

**PEOPLE'S TELEVISION NETWORK, INC.
PERFORMANCE SCORECARD 2024
FIRST QUARTER MONITORING REPORT**

| COMPONENT | | | | | BASELINE DATA | | TARGETS | | First Quarter 2024 Accomplishments |
|---------------------------|---|---|---|----------------|--|---|-----------------------------|-----------------------------|---|
| Objective/Measure | | Formula | Weight | Rating System | 2022 | 2023 | 2024 | | |
| Social Impact | SO 1 | Inform, Inspire and Empower the Filipino People | | | | | | | |
| | | Digital and New Media Presence | | | | | | | |
| | SM 1 | a. PTV Website Page Visits | Total Page Views for the year | 3% | Actual / Target | 6,518,776 | N/A | 5,300,000 | 616,324 |
| | | b. Facebook Followers ^a | Total Follower Count as of yearend | 3% | Actual / Target | 4,964,004 | N/A | 5,675,831 | 5,423,868 |
| | | c. Facebook Engagement | Page Engagements + Video Engagements for the year | 3% | Actual / Target | 421,725,802 | N/A | 318,496,983 | 119,219,806 |
| | | d. Twitter Followers ^b | Total Follower Count as of yearend | 3% | Actual / Target | 231,748 | N/A | 256,446 | 242,783 |
| | | e. YouTube Subscribers ^c | Total Subscriber Count as of yearend | 3% | Actual / Target | 1,628,221 | N/A | 2,111,084 | 1,929,159 |
| | | f. TikTok Followers | Total Follower Count as of yearend | 3% | Actual / Target | N/A | N/A | 228,900 | 184,261 |
| | | Subtotal | 18% | | | | | | |
| 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% | Public Viewers: 95.11% Partner Organizations: 88.23% | 90% | 90% | The preparatory arrangements for the CSM 2024 are currently underway, the first step being the review and update of the Network's Citizen's Charter, led by the PTNI Committee on Anti-Red Tape (CART). |
| | | | Subtotal | 5% | | | | | |
| Internal Process | SO 3 | Improve Key Management and Operational Systems and Processes | | | | | | | |
| | | Transmission Coverage Service Area | | | | | | | |
| | SM 3 | a. Number of Operational Analog Stations | Actual Number | 5% | Actual / Target | 15 | 20 | 16 | 16 operational analog (13 on-air and 3 temporarily off-air due to damaged transmitter parts) |
| | | b. Number of Operational Digital Stations | Actual Number | 5% | | 6 | 10 | 9 | 6 operational digital (4 on-air, 1 temporarily off-air due to damaged transmitter parts, 1 temporarily off-air due to problem with AVR) |
| | | c. Number of Operational Regional News Centers | Actual Number | 4% | | 3 | 3 | 3 | 3 fully operational regional centers |
| | SM 4 | ISO Certification | Actual accomplishment | 5% | All or Nothing | Not Accomplished | ISO 9001:2015 Certification | ISO 9001:2015 Certification | None yet |
| | SO 4 | Boost the 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 | 67 | 80 | 95 Entries | 36 |
| | | b. Nominations | | 5% | | 35 | 25 | 28 Nominations | 33 |
| SM 6 | Length of Airtime Allocated for Government Activities | Public Affairs hours + Public Service hours + Presidential hours | 10% | 2,835.72 Hours | | 2,500 Hours | 2,520 Hours | 701.52 | |
| 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 | 322 Hours | 73.93 | |
| | | Subtotal | 44% | | | | | | |

| | | | | | | | | | |
|--------------------------------|---|--|--|-------------|-----------------|------------------|---------------------------------|--|--|
| Financial | SO 5 | Maintain Economic Viability and Attain Revenue Growth | | | | | | | |
| | SM 8 | Annual Revenues | Sales Revenue + Other Income | 10% | Actual / Target | 215.14 million | 278.32 million | 300.87 million | 50.56 |
| | SM 9 | Budget Utilization Rate | | | | | | | |
| | | a. GAA Subsidies - amounts obligated | Amount Obligated / Total GAA Subsidy (both net of PS Cost) | 6% | Actual / Target | 95.81% | 90% | 90% | Figures to be supplied in the PES 2024 (entire year) Monitoring Report |
| | | b. GAA Subsidies - amounts disbursed | Amount Disbursed / Total Obligated (both net of PS Cost) | 6% | | 96.89% | 90% | 90% | |
| c. Corporate Funds - CO & MOOE | Amount Disbursed / Scheduled Disbursement (both net of PS Cost) | 6% | 100.00% | 90% | | 90% | | | |
| | | Subtotal | 28% | | | | | | |
| Learning & Growth | SO 6 | To strengthen HRD to maximize performance and professionalize the workforce | | | | | | | |
| | SM 10 | Percentage of Employees Meeting Required Competencies | Actual Accomplishment | 5% | All or Nothing | Not Accomplished | Board-approved Competency Model | Board-approved Competency Model | None yet |
| | | Subtotal | | 5% | | | | | |
| | | TOTAL | | 100% | | | | | |
| | | Subtotal | | | | | | | |