PEOPLE'S TELEVISION NETWORK, INC.
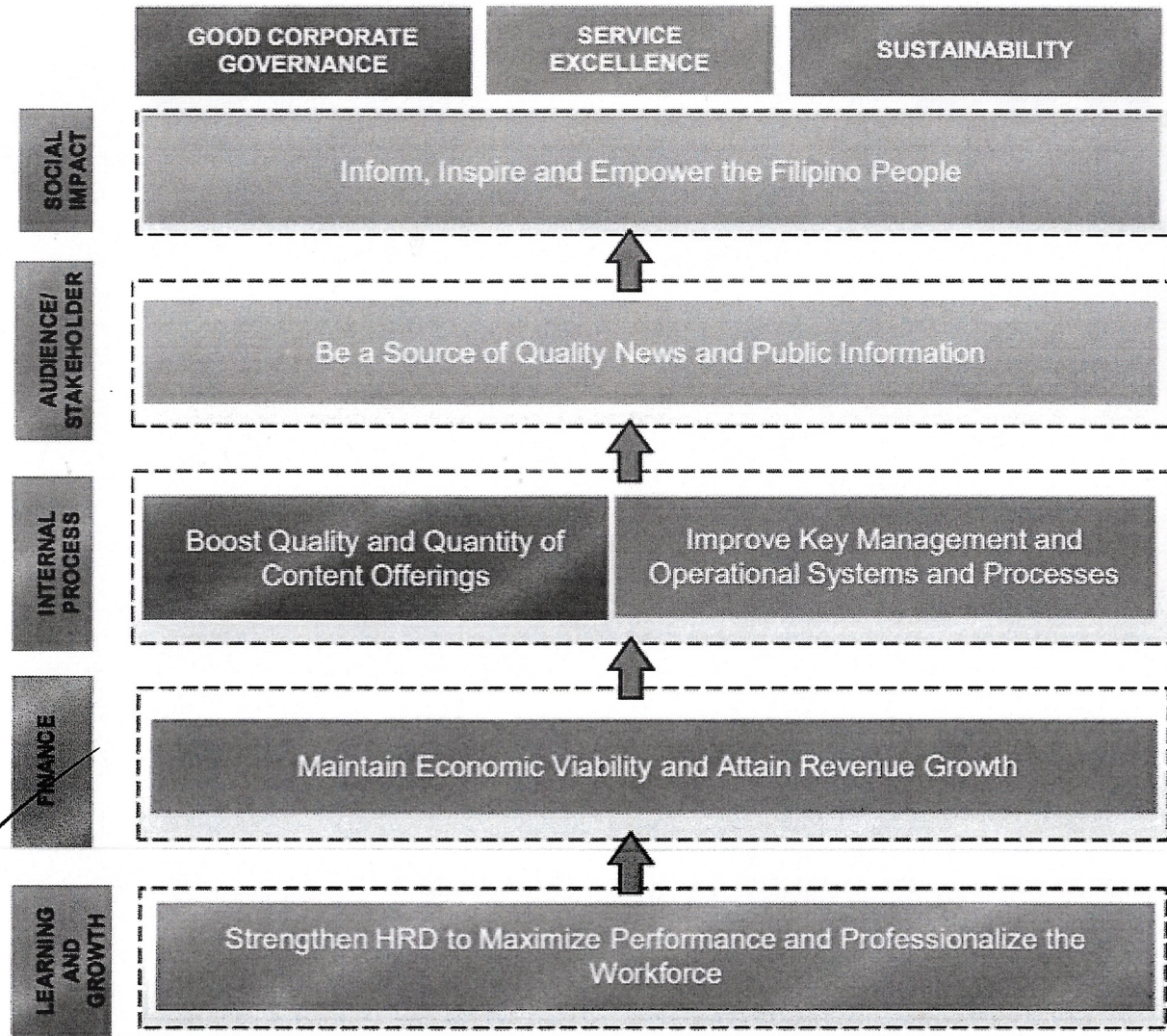# PROPOSED STRATEGY MAP

VISION

By 2027, PTV is at the forefront of Philippine news and public information globally

MISSION

To inform, inspire and empower the Filipino people through relevant, credible, and world-class quality programming and services.

