

**PEOPLE’S TELEVISION NETWORK, INC.**  
**Validated 2019 Performance Scorecard**

| Component            |                        |  |                            |                               | PTNI Submission |                         | GCG Evaluation |  | Supporting Documents | Remarks   |    |            |    |            |    |           |              |                    |              |                  |    |            |    |            |    |            |    |            |              |                    |
|----------------------|------------------------|--|----------------------------|-------------------------------|-----------------|-------------------------|----------------|--|----------------------|---|----|------------|----|------------|----|-----------|--------------|--------------------|--------------|------------------|----|------------|----|------------|----|------------|----|------------|--------------|--------------------|
| Objective/ Measure   | Formula                | Weight   | Rating Scale <sup>a/</sup> | Target                        | Actual          | Rating                  | Score          | Rating   |                      |   |    |            |    |            |    |           |              |                    |              |                  |    |            |    |            |    |            |    |            |              |                    |
| <b>SOCIAL IMPACT</b> | <b>SO 1</b>            | <b>Informed, Inspired and Empowered Filipino Citizenry</b> |                            |                               |                 |                         |                |  |                      |   |    |            |    |            |    |           |              |                    |              |                  |    |            |    |            |    |            |    |            |              |                    |
|                      |                        | <i>Digital and New Media Presence</i>                      |                            |                               |                 |                         |                |  |                      |   |    |            |    |            |    |           |              |                    |              |                  |    |            |    |            |    |            |    |            |              |                    |
|                      | SM 1                   | a. Page Visits (News Website)                              | 5%                         | Actual/<br>Target x<br>Weight | 8,000,000       | 4,106,193               | –              | 4,106,193  | 2.57%                | <table border="1"> <tr><td>Q1</td><td>1,476,778</td></tr> <tr><td>Q2</td><td>1,425,503</td></tr> <tr><td>Q3</td><td>1,034,242</td></tr> <tr><td>Q4</td><td>169,670</td></tr> <tr><td><b>Total</b></td><td><b>4,106,193</b></td></tr> </table><br><table border="1"> <tr><td>Q1</td><td>27,829,081</td></tr> <tr><td>Q2</td><td>24,212,262</td></tr> <tr><td>Q3</td><td>24,960,438</td></tr> <tr><td>Q4</td><td>32,283,697</td></tr> <tr><td><b>Total</b></td><td><b>109,285,478</b></td></tr> </table><br>- 2019 Data Analytics Report by New Media Unit<br><br>- Breakdown Report on New Media Performance<br><br>Target excluded due to the changes in analytics metrics introduced by Twitter in 2019. Retweets, Mentions and Favorites, which were the metrics considered in setting the 2019 target, no longer exist in the new application. | Q1 | 1,476,778  | Q2 | 1,425,503  | Q3 | 1,034,242 | Q4           | 169,670            | <b>Total</b> | <b>4,106,193</b> | Q1 | 27,829,081 | Q2 | 24,212,262 | Q3 | 24,960,438 | Q4 | 32,283,697 | <b>Total</b> | <b>109,285,478</b> |
|                      | Q1                     | 1,476,778  |                            |                               |                 |                         |                |  |                      |   |    |            |    |            |    |           |              |                    |              |                  |    |            |    |            |    |            |    |            |              |                    |
|                      | Q2                     | 1,425,503  |                            |                               |                 |                         |                |  |                      |   |    |            |    |            |    |           |              |                    |              |                  |    |            |    |            |    |            |    |            |              |                    |
| Q3                   | 1,034,242              |  |                            |                               |                 |                         |                |  |                      |   |    |            |    |            |    |           |              |                    |              |                  |    |            |    |            |    |            |    |            |              |                    |
| Q4                   | 169,670                |  |                            |                               |                 |                         |                |  |                      |   |    |            |    |            |    |           |              |                    |              |                  |    |            |    |            |    |            |    |            |              |                    |
| <b>Total</b>         | <b>4,106,193</b>       |  |                            |                               |                 |                         |                |  |                      |   |    |            |    |            |    |           |              |                    |              |                  |    |            |    |            |    |            |    |            |              |                    |
| Q1                   | 27,829,081             |  |                            |                               |                 |                         |                |  |                      |   |    |            |    |            |    |           |              |                    |              |                  |    |            |    |            |    |            |    |            |              |                    |
| Q2                   | 24,212,262             |  |                            |                               |                 |                         |                |  |                      |   |    |            |    |            |    |           |              |                    |              |                  |    |            |    |            |    |            |    |            |              |                    |
| Q3                   | 24,960,438             |  |                            |                               |                 |                         |                |  |                      |   |    |            |    |            |    |           |              |                    |              |                  |    |            |    |            |    |            |    |            |              |                    |
| Q4                   | 32,283,697             |  |                            |                               |                 |                         |                |  |                      |   |    |            |    |            |    |           |              |                    |              |                  |    |            |    |            |    |            |    |            |              |                    |
| <b>Total</b>         | <b>109,285,478</b>     |  |                            |                               |                 |                         |                |  |                      |   |    |            |    |            |    |           |              |                    |              |                  |    |            |    |            |    |            |    |            |              |                    |
|                      | b. Facebook Engagement | 5%   | 90,000,000                 | 109,285,478                   | –               | 109,285,478             | 5.00%          |  |                      |   |    |            |    |            |    |           |              |                    |              |                  |    |            |    |            |    |            |    |            |              |                    |
|                      | c. Twitter Engagement  | 5%   | 250,000                    | 11,638                        | –               | <i>Measure excluded</i> | –              |  |                      |   |    |            |    |            |    |           |              |                    |              |                  |    |            |    |            |    |            |    |            |              |                    |
|                      | d. YouTube Views       | 5%   | 200,000,000                | 193,972,146                   | –               | 193,972,146             | 4.85%          | <table border="1"> <tr><td>Q1</td><td>58,997,592</td></tr> <tr><td>Q2</td><td>66,508,794</td></tr> <tr><td>Q3</td><td>67,593,965</td></tr> <tr><td>Q4</td><td>871,795</td></tr> <tr><td><b>Total</b></td><td><b>193,972,146</b></td></tr> </table> | Q1                   | 58,997,592  | Q2 | 66,508,794 | Q3 | 67,593,965 | Q4 | 871,795   | <b>Total</b> | <b>193,972,146</b> |              |                  |    |            |    |            |    |            |    |            |              |                    |
| Q1                   | 58,997,592             |  |                            |                               |                 |                         |                |  |                      |   |    |            |    |            |    |           |              |                    |              |                  |    |            |    |            |    |            |    |            |              |                    |
| Q2                   | 66,508,794             |  |                            |                               |                 |                         |                |  |                      |   |    |            |    |            |    |           |              |                    |              |                  |    |            |    |            |    |            |    |            |              |                    |
| Q3                   | 67,593,965             |  |                            |                               |                 |                         |                |  |                      |   |    |            |    |            |    |           |              |                    |              |                  |    |            |    |            |    |            |    |            |              |                    |
| Q4                   | 871,795                |  |                            |                               |                 |                         |                |  |                      |   |    |            |    |            |    |           |              |                    |              |                  |    |            |    |            |    |            |    |            |              |                    |
| <b>Total</b>         | <b>193,972,146</b>     |  |                            |                               |                 |                         |                |  |                      |   |    |            |    |            |    |           |              |                    |              |                  |    |            |    |            |    |            |    |            |              |                    |
|                      | <b>Sub-total</b>       | <b>20%</b>   |                            |                               |                 | –                       |                | <b>12.42%</b>  |                      |   |    |            |    |            |    |           |              |                    |              |                  |    |            |    |            |    |            |    |            |              |                    |

