





13 September 2023

HON. JULIO O. CASTILLO, JR., DBA Chairperson HON. ANALISA V. PUOD Network General Manager (GM) PEOPLE'S TELEVISION NETWORK, INC. (PTNI) Broadcast Complex, Visayas Avenue Diliman, Quezon City

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CHCENVED BY:

RE: VALIDATION RESULT OF PTNI'S **2022 PERFORMANCE SCORECARD**

Dear Chairperson Castillo and GM Puod,

We respectfully furnish you with the validation result of PTNI's 2022 Performance Scorecard (Annex A), where PTNI obtained an overall score of 67.82%.

Very truly yours,

ATTY. MARIUS P. CORPUS

Chairperson

BRIAN KEITH F. HOSAKA

Commissioner

ATTY. GERALDINE MARIE B. BERBERABE-MARTINEZ

Commissioner

The Resident Auditor - PTNI

PEOPLE'S TELEVISION NETWORK INC. (PTNI) Validated 2022 Performance Scorecard

			Component				PTNI Submi	ssion	GCG Evalu	ation	Supporting	
	Objectiv	e/ Measure	Formula	Weight	Rating Scale ^{a/}	Target	Actual	Rating	Score	Rating	Documents	Remarks
	SO 1	Informed, Insp	ired, and Empo	wered F	ilipino Peop	ole						
		Digital and New I	Media Presence									
		a. Page Visits								_		
SOCIAL IMPACT		i. % increase in website pageviews	(Current year – prior year) / prior year	5%	Actual / Target	20%	28.94%	5%	22.55%	5.00%	- DMIS Certification and Analytics for the Entire 2022 - Screenshots and face-to-face walkthrough of Google Analytics	2022 Page Visits 2022 6,518,776 2021 5,319,190 Inc. 1,539,630 % Inc. 22.55%
T	SM 1	b. Facebook Eng	agement									
SOCI		i. % increase in Facebook followers	(Current year – prior year) / prior year	2.5%	Actual / Target	10%	15.23%	2.5%	12.42%	2.5%	- DMIS Certification and Analytics for the Entire 2022 - Screenshot from PTNI's New Media data analytics - Face-to-face walkthrough of Facebook Creator Studio	Facebook Followers 2022

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Validated 2022 Performance Scorecard

A.			Component				PTNI Submis	sion	GCG Evalua	ation	Supporting	Remarks
	Objectiv	e/ Measure	Formula	Weight	Rating Scale ^{a/}	Target	Actual	Rating	Score	Rating	Documents	Remarks
		ii. % increase in Facebook engagement	(Current year – prior year) / prior year	2.5%	Actual / Target	10%	43.15%	2.5%	43.15%	2.50%	- Screenshot from PTNI's New Media data analytics - Face-to-face walkthrough of Facebook Creator Studio	Facebook Engagements 2022 421,725,802 2021 294,610,036 Inc. 127,115,766 % Inc. 43.15%
		c. Twitter Engage	ement									9
		i. % increase in Twitter followers	(Current year – prior year) / prior year	2.5%	Actual / Target	20%	32.47%	2.5%	20.60%	2.5%	- Screenshot from PTNI's New Media data analytics	Twitter Followers 2022 231,748 2021 192,158 Inc. 29,885 % Inc. 20.60%
	SM 1	ii. % increase in Twitter impressions	(Current year – prior year) / prior year	2.5%	Actual / Target	20%	-44.24%	0%	Not Verifiable	0.00%	- Face-to-face walkthrough of analytics.twitter.com	The only available monthly impressions are from Sep 2022-Dec 2022. No data could be generated by PTNI for the months Jan 2022 - Aug 2022. Due to incomplete information, an objective validation of this metric could not be made. Hence, PTNI is rated zero for this submeasure.
		d. YouTube View	s									
		i. % increase in YouTube subscribers	(Current year – prior year) / prior year	3%	Actual / Target	25%	18.30%	2.20%	18.30%	2.2%	Screenshot and face-to-face walkthrough of studio.youtube.com	YouTube Subscribers 2022 1,638,221 2021 1,384,788 Inc. 253,433 % Inc. 18.30%

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Validated 2022 Performance Scorecard

			Component				PTNI Subm	ission	GCG Eval	uation	Supporting		
	Objectiv	e/ Measure	Formula	Weight	Rating Scale ^{a/}	Target	Actual	Rating	Score	Rating	Documents	Remark	S
		ii. % increase in YouTube impressions		1%		25%	30.32%	1%	-42.92%	0.00%		2021 1,484, Inc622,	097,349 291,792 194,443 -41.92%
		iii. % increase in YouTube watch time		1%	-	25%	-6 76%	0%	-37.51%	0.00%		2021 8,5°	h Time 22,503.1 16,925.8 94,422.7 -37.51%
			Sub-total	20%			-	15.70%		14.70%		c	
	SO 2	Be a Source of	Quality News	and Info	rmation that	Educates, In	spires, and Empo	owers					111
ERS	SM 2	Percentage of Sa	tisfied Customers										
AUDIENCE / STAKEHOLDERS	SM 2	a. Public Viewers	Number of respondents who gave at least a Satisfactory rating / Total number of respondents	2.5%	Actual / Target 0% = If less than 80%	90%	95.10%	2.5%	95.11%	2.50%	- 2022 CSS Report for PTV (by People Dynamics, Inc) - Data Tables for Viewers and Partner Organizations - Raw Data (Open and Close Ended)	VS S N D VD	satisfied omers 53.76% 41.35% 4.1% 0.79% 0.0%