CORE VALUES

Professionalism, Integrity and Commitment

Teamwork, Innovation and Service Excellence

Value for God, Country and People

GOOD CORPORATE GOVERNANCE	SERVICE EXCELLENCE	SUSTAINABILITY

SOCIAL IMPACT — Inform, Inspire and Empower the Filipino People

AUDIENCE/ STAKEHOLDER — Be a Source of Quality News and Public Information

INTERNAL PROCESS — Boost Quality and Quantity of Content Offerings | Improve Key Management and Operational Systems and Processes

FINANCE — Maintain Economic Viability and Attain Revenue Growth

LEARNING AND GROWTH — Strengthen HRD to Maximize Performance and Professionalize the Workforce

PEOPLE'S TELEVISION NETWORK, INC. (PTNI)

	Component				Baseline Data		Targets	
	Objective/Measure	Formula	Weight	Rating Scale [a/]	2020	2021	2022	2023
SO 1	**Inform, Inspire, and Empower the Filipino People**							
SOCIAL IMPACT / **SM 1**	*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%
	b. Facebook							
	i. % increase in Facebook followers	(Current year - prior year) / prior year	2%	Actual / Target	53.82% increase (3,969,803)	-	10%	10%
	ii. % increase in Facebook engagement		2%		157.46% increase (281,363,703)	23.07% increase (294,610,036)	10%	10%
	c. Twitter							
	i. % increase in Twitter followers	(Current year - prior year) / prior year	2%	Actual / Target	19.65% increase (160,404)	-	20%	20%
	ii. % increase in Twitter impressions		2%		50.84% increase (61.09 M)	5.97% increase (64.74 M)	20%	20%
	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%
	ii. % increase in YouTube impressions		2%		(4.77%) decrease (825.30 M)	80.40% increase (1,484,291,723)	25%	25%
	iii. % increase in YouTube watch time		2%		(13.1 1%) decrease (2,808,932)	(203.21%) increase (8,516,925.70)	25%	25%

		Component			Baseline Data			Targets
	Objective/Measure	Formula	Weight	Rating Scale [a/]	2020	2021	2022	2023
	e. Tiktok							
	i. % increase in TikTok followers	(Yearend Total − Baseline Total) / Baseline Total Baseline: 14,842 followers (as of 21 January 2023)	2%	Actual / Target	N/A	N/A	N/A	130%
	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%
		Subtotal	**22%**					
SO 2	**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 0% = If less than 80%	80%	94.91%	90%	90%
	b. Partner Organizations		2%		90%	81.82%	90%	90%
		Subtotal	**5%**					

AUDIENCE \ STAKEHOLDERS

		Component			Baseline Data		Targets	
	Objective/Measure	**Formula**	**Weight**	**Rating Scale** [a/]	**2020**	**2021**	**2022**	**2023**
SO 3	**Improve Key Management and Operational Systems and Processes**							
	Transmission Coverage Service Area							
SM 3	a. Number of Operational Analog Stations	Actual Number	5%	Actual / Target	15	15	19	20
	b. Number of Operational Digital Stations	Cumulative Number	5%	Actual / Target	4	6	9	10
	c. Number of Operational Regional News Centers Nationwide	Actual Number	3%	Actual / Target	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
SO 4	**Boost the Quality and Quantity of Content Offerings**							
	Number of Quality Programs with High Production Values at par with Industry Standards							
SM 5	a. Entries/Submissions	Actual Number	3%	Actual / Target	27	67	63	80
	b. Nominations		5%		19	24	10	25
SM 6	Length of Airtime Allocated for Government Activities	Public Affairs hours + Public Service hours + Presidential hours	5%	Actual / Target	2,393 Hours	3,212 Hours	1,795 Hours	2,500 Hours
		Subtotal	**31%**					

Component				Baseline Data		Targets	
Objective/Measure	Formula	Weight	Rating Scale a/	2020	2021	2022	2023
SO 5 **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
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)
SM 9 — 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%
b. GAA Subsidies - amounts disbursed	Amount Disbursed/ Total Obligated (both net of PS cost)	5%	Actual / Target	N/A	N/A	90%	90%
c. Corporate Funds - CO & MOOE	Amount Disbursed/ Scheduled Disbursement (both net of PS cost)	5%	Actual / Target	N/A	N/A	90%	90%
	Subtotal	**35%**					

FINANCIAL

		Component			Baseline Data		Targets	
	Objective/Measure	**Formula**	**Weight**	**Rating Scale** a/	**2020**	**2021**	**2022**	**2023**
	SO 6 Strengthen HRD to Maximize Performance and Professionalize the Workforce							
LEARNING & GROWTH / 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
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
		Subtotal	**7%**					
		TOTAL	**100%**					

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

For GCG:

JUSTICE ALEX L. QUIROZ (RET.)
Chairperson

For PTNI:

JULIO O. CASTILLO, JR.
Network General Manager