | No Board-approved Competency Model | Board-approved Competency Model | Board-approved Competency Model | Board-approved Competency Model | none yet | none yet | |
| | SM 12 | Development of a Reorganization Plan | Actual Accomplishment | 2% | Actual / Target | N/A | N/A | Submission of Proposed Reorganization Plan (RP) to GCG | Submission of Proposed Reorganization Plan (RP) to GCG | Target date of submission: end of April 2022 | not yet submitted | |
| | | | | Sub-total | 7% | | | | | | | |
| | | | TOTAL | 100% | | | | | | | | |