

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

Component				Baseline Data		Targets		Accomplishments				
Objective/Measure	Formula	Weight	Rating Scale ^{#/}	2022	2022	2023	First Quarter 2023	Second Quarter 2023	Third Quarter 2023	Fourth Quarter 2023	Entire 2023	
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	6,858,820	20%	20%	898,599 (adjusted) <i>(previous report: 651,000)</i>	1,098,503	696,966	735,427	3,429,495 page views
		b. Facebook										
	i. % increase in Facebook followers	(Current year-prior year) / prior year	2%	Actual / Target	4,964,004	10%	10%	71,496 new followers	62,113 new followers (adjusted) <i>(previous report: 66,907)</i>	146,222 new followers (adjusted) <i>(previous report: 152,111)</i>	181,996 new followers	5,337,526 FB followers (cumulative) <i>(461,827 new followers earned)</i>
	ii. % increase in Facebook engagement		2%		421,725,802	10%	10%	65,703,879 (adjusted) <i>(previous report: 33,703,004)</i>	70,180,217 (adjusted) <i>(previous report: 63,853,900)</i>	166,179,093 (adjusted) <i>(previous report: 156,888,644)</i>	183,436,706	485,499,895 total FB page engagement
		c. Twitter										
	i. % increase in Twitter followers	(Current year-prior year) / prior year	2%	Actual / Target	231,748	20%	20%	4,518 new followers	2,165 new followers	1,316 new followers	458 new followers	241,446 Twitter followers (cumulative) <i>(8,457 new followers earned)</i>
	ii. % increase in Twitter impressions		2%		36,101,000	20%	20%	10,440,000 (adjusted) <i>(previous report: 10,044,000)</i>	6,700,000	5,170,000	3,810,000	26,120,000 Twitter impressions
		d. YouTube										
	i. % increase in YouTube subscribers	(Current year-prior year) / prior year	2%	Actual / Target	1,638,220	25%	25%	38,166 new subscribers	61,849 new subscribers	62,943 new subscribers	59,905 new subscribers	1,861,084 YT subscribers (cumulative) <i>(222,863 new subscribers earned)</i>
	ii. % increase in YouTube impressions		2%		862,097,096	25%	25%	198,008,603	326,322,522 (adjusted) <i>(previous report: 326,322,539)</i>	310,651,549	208,080,627	1,043,063,301 YT impressions
	iii. % increase in YouTube watch time		2%		5,322,264	25%	25%	841,446.30	1,383,274.20	1,265,701.20	1,293,986.20	4,784,407.90 YT watch time hours
		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	130%	27,571 new followers (adjusted) <i>(previous report: 4,797)</i>	66,995 new followers	39,036 new followers	17,146 new followers	145,400 TikTok followers (cumulative)
	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	130%	1,751,985 (adjusted) <i>(previous report: 1,691,530)</i>	34,372,234	30,138,162 (adjusted) <i>(previous report: 23,730,265)</i>	39,902,000	106,164,381 TikTok engagement
	Subtotal	22%										
Audience/ Stakeholders	SO 2	To be a source of quality news and public information										
		Percentage of Satisfied Customers										
	SM 2	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)	To be submitted after conduct of the survey (for external services)	To be submitted after conduct of the survey (for external services)
		Subtotal	5%									
	SO 3	To improve key management and operational systems and processes										
		Transmission Coverage Service Area										
	a. Number of operational analog stations	Actual Number	5%	Actual / Target	15	19	20	16	16 operational (14 on-air and 2 temporarily off-air due to damaged transmitter parts)	16 operational (14 on-air and 2 temporarily off-air due to damaged transmitter parts)	16 operational analog stations (11 on-air and 5 temporarily off-air)	