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Validated 2022 Performance Scorecard

			Component		1033		PTNI Subm	ission	GCG Eval	uation	Supporting	
	Objectiv	e/ Measure	Formula	Weight	Rating Scale ^{a/}	Target	Actual	Rating	Score	Rating	Documents	Remarks
		b. Partner Organizations	Number of respondents who gave at least a Satisfactory rating / Total number of respondents	2.5%	Actual / Target 0% = If Iess than 80%	90%	88.20%	2.45%	88.23%	2.45%	- Survey Instrument for Viewers and Partner Orgs Backchecking Status Report - Clarification on 2022 CSS Report	2022 Partner Organizations Rating % of Satisfied Customers VS 52.94% S 35.29% N 11.76% D 0.00% VD 0.00% Total 100.00%
			Sub-total	5%	,	2		4.95%		4.95%	,	
	SO 3	Be a Relevant	and Progressiv	e Media	Partner							
		Transmission Co	verage Service Ar	ea		r.						
INTERNAL PROCESS	SM 3	a. Number of Operational Transmittal Stations – Analog	Actual Number	10%	Actual / Target	19	15	7.89%	15	7.89%	- Certification issued by the Provincial Network Division for 2022	PTNI Operational Analog Stations in 2022: 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 Notably, stations listed were the same fifteen (15) operational analog stations in 2021.

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Validated 2022 Performance Scorecard

			Component				PTNI Submis	sion	GCG Evalu	ation	Supporting		
	Objectiv	e/ Measure	Formula	Weight	Rating Scale ^{a/}	Target	Actual	Rating	Score	Rating	Documents	Remarks	S
		b. Number of Operational Transmittal Stations – Digital		9%		O.	6	6%	6	6.00%	- Certification issued by the Provincial Network Division for 2022	PTNI operational Digit in 2022: 1. PTV-42 Manila 2. PTV-46 Naga 3. PTV-42 Cebu 4. PTV-45 Davao 5. PTV-42 Cordiller 6. PTV-23 Guimara The six (6) stations we only digital stations in	ra as ere also the
	SM 4	Operational Regional Centers	Cumulative Number	3%	Actual / Target	3	3	3%	3	3.00%	- Certification issued by the Provincial Network Division for 2022	The three (3) Regic Centers of PTNI were in 2022: 1. PTV Manila 2. PTV Cordillera 3. PTV Davao	
INTERNAL PROCESS	SM 5	Competitive, Quality Programs with High Production Value at Par with Industry Standards	Actual Number	4%	Actual / Target	A. 63 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 Awardgiving Bodies for the year 2022 - Sample receiving copies and emails of submitted Entry Forms - Communications and emails on Nominations Received	Award-Giving Body 6 th NCCT DokyuBata 27 th Asian Television Awards 10 th PMAP Makatao Awards 7 th GEMS: Hiyas ng Sining Gawad Pilipino Icon Awards 2022 Inding-Indie Film Fest 2023 5 th Gawad Lasallianeta 44 th Catholic Mass Media Awards Total	Program Sub-missions 1 6 7 - 5 29 12 67

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Validated 2022 Performance Scorecard

		Component		No.		PTNI Submis	sion	GCG Evalu	ation	Supporting	Damarka	
Objectiv	e/ Measure	Formula	Weight	Rating Scale ^{a/}	Target	Actual	Rating	Score	Rating	Documents	Remarks	
	Competitive, Quality Programs with High Production Value at Par with Industry Standards	Actual Number	4%	Actual / Target	B. 10 Nominations	35 Nominations	4%	35 Nominations	4.00%	- Certification on the List of Entries Submitted to and Nominations Received from various Award- giving Bodies for the year 2022	Award-Giving Nominations Body Received UPLB Gandingan 25 Awards 2022 27th Asian Television 3 Awards 44th Catholic Mass Media Awards Total 35	
SM 6	Length of Airtime Allotted for Government Activities	Actual Hours	8%	Actual / Target	1,795	4,255.67	8%	2,835.72	8.00%	- 2022 Computation of Programming Hours by the Programming Unit	Type of Program Hours Public Affairs 2,146.73 Public 339.53 Presidential 349.46 TOTAL 2,835.72 PTNI exceeded the target by 58%. However, this performance is an 11.72% decrease from the previous year's total of 3,212 hours.	
SO 4	Update Key Ma	anagement and	Operation	onal Guidel	ines, Systems	and Processes to	Boost Pro	oductivity				
SM 7	ISO Certification	Actual Accomplishment	5%	All or Nothing	ISO 9001:2015 Certification	Not Accomplished	0%	Not Accomplished	0.00%	- No supporting document	PTNI's 4 th Quarter Monitoring Report mentions that as of the end of 2022, the ISO 9001:2015 Certification is "not accomplished yet."	
		Sub-total	43%	×			32.89%		32.89%			