|                         |         | Component  |  |           |   | PTNI Submission |          | GCG Evaluation |   | Supporting Documents | Remarks   |   |
|-------------------------|---------|--|--|-----------|---|-----------------|----------|----------------|---|----------------------|---|---|
| Objective/ Measure      | Formula | Weight   | Rating Scale <sup>a/</sup>   | Target    | Actual  | Rating          | Score    | Rating         |   |                      |   |   |
| AUDIENCE / STAKEHOLDERS | SO 2    | Be a Source of Quality News and Information that Educates, Inspires and Empowers |  |           |   |                 |          |                |   |                      |   |   |
|                         | SM 2    | Percentage of Satisfied Customers  | Number of respondents which gave at least a Satisfactory rating/ Total number of respondents | 5%        | (Actual / Target) x Weight<br><br>0% = If less than 80% | 90%             | None yet | -              | No Customer Satisfaction Survey Conducted | 0%                   | - Narrative on PTV's Failure to Conduct the Customer Satisfaction Survey for 2019 | PTNI failed to conduct its CSS in 2019 due to budget constraints and suspension of services from its consulted third-party provider - the Philippine Information Agency (PIA).  |
|                         |         | <b>Sub-total</b>   |  | <b>5%</b> |   |                 |          | -              |   | <b>0.00%</b>         |   |   |
|                         |         |  |  |           |   |                 |          |                |   |                      |   |   |
| INTERNAL PROCESS        | SO 3    | Be a Relevant and Progressive Media Partner                                      |  |           |   |                 |          |                |   |                      |   |   |
|                         |         | Transmission Coverage Service Area   |  |           |   |                 |          |                |   |                      |   |   |
|                         | SM 3    | a. Operational Transmittal Stations – Analog                                     | Actual Number  | 8%        | Actual / Target x Weight                                | 18              | 15       | -              | 15  | 6.67%                | - Certification issued by the Provincial Network Division                         | The 15 operational Analog Stations in 2019 are as follows:<br><br><ol style="list-style-type: none"> <li>1. PTV-8 Cordillera</li> <li>2. PTV-4 Manila</li> <li>3. PTV-4 Palawan</li> <li>4. PTV-4 Naga</li> <li>5. PTV-2 Guimaras</li> <li>6. PTV-11 Cebu</li> <li>7. PTV-10 Dumaguete</li> <li>8. PTV-12 Calbayog</li> <li>9. PTV-8 Tacloban</li> <li>10. PTV-11 Sibugay</li> <li>11. PTV-48 Davao del Norte</li> <li>12. PTV-11 Davao</li> <li>13. PTV-8 Agusan del Sur</li> <li>14. PTV-7 Zamboanga</li> <li>15. PTV-8 Cotabato</li> </ol> |

