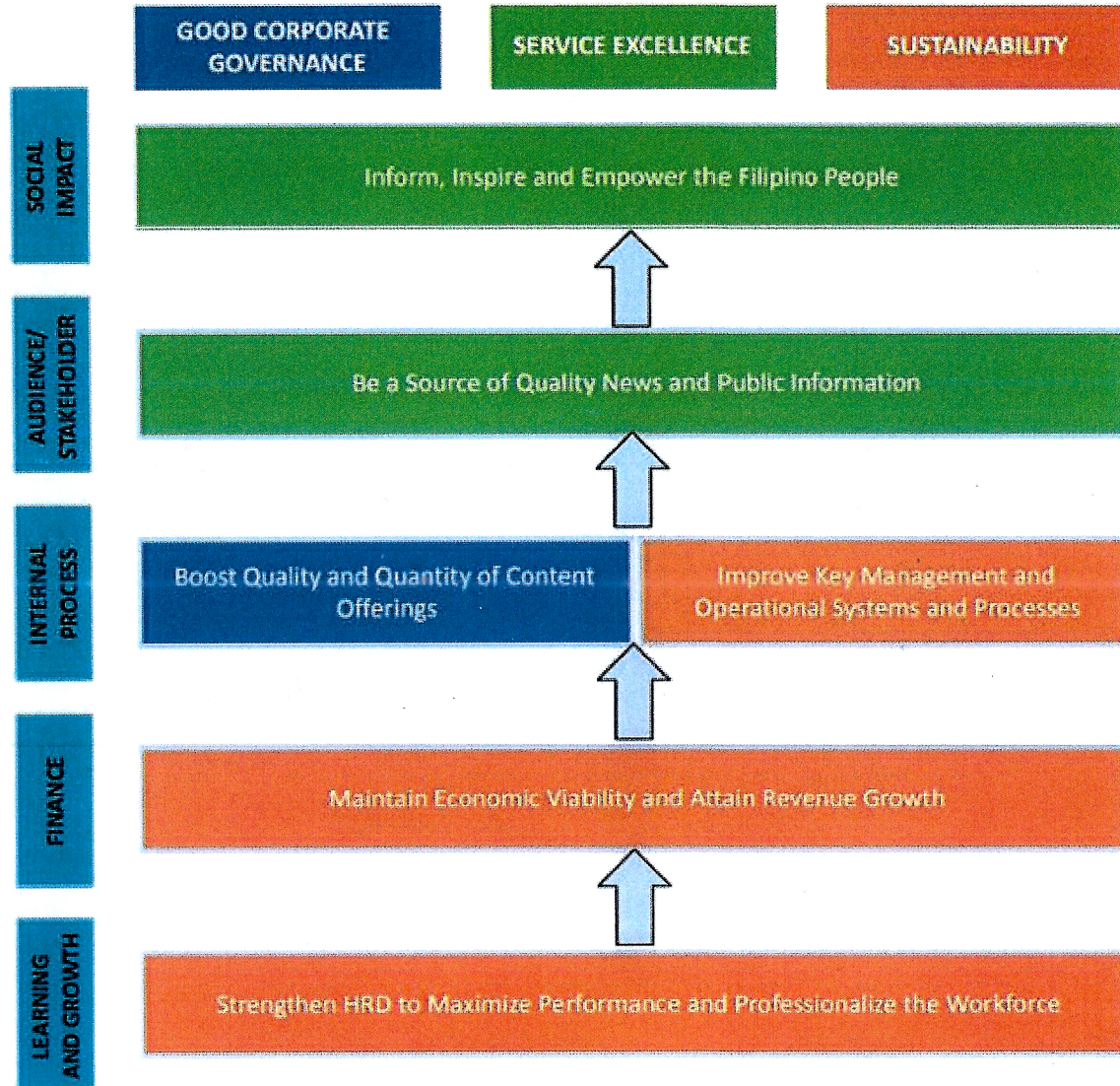


**PEOPLE'S TELEVISION NETWORK, INC.
STRATEGY MAP**

VISION
By 2027, PTV is at the forefront of Philippine news and public information globally

MISSION
To inform, inspire and empower the Filipino people through relevant, credible, and world-class quality programming and services.

CORE VALUES
Professionalism, Integrity and Commitment
Teamwork, Innovation and Service Excellence
Value for God, Country and People



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PEOPLE'S TELEVISION NETWORK, INC.

Component					Baseline Data				Targets	
Objective/Measure	Formula	Weight	Rating System	2019	2020	2021	2022	2023	2024	
SO 1	Inform, Inspire and Empower the Filipino People									
Social Impact	Digital and New Media Presence									
	a. PTV Website Page Visits	Total Page Views for the year	3%	Actual / Target	4,106,193	4,018,678	5,319,190	6,518,776	N/A	5,300,000
	b. Facebook Followers ^a	Total Follower Count as of yearend	3%	Actual / Target	2,580,856	3,969,803	4,415,745	4,964,004	N/A	5,675,831
	c. Facebook Engagement	Page Engagements + Video Engagements for the year	3%		109,285,478	281,363,703	294,610,036	421,725,802	N/A	318,496,983
	d. Twitter Followers ^b	Total Follower Count as of yearend	3%	Actual / Target	134,061	160,404	192,158	231,748	N/A	256,446
	e. YouTube Subscribers ^c	Total Subscriber Count as of yearend	3%	Actual / Target	615,259	913,358	1,384,788	1,628,221	N/A	2,111,084
	f. TikTok Followers	Total Follower Count as of yearend	3%	Actual / Target	N/A	N/A	N/A	N/A	N/A	228,900
Sub-total		18%								

Notes: a. 2019 Facebook Followers baseline figure is not GCG-validated but was provided by PTNI since the metric was not in the 2019 performance scorecard. 2021 baseline figure is also not GCG-validated since actual accomplishment could not be verified at the time of validation.
 b. 2019 Twitter Followers baseline figure is not GCG-validated but was provided by PTNI since the metric was not in the 2019 performance scorecard. 2021 baseline figure is also not GCG-validated since actual accomplishment could not be verified at the time of validation.
 c. 2019 YouTube Subscribers baseline figure is not GCG-validated but was provided by PTNI since the metric was not in the 2019 performance scorecard.

