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

Component					Baseline Data Targets			Accomplishments					
	Objective/Measure	Formula	Weight	Rating Scale ^{a/}	2022	2022	2023	First Quarter 2023	Second Quarter 2023	Third Quarter 2023	Fourth Quarter 2023	Entire 2023	
SO	1 To inform, inspire and empo	wer the Filipino people		Scale									
	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) (previously report: 651,000)	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 /	Actual / 4,964,004	10%	10%	71,496 new followers	62,113 new followers (adjusted) (previous report: 66,907)	146,222 new followers (adjusted) (previous report: 152,111)	181,996 new followers	5,337,526 FB followers (cumulative) (461,827 new followers earned)	
	ii. % increase in Facebook engagement		2%	Target	421,725,802	10%	10%	65,703,879 (adjusted) (previous report: 33,703,004)	70,180,217 (adjusted) (previous report: 63,853,900)	166,179,093 (adjusted) (previous report: 156,888,644)	183,436,706	485,499,895 total FB page engagement	
	c. Twitter												
	i. % increase in Twitter followers	(Current 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) (8,457 new followers earned)	
	ii. % increase in Twitter impressions		2%		36,101,000	20%	20%	10,440,000 (adjusted) (previous report: 10,044,000)	6,700,000	5,170,000	3,810,000	26,120,000 Twitter impressions	
act	d. YouTube	1			1 1		1						
Social Impact MS	1 i. % increase in YouTube subscribers	(Current year-prior year) / prior year	2%		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) (222,863 new subscribers earned)	
Soci	ii. % increase in YouTube impressions		2%	Actual / – Target	862,097,096	25%	25%	198,008,603	326,322,522 (adjusted) (previous report: 326,322,539)	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		ļ				•	•	•				
	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) (previous report: 4,797)	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) (previous report: 1,691,530)	34,372,234	30,138,162 (adjusted) (previous report: 23,730,265)	39,902,000	106,164,381 TikTok engagement	
	Subtotal		22%										
SO SO	2 To be a source of quality ne												
Audience/ Stakeholders	Percentage of Satisfied Cus	tomers	1	1		To be submitted offer our built							
	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)	To be submitted after conduct of the survey (for external services)	
	Subtotal		5%										
SO 3	3 To improve key managemer		and proces	sses									
	Transmission Coverage Ser	vice Area											
	a. Number of operational analog stations	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)						

S M 3	b. Number of operational digital stations	Cumulative Number	5%	Actual / Target	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)	6 operational on-air digital stations	6 operational digital stations (2 on-air and 4 temporarily off-air)	
	c. Number of operational Regional News Centers	Actual Number	3%	Actual / Target	3	3	3	3	3	3	3 operational regional news centers	
SM 4	4 ISO Certification	Actual Accomplishment	5%	All or Nothing	Not Accomplished	ISO 9001:2015 Certification	ISO 9001:2015 Certification	none yet	none yet	none yet	I	none yet
SO 4	O 4 To boost the quality and quantity of content offerings											
SM S	Number of Quality Programs with High Production Values at par with Industry Standards											
	5 a. Entries/Submissions	Actual Number	3%	Actual /	67	63	80	55	66	7	36	164 entries/submissions
	b. Nominations	Actual Number	5%	Target	35	10	25	12	6	6	23	47 nominations
	⁶ Length of Airtime Allocated for Government Activities	Public Affairs Hours + Public Service Hours + Presidential Hours	5%	Actual / Target	4,255.67	1,795 Hours	2,500 Hours	568.80 Hours	603.62 Hours	656.93 Hours (adjusted) (previous report 646.93 Hours)	692.12 Hours	2521.47 Hours
	Subtotal		31%									
SO 5	To maintain economic viability and attain revenue growth											
SM	Annual Revenues (in Million pesos)	Sales Revenue + Other Income	10%	Actual / Target	215.14	278.65	278.32	51.69	54.65 (adjusted) (previous report: 20.04)	59.62	56.98	222.94
SM 8	B EBITDA (in Million pesos)	Net Income before Subsidy or Financial Assistance + Interest + Income Taxes + Depreciation + Amortization	10%	Actual / Target	-162.14	-104.49	-140.03	-31.11 (adjusted) (previous report: -79.03)	-26.74 (adjusted) (previous report: -12.47)	-28.94	-62.16	-148.95
Einancial S MS	Budget Utilization Rate											
	a. GAA Subsidies - amounts obligated	Amount Obligated / Total GAA Subsidy (both net of PS cost)	5%	Actual / Target	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	figures to be supplied in the PES 2023 (entire year) Monitoring Report	figures to be supplied in the PES 2023 (entire year) Monitoring Report	100%
	b. GAA Subsidies - amounts disbursed	Amount Disbursed / Total Obligated (both net of PS cost)	5%	Actual / Target	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	figures to be supplied in the PES 2023 (entire year) Monitoring Report	figures to be supplied in the PES 2023 (entire year) Monitoring Report	100%
	c. Corporate Funds - CO & MOOE	Amount Disbursed / Scheduled Disbursement (both net of PS cost)	5%	Actual / Target	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	figures to be supplied in the PES 2023 (entire year) Monitoring Report	figures to be supplied in the PES 2023 (entire year) Monitoring Report	94%
	Subtotal		35%									
SO 6	To strengthen HRD to maximize performance and professionalize the workforce											
SM 1	Percentage of Employees 0 Meeting Required Competencies	Actual Accomplishment	5%	All or Nothing	Not Accomplished	Board-approved Competency Model	Board-approved Competency Model	none yet	none yet	none yet	none yet	none yet
Learning & Growth SW 1 SW 1	1 Development of a Reorganization Plan	Actual Accomplishment	2%	All or Nothing	partial submission to the GCG with endorsement from OPS LAST September 2022	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)	Fully Accomplished	Fully Accomplished	Fully Accomplished
	Subtotal		7%									
	Subiolai											