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Validated 2022 Performance Scorecard

			Component				PTNI Submis	sion	GCG Evalu	ation	Supporting	Rem	arke
	Objective	e/ Measure	Formula	Weight	Rating Scale ^{a/}	Target	Actual	Rating	Score	Rating	Documents	Kem	ains
	SO 5	Attain Revenue	e Growth and F	inancial	Viability								
FINANCE	SM 8	Annual Revenue (in Million pesos)	Sales Revenue + Other Income	10%	Actual / Target	278.65	215,135,717.37	7.72%	215,135,718	7.72%	- COA-audited PTNI 2022 Financial Statements	Sales Revenue Other Service Income Other Non- operating income Gains Total The 2022 Revenues are target and repr decrease from	22.79% below esent a 0.77%
FINA	SM 9	EBITDA (in Million pesos)	Net Income before Subsidy/ Financial Assistance + Interest + Taxes + Depreciation + Amortization	10%	Actual / Target	(104.49)	162.14	4.48%	(182.27)	2.56%	- COA-audited PTNI 2022 Financial Statements	recording a ne of ₽182.27 m This deficit 25.27% increa	illion in 2022. amount is a ased loss from pative EBITDA

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		Component				PTNI Submis	sion	GCG Evalu	ation	Supporting	Remarks
Objective	e/ Measure	Formula	Weight	Rating Scale ^{a/}	Target	Actual	Rating	Score	Rating	Documents	Remarks
	Budget Utilization	Rate									
	a. GAA Subsidies – amount obligated	Amount Obligated / Total GAA Subsidy	1.5%	Actual / Target	90%	100%	1.5%	95.81%	1.50%	- Statement of Allotment, Obligations, Utilization, and Balances	Budget Allocated in 4,135,232 '000 Total Amount Obligated 3,962,061 Obligation 95.81% With a 100% obligation rate of subsidy for the current year and 95,70% obligated subsidy for prior years, PTNI exceeded the target for SM 10a with a combined obligation rate of 95.81%.
SM 10	b. GAA Subsidies – amounts disbursed	Amount Disbursed / Total Obligated	1.5%	Actual / Target	90%	100%	1.5%	96.89%	1.50%	(SAOUB) as of 31 December 2022	Year 2022 Notice of Cash Allocation in '000 Total Amount Disbursed 3,790,615 BUR 96.89% PTNI's disbursement rate for the current year subsidy was also recorded at 100%. The disbursement rate for prior years subsidy was 96.80%.
	c. Corporate Funds – CO & MOOE	Amount Disbursed / Total COB	2%	Actual / Target	90%	98%	2%	100%	2.00%	- Budget Utilization Report for 2022	PTNI did not have budget allocation for Capital Outlay. The P146.11 million amount was for MOOE. PTNI utilized this entire amount for MOOE. PTNI association for MOOE. The DBM confirmed through a letter dated 17 March 2023 that "PTNI still has the flexibility to modify its utilization within the total DBM-Approved budget level."
		Sub-total	25%				17.20%		15.28%		

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Validated 2022 Performance Scorecard

		Component	2 5460			PTNI Submiss	sion	GCG Evalua	ation	Supporting	Remarks	
Objectiv	e/ Measure	Formula	Weight	Rating Scale ^{a/}	Target	Actual	Rating	Score	Rating	Documents	Remarks	
SO 6	Strengthen HR	D to Maximize	Performa	ance and P	rofessionalize	the Workforce Acc	cording to	its KSA				
SM 11	Percentage of Employees Meeting Required Competencies	Actual Accomplishment	5%	All or Nothing	Board- approved Competency Model	Not accomplished	0%	Not Accomplished	0.00%	- No supporting document submitted	PTNI did not submit supporting documents for this measure as the 2022 annual monitoring report cites that there was no board-approved competency model by the 2022 yearend.	
SM 12	Development of a Reorganization Plan (RP)	Actual Accomplishment	2%	Actual / Target	Submission of Proposed Reorganization Plan (RP) to GCG	Partial submission to the GCG with endorsement from OPS last September 2022	0%	RP submission not complete and not in the correct format as prescribed by GCG	0.00%	- RP submission received by the GCG	The GCG officially received on 09 September 2022 a Memorandum from the Office of the Press Secretary dated 31 August 2022 formally endorsing the RP of PTNI as approved by the Governing Board. The said submission was found to have been lacking other documentary requirements and some documents submitted were not in the standard format as prescribed under GCG M.C. No. 2015-04 (Re-Issued). By end of 2022, PTNI still has not submitted all the documents required. PTNI has requested an extension of the deadline for the submission of the documents required by the GCG relative to the RP.	
		Sub-total	7%				0.0%		0.00%			
	VAL	IDATED TOTAL	100%				70.74%		67.82%			

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