Component					Baseline Data				Targets		
	Objective/Measure	Formula	Weight	Rating System	2019	2020	2021	2022	2023	2024	
AUDIENCE/STAKEHOLDERS	SO 2	Be a Source of Quality News and Public Information									
	SM 2	Percentage of Satisfied Customers	Number of respondents who gave at least a Satisfactory rating / Total number of respondents	5%	Actual / Target 0% if less than 80%	No Customer Satisfaction Survey Conducted	80.30%	Public Viewers: 94.91%	Public Viewers: 95.11%	90%	90%
								Partner Organizations: 81.82%	Partner Organizations: 88.23%		
	Sub-total			5%							
INTERNAL PROCESS	SO 3	Improve Key Management and Operational Systems and Processes									
	SM 3	Transmission Coverage Service Area									
		a. Number of Operational Analog Stations	Actual Number	5%	Actual / Target	15	15	15	15	20	16
		b. Number of Operational Digital Stations	Actual Number	5%		4	4	6	6	10	9
c. Number of Operational Regional News Centers	Actual Number	4%	3	3		3	3	3	3		

Component					Baseline Data				Targets		
Objective/Measure	Formula	Weight	Rating System	2019	2020	2021	2022	2023	2024		
SM 4	ISO Certification	Actual accomplishment	5%	All or Nothing	No Accomplishment	No Accomplishment	Not Accomplished	Not Accomplished	ISO 9001:2015 Certification	ISO 9001:2015 Certification	
SO 4	Boost Quality and Quantity of Content Offerings										
Number of Quality Programs with High Production Values at par with Industry Standards											
SM 5	a. Entries/Submissions	Actual Number	5%	Actual / Target	87	27	67	67	80	95 Entries	
	b. Nominations		5%		26	19	24	35	25	28 Nominations	
SM 6	Length of Airtime Allocated for Government Activities	Public Affairs hours + Public Service hours + Presidential hours	10%		1,788.53 Hours	2,393.48 Hours	3,212.07 Hours	2,835.72 Hours	2,500 Hours	2,520 Hours	
SM 7	Number of Hours of Local Content from Regional News Centers/Provincial Stations	Total Number of Hours of In-house Produced Program from PTV Cordillera and PTV Davao Regional Centers	5%		N/A	N/A	N/A	N/A	N/A	322 Hours	
		Sub-total	44%								

Component					Baseline Data				Targets	
Objective/Measure	Formula	Weight	Rating System	2019	2020	2021	2022	2023	2024	
SO 5	Maintain Economic Viability and Attain Revenue Growth									
SM 8	Annual Revenue	Sales Revenue + Other Income	10%	Actual / Target	₱213.94 million	₱170.61 million	₱216.79 million	₱215.14 million	₱278.32 million	₱300.87 million
SM 9	Budget Utilization Rate									
	a. GAA Subsidies - amounts obligated	Amount Obligated / Total GAA Subsidy (both net of PS Cost)	6%	Actual / Target	N/A	N/A	N/A	95.81%	90%	90%
	b. GAA Subsidies - amounts disbursed	Amount Disbursed / Total Obligated (both net of PS Cost)	6%		N/A	N/A	N/A	96.89%	90%	90%
	c. Corporate Funds - CO & MOOE	Amount Disbursed / Scheduled Disbursement (both net of PS cost)	6%		N/A	N/A	N/A	100.00%	90%	90%
Sub-total		28%								

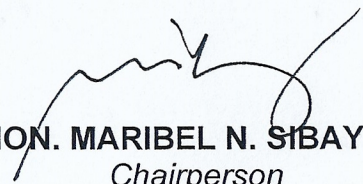
FINANCE

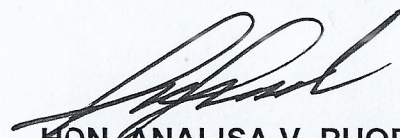
Component					Baseline Data				Targets		
	Objective/Measure	Formula	Weight	Rating System	2019	2020	2021	2022	2023	2024	
LEARNING & GROWTH	SO 6	Strengthen HRD to Maximize Performance and Professionalize the Workforce									
	SM 10	Percentage of Employees Meeting Required Competencies	Actual Accomplishment	5%	All or Nothing	No Board-approved Competency Model	No Board-approved Competency Model	Not Accomplished	Not Accomplished	Board-approved Competency Model	Board-approved Competency Model
			<i>Sub-total</i>	5%							
			TOTAL	100%							

For GCG:


ATTY. MARIUS P. CORPUS
Chairperson

For PTNI:


HON. MARIBEL N. SIBAYAN
Chairperson


HON. ANALISA V. PUOD
Network General Manager