PTNI Validated 2019 Performance Scorecard

| Component          |   |                   |        |  |  | PTNI Submission                                |        | GCG Evaluation                                 |        | Supporting Documents   | Remarks   |                 |              |                |        |                |        |              |        |              |                 |
|--------------------|---|-------------------|--------|--|--|--|--------|--|--------|--|---|-----------------|--------------|----------------|--------|----------------|--------|--------------|--------|--------------|-----------------|
| Objective/ Measure |   | Formula           | Weight | Rating Scale <sup>a/</sup>                 | Target   | Actual   | Rating | Score  | Rating |  |   |                 |              |                |        |                |        |              |        |              |                 |
|                    | b. Operational Transmittal Stations – Digital   |                   | 5%     |  | 3  | 4  | –      | 4  | 3.00%  |  | Target exceeded. The four (4) operational digital stations in 2019 are:<br>1. PTV-4 Manila<br>2. PTV-4 Naga<br>3. PTV-11 Cebu<br>4. PTV-11 Davao  |                 |              |                |        |                |        |              |        |              |                 |
| SM 4               | Operational Regional Centers  | Cumulative Number | 6%     | Actual / Target x Weight                   | 5  | 3  | –      | 3  | 3.60%  |  | The 3 Regional News Centers in 2019 are:<br>1. PTV-4 – Manila<br>2. PTV-8 – Baguio<br>3. PTV-11 – Davao   |                 |              |                |        |                |        |              |        |              |                 |
| SM 5               | Created Competitive, Quality Programs with High Production Value at Par with Industry Standards | Actual Number     | 8%     | Actual / Target x Weight<br>A. 4%<br>b. 4% | A. 55 Program Submissions<br>B. 22 Nominations | A. 87 Program Submissions<br>B. 26 Nominations | –      | A. 87 Program Submissions<br>B. 26 Nominations | 8.00%  | - Certification on the List of Entries Submitted to and Nominations Received from Various Award-giving Bodies in 2019<br>- Sample receiving copies of submitted Entry Forms<br>- Sample Communications on Nominations Received | Target was exceeded for both the PTV program submissions and nominations from award-giving bodies.<br>Notably, PTNI received 8 awards out of all its nominations in 2019.   |                 |              |                |        |                |        |              |        |              |                 |
| SM 6               | Length of Airtime Allotted for Government Activities <sup>b/</sup>                              | Actual Hours      | 10%    | Actual / Target x Weight                   | 1,100 Hours                                    | 3,418.42 hours                                 | –      | 1,788.53 hours                                 | 10.00% | - 2019 Computation of Programming Hours by the Programming Unit  | <table border="1"> <thead> <tr> <th>Type of Program</th> <th>No. of Hours</th> </tr> </thead> <tbody> <tr> <td>Public Affairs</td> <td>688.91</td> </tr> <tr> <td>Public Service</td> <td>488.90</td> </tr> <tr> <td>Presidential</td> <td>610.72</td> </tr> <tr> <td><b>TOTAL</b></td> <td><b>1,788.53</b></td> </tr> </tbody> </table> <p>Accomplishment reported by PTNI include 1,629.89 hours for news programs.</p> | Type of Program | No. of Hours | Public Affairs | 688.91 | Public Service | 488.90 | Presidential | 610.72 | <b>TOTAL</b> | <b>1,788.53</b> |
| Type of Program    | No. of Hours  |                   |        |  |  |  |        |  |        |  |   |                 |              |                |        |                |        |              |        |              |                 |
| Public Affairs     | 688.91  |                   |        |  |  |  |        |  |        |  |   |                 |              |                |        |                |        |              |        |              |                 |
| Public Service     | 488.90  |                   |        |  |  |  |        |  |        |  |   |                 |              |                |        |                |        |              |        |              |                 |
| Presidential       | 610.72  |                   |        |  |  |  |        |  |        |  |   |                 |              |                |        |                |        |              |        |              |                 |
| <b>TOTAL</b>       | <b>1,788.53</b>   |                   |        |  |  |  |        |  |        |  |   |                 |              |                |        |                |        |              |        |              |                 |

