

**PEOPLE'S TELEVISION NETWORK, INC.
PERFORMANCE SCORECARD 2023
FIRST QUARTER MONITORING REPORT**

		Component			Baseline Data		Targets			
Objective/Measure		Formula	Weight	Rating Scale ^{a/}	2020	2021	2022	2023	First Quarter 2023 Accomplishments	
Social Impact	SO 1	To inform, inspire and empower the Filipino people								
		Digital and New Media Presence								
		a. Page Visits Website								
		i. % increase in website views	(Current year-prior year) / prior year	4%	Actual / Target	(2.13% decrease) (4,018,678)	32.34% increase (5,319,190)	20%	20%	651,000
		b. Facebook								
		i. % increase in Facebook followers	(Current year-prior year) / prior year	2%	Actual / Target	53.82% increase (3,969,803)	-	10%	10%	71,496
		ii. % increase in Facebook engagement		2%		157.46% increase (281,363,703)	23.07% increase (294,610,036)	10%	10%	33,703,004
		c. Twitter								
		i. % increase in Twitter followers	(Current year-prior year) / prior year	2%	Actual / Target	19.65% increase (160,404)	-	20%	20%	4,518
		ii. % increase in Twitter impressions		2%		50.84% increase (61.09 M)	5.97% increase (64.74 M)	20%	20%	10,044,000
		d. YouTube								
		i. % increase in YouTube followers	(Current year-prior year) / prior year	2%	Actual / Target	48.45% increase (913,358)	51.63% increase (1,384,788)	25%	25%	38,166
		ii. % increase in YouTube impressions		2%		(4.77%) decrease (823.30M)	80.40% increase (1,484,291,723)	25%	25%	198,008,603
		iii. % increase in YouTube watch time		2%		(13.11% decrease) (2,808,932)	(203.21% increase) (8,516,925.70)	25%	25%	841,446.30
		e. TikTok								
		i. % increase in TikTok followers	(Yearend Total - Baseline Total) / Baseline Total Baseline: 14,842 followers engagement (i.e., likes) (as of 21 January 2023)	2%	Actual / Target	N/A	N/A	N/A	130%	4,797
		ii. % increase in TikTok engagement	(Yearend Total - Baseline Total) / Baseline Total Baseline: 190,434 engagement (i.e., likes) (as of 21 January 2023)	2%	Actual / Target	N/A	N/A	N/A	130%	1,691,530
		Subtotal	22%							

Audience/ Stakeholders	SO 2	To be a source of quality news and public information								
	SM 2	Percentage of Satisfied Customers								
		a. Public Viewers	Number of Respondents who gave at least a Satisfactory Rating / Total Number of Respondents	3%	Actual / Target	80.30%	95%	90%	90%	To be submitted after conduct of survey
		b. Partner Organizations		2%	0% = if less than 80%		81.82%	90%	90%	To be submitted after conduct of survey
	Subtotal		5%							
Internal Process	SO 3	To improve key management and operational systems and processes								
	SM 3	Transmission Coverage Service Area								
		a. Number of operational analog stations	Actual Number	5%	Actual / Target	15	15	19	20	16
		b. Number of operational digital stations	Cumulative Number	5%	Actual / Target	4	6	9	10	6 operational (5 on-air and 1 temporarily off-air due to damaged headend due to severe thunderstorm)
		c. Number of operational Regional News Centers	Actual Number	3%	Actual / Target	3	3	3	3	3
	SM 4	ISO Certification	Actual Accomplishment	5%	All or Nothing	No Accomplishment	Not Accomplished	ISO 9001:2015 Certification	ISO 9001:2015 Certification	none yet
	SO 4	To boost the quality and quantity of content offerings								
	SM 5	Number of Quality Programs with High Production Values at par with Industry Standards								
a. Entries/Submissions		Actual Number	3%	Actual / Target	27	67	63	80	55	
b. Nominations	5%		19		24	10	25	12		
SM 6	Length of Airtime Allocated for Government Activities	Public Affairs Hours + Public Service Hours + Presidential Hours	5%	Actual / Target	2,393.48 Hours	3,212.07	1,795 Hours	2,500 Hours	568.80 Hours	
	Subtotal		31%							
Financial	SO 5	To maintain economic viability and attain revenue growth								
	SM 7	Annual Revenues (in Million pesos)	Sales Revenue + Other Income	10%	Actual / Target	170.61	216.79	278.65	278.32	51.69
	SM 8	EBITDA (in Million pesos)	Net Income before Subsidy or Financial Assistance + Interest + Income Taxes + Depreciation + Amortization	10%	Actual / Target	-165.98	-145.49	-104.49	-140.03	-79.03
		Budget Utilization Rate								
	a. GAA Subsidies - amounts obligated	Amount Obligated / Total GAA Subsidy (both net of PS cost)	5%	Actual / Target	N/A	N/A	90%	90%	figures to be supplied in the PES 2023 (entire year) Monitoring Report	

	SM 9	b. GAA Subsidies - amounts disbursed	Amount Disbursed / Total Obligated (both net of PS cost)	5%	Actual / Target	N/A	N/A	90%	90%	figures to be supplied in the PES 2023 (entire year) Monitoring Report
		c. Corporate Funds - CO & MOOE	Amount Disbursed / Scheduled Disbursement (both net of PS cost)	5%	Actual / Target	N/A	N/A	90%	90%	figures to be supplied in the PES 2023 (entire year) Monitoring Report
		Subtotal		35%						
Learning & Growth	SO 6	To strengthen HRD to maximize performance and professionalize the workforce								
	SM 10	Percentage of Employees Meeting Required Competencies	Actual Accomplishment	5%	All or Nothing	No Board-approved Competency Model	Not Accomplished	Board-approved Competency Model	Board-approved Competency Model	none yet
	SM 11	Development of a Reorganization Plan	Actual Accomplishment	2%	All or Nothing	N/A	Not Accomplished	Submission of Proposed RP to GCG	Complete submission of RP Documents (in the required format) to the GCG	Preparing documents in the required format. To be submitted on or before 10 May 2023
		Subtotal		7%						
		TOTAL		100%						