

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

		Component			Baseline Data		Targets		Accomplishments			
Objective/Measure		Formula	Weight	Rating Scale <sup>a/</sup>	2020	2021	2022	2023	First Quarter 2023	Second Quarter 2023	Third Quarter 2023	
Social Impact	<b>SO 1</b>	<b>To inform, inspire and empower the Filipino people</b>										
		<b>Digital and New Media Presence</b>										
		<b>a. Page Visits Website</b>										
		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	1,098,503	<b>696,966</b>
		<b>b. Facebook</b>										
		i. % increase in Facebook followers	(Current year-prior year) / prior year	2%	Actual / Target	53.82% increase (3,969,803)	-	10%	10%	71,496	66,907	<b>152,111 new followers (cumulative: 5,225,468)</b>
		ii. % increase in Facebook engagement		2%		157.46% increase (281,363,703)	23.07% increase (294,610,036)	10%	10%	33,703,004	63,853,900	<b>156,888,644</b>
		<b>c. Twitter</b>										
		i. % increase in Twitter followers	(Current year-prior year) / prior year	2%	Actual / Target	19.65% increase (160,404)	-	20%	20%	4,518	2,165	<b>1,316</b>
		ii. % increase in Twitter impressions		2%		50.84% increase (61.09 M)	5.97% increase (64.74 M)	20%	20%	10,044,000	6,700,000	<b>5,170,000</b>
		<b>d. YouTube</b>										
		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	61,849	<b>62,943</b>
		ii. % increase in YouTube impressions		2%		(4.77%) decrease (823.30M)	80.40% increase (1,484,291,723)	25%	25%	198,008,603	326,322,539	<b>310,651,549</b>
		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	1,383,274.20	<b>1,265,701.20</b>
		<b>e. TikTok</b>										
	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	66,995	<b>39,036 (cumulative 128,527)</b>	
	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	34,372,234	<b>23,730,265</b>	
	<b>Subtotal</b>		<b>22%</b>									
Audience/ Stakeholders	<b>SO 2</b>	<b>To be a source of quality news and public information</b>										
		<b>Percentage of Satisfied Customers</b>										
		a. External Services		5%		-	-	N/A	90%	To be submitted after conduct of the survey (for external services)	To be submitted after conduct of the survey (for external services)	<b>To be submitted after conduct of the survey (for external services)</b>
	<b>Subtotal</b>		<b>5%</b>									
Internal Process	<b>SO 3</b>	<b>To improve key management and operational systems and processes</b>										
		<b>Transmission Coverage Service Area</b>										
		a. Number of operational analog stations	Actual Number	5%	Actual / Target	15	15	19	20	16	16 operational (14 on-air and 2 temporarily off-air due to damaged transmitter parts)	<b>16 operational (14 on-air and 2 temporarily off-air due to damaged transmitter parts)</b>
		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)	6 operational (4 on-air and 2 temporarily off-air due to damaged headend due to severe thunderstorm and high reflected power)	<b>6 operational on-air digital stations</b>
		c. Number of operational Regional News Centers	Actual Number	3%	Actual / Target	3	3	3	3	3	3	<b>3</b>
	SM 4	ISO Certification	Actual Accomplishment	5%	All or Nothing	No Accomplishment	Not Accomplished	ISO 9001:2015 Certification	ISO 9001:2015 Certification	none yet	none yet	<b>none yet</b>

	<b>SO 4</b>	<b>To boost the quality and quantity of content offerings</b>										
		<b>Number of Quality Programs with High Production Values at par with Industry Standards</b>										
	SM 5	a. Entries/Submissions	Actual Number	3%	Actual / Target	27	67	63	80	55	66	7
		b. Nominations		5%		19	24	10	25	12	6	6
	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	603.62 Hours	<b>646.93 Hours</b>
	<b>Subtotal</b>		<b>31%</b>									
<b>Financial</b>	<b>SO 5</b>	<b>To maintain economic viability and attain revenue growth</b>										
	SM 7	Annual Revenues (in Million pesos)	Sales Revenue + Other Income	10%	Actual / Target	170.61	216.79	278.65	278.32	51.69	54.65 (adjusted) (previous report: 20.04)	<b>59.62</b>
	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	-31.11 (adjusted) (previous report: -79.03)	-12.47 (adjusted) (previous report: -26.74)	<b>-28.94</b>
		<b>Budget Utilization Rate</b>										
	SM 9	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	figures to be supplied in the PES 2023 (entire year) Monitoring Report	<b>figures to be supplied in the PES 2023 (entire year) Monitoring Report</b>
		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	figures to be supplied in the PES 2023 (entire year) Monitoring Report	<b>figures to be supplied in the PES 2023 (entire year) Monitoring Report</b>
		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	figures to be supplied in the PES 2023 (entire year) Monitoring Report	<b>figures to be supplied in the PES 2023 (entire year) Monitoring Report</b>
		<b>Subtotal</b>		<b>35%</b>								
	<b>Learning &amp; Growth</b>	<b>SO 6</b>	<b>To strengthen HRD to maximize performance and professionalize the workforce</b>									
		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	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	All required documents submitted in the required format on 12 May 2023 (deadline moved due to special holidays)	<b>Fully Accomplished</b>
		<b>Subtotal</b>		<b>7%</b>								
	<b>TOTAL</b>		<b>100%</b>									