| Component                |  |   |                            |                          | PTNI Submission             |          | GCG Evaluation |                   | Supporting Documents | Remarks  |  |                          |             |                    |           |                          |         |               |                 |              |
|--------------------------|--|---|----------------------------|--------------------------|-----------------------------|----------|----------------|-------------------|----------------------|--|--|--------------------------|-------------|--------------------|-----------|--------------------------|---------|---------------|-----------------|--------------|
| Objective/ Measure       | Formula  | Weight  | Rating Scale <sup>a/</sup> | Target                   | Actual                      | Rating   | Score          | Rating            |                      |  |  |                          |             |                    |           |                          |         |               |                 |              |
| <b>SO 4</b>              | <b>Update Key Management and Operational Guidelines, Systems and Processes to Boost Productivity</b> |   |                            |                          |                             |          |                |                   |                      |  |  |                          |             |                    |           |                          |         |               |                 |              |
| SM 7                     | ISO Certification  | Actual Accomplishment   | 8%                         | All or Nothing           | ISO 9001:2015 Certification | None yet | -              | No Accomplishment | 0%                   | - Narrative on the Non-Implementation of the ISO and Board-Approved Competency Model | Despite allocating budget for the consultancy services on ISO Certification, such did not materialize as PTNI prioritized its personal services, operational and production expenditures in 2019.  |                          |             |                    |           |                          |         |               |                 |              |
|                          | <b>Sub-total</b>   |   | <b>45%</b>                 |                          |                             |          | -              |                   | <b>31.27%</b>        |  |  |                          |             |                    |           |                          |         |               |                 |              |
| <b>SO 5</b>              | <b>Attain Revenue Growth and Financial Viability</b>   |   |                            |                          |                             |          |                |                   |                      |  |  |                          |             |                    |           |                          |         |               |                 |              |
| SM 8                     | Annual Revenue (in Millions)   | Sales Revenue + Other Income  | 15%                        | Actual / Target x Weight | 336.33                      | 212.57   | -              | 213.94            | 9.54%                | - COA-audited 2019 Financial Report  | Over 96% of Revenues comes from PTNI's core Sales Revenues.  |                          |             |                    |           |                          |         |               |                 |              |
|                          |  |   |                            |                          |                             |          |                |                   |                      |  | <table border="1"> <tr> <td>Sales Revenue</td> <td>206,502,690</td> </tr> <tr> <td>Other Service Inc.</td> <td>6,072,094</td> </tr> <tr> <td>Other Non-operating Inc.</td> <td>781,550</td> </tr> <tr> <td>Gains</td> <td>581,342</td> </tr> <tr> <td><b>Total</b></td> <td><b>213,937,676</b></td> </tr> </table> | Sales Revenue            | 206,502,690 | Other Service Inc. | 6,072,094 | Other Non-operating Inc. | 781,550 | Gains         | 581,342         | <b>Total</b> |
| Sales Revenue            | 206,502,690  |   |                            |                          |                             |          |                |                   |                      |  |  |                          |             |                    |           |                          |         |               |                 |              |
| Other Service Inc.       | 6,072,094  |   |                            |                          |                             |          |                |                   |                      |  |  |                          |             |                    |           |                          |         |               |                 |              |
| Other Non-operating Inc. | 781,550  |   |                            |                          |                             |          |                |                   |                      |  |  |                          |             |                    |           |                          |         |               |                 |              |
| Gains                    | 581,342  |   |                            |                          |                             |          |                |                   |                      |  |  |                          |             |                    |           |                          |         |               |                 |              |
| <b>Total</b>             | <b>213,937,676</b>   |   |                            |                          |                             |          |                |                   |                      |  |  |                          |             |                    |           |                          |         |               |                 |              |
| SM 9                     | EBITDA (in Millions)   | Net Income before Subsidy/Financial Assistance + Interest + Taxes + Depreciation + Amortization | 10%                        | Actual / Target x Weight | (290.08)                    | (97.78)  | -              | (132.54)          | 10.0%                |  | <table border="1"> <tr> <td>Net Loss from Operations</td> <td>(201.97)</td> </tr> <tr> <td>Interest</td> <td>0.07</td> </tr> <tr> <td>Depreciation</td> <td>69.35</td> </tr> <tr> <td><b>EBITDA</b></td> <td><b>(132.54)</b></td> </tr> </table>   | Net Loss from Operations | (201.97)    | Interest           | 0.07      | Depreciation             | 69.35   | <b>EBITDA</b> | <b>(132.54)</b> |              |
| Net Loss from Operations | (201.97)   |   |                            |                          |                             |          |                |                   |                      |  |  |                          |             |                    |           |                          |         |               |                 |              |
| Interest                 | 0.07   |   |                            |                          |                             |          |                |                   |                      |  |  |                          |             |                    |           |                          |         |               |                 |              |
| Depreciation             | 69.35  |   |                            |                          |                             |          |                |                   |                      |  |  |                          |             |                    |           |                          |         |               |                 |              |
| <b>EBITDA</b>            | <b>(132.54)</b>  |   |                            |                          |                             |          |                |                   |                      |  |  |                          |             |                    |           |                          |         |               |                 |              |
|                          | <b>Sub-total</b>   |   | <b>25%</b>                 |                          |                             |          | -              |                   | <b>19.54%</b>        |  |  |                          |             |                    |           |                          |         |               |                 |              |

FINANCE

| Component                    |              |  |                            |                  |                | PTNI Submission                 |          | GCG Evaluation |                                    | Supporting Documents | Remarks  |   |
|------------------------------|--------------|--|----------------------------|------------------|----------------|---------------------------------|----------|----------------|------------------------------------|----------------------|--|---|
| Objective/ Measure           | Formula      | Weight   | Rating Scale <sup>a/</sup> | Target           | Actual         | Rating                          | Score    | Rating         |                                    |                      |  |   |
| <b>LEARNING &amp; GROWTH</b> | <b>SO 6</b>  | <b>Strengthen HRD to Maximize Performance and Professionalize the Workforce According to its KSA</b> |                            |                  |                |                                 |          |                |                                    |                      |  |   |
|                              | SM 10        | Percentage of Employees Meeting Required Competencies  | Actual Accomplishment      | 5%               | All or Nothing | Board-approved Competency Model | None yet | -              | No Board-approved Competency Model | 0.00%                | - Narrative on the Non-Implementation of the ISO and Board-Approved Competency Model | Similar with SM 7, the target for this measure was allocated with a budget in 2019 but its implementation did not materialize due to the prioritization of other expenses of the Network. |
|                              |              | <b>Sub-total</b>   |                            | <b>5%</b>        |                |                                 |          | -              |                                    | <b>0.00%</b>         |  |   |
|                              |              | <b>TOTAL WEIGHT EXCLUDED WEIGHT</b>  |                            | <b>100% (5%)</b> |                |                                 |          | -              |                                    | <b>63.23%</b>        |  |   |
|                              | <b>TOTAL</b> |  | <b>95%</b>                 |                  |                |                                 | -        |                | <b>(63.23 / 95) = 66.56%</b>       |                      |  |   |

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

b/ Office of the President activities and press briefings, public service/information dissemination, Senate/HOR hearings, Disaster-related information, among others.