



29 April 2024

HON. MARIBEL N. SIBAYAN
Chairperson
HON. ANALISA V. PUOD
Network General Manager (GM)
PEOPLE'S TELEVISION NETWORK, INC. (PTNI)
Broadcast Complex, Visayas Avenue,
Diliman, Quezon City

RE: REVALIDATION RESULT OF PTNI'S 2022 PERFORMANCE SCORECARD

Dear Chairperson Sibayan and GM Puod,

This refers to PTNI's letters dated 20 September 2023,¹ 17 October 2023,² 27 October 2023,³ and 22 December 2023⁴ requesting for the reconsideration of its 2022 Performance Scorecard validation result, specifically on Strategic Measure (SM) 3a – Number of Operational Transmittal Stations – Analog.

Upon evaluation of the newly submitted documents for SM 3a and a re-evaluation of the 2022 performance for SM 1c.ii. – % *Increase in Twitter Impressions*, the validated score of PTNI's 2022 Performance Scorecard was revised from 67.82% to 70.01%. The result of the revalidation is attached herewith as *Annex A*.

FOR PTNI'S INFORMATION AND GUIDANCE.

Very truly yours,

ATTY, MARIUS P. CORPUS

Chairperson

ATTY, BRIAN KEITH F. HOSAKA

Commissioner

ATTY. GERALDINE MARIE B. BERBERABE-MARTINEZ

Commissioner

cc: The Resident Auditor – PTNI

<sup>&</sup>lt;sup>4</sup> Officially received by the Governance Commission on 29 December 2023.



<sup>&</sup>lt;sup>1</sup> Officially received by the Governance Commission on 27 September 2023.

<sup>&</sup>lt;sup>2</sup> Officially received by the Governance Commission on 19 October 2023.

<sup>&</sup>lt;sup>3</sup> Officially received by the Governance Commission on 07 November 2023.

## PEOPLE'S TELEVISION NETWORK INC. (PTNI) Revalidated 2022 Performance Scorecard

		Component				PTNI Subm	ission	GCG Eval	uation	Supporting		
Objectiv	ve/ Measure	Formula	Weight	Rating Scale <sup>a/</sup>	Target	Actual	Rating	Score	Rating	Documents	Remarks	
SO 1	Informed, Insp	ired, and Empo	wered F	ilipino Peop	le							
	Digital and New I	Media Presence			,							
	a. Page Visits						14					
	i. % increase in website pageviews	(Current year – prior year) / prior year	5%	Actual / Target	20%	28.94%	5%	22.55%	5.00%	- DMIS Certification and Analytics for the Entire 2022 - Screenshots and face-to-face walkthrough of Google Analytics	2022 Page Visits 2022 6,518, 2021 5,319, Inc. 1,539, % Inc. 22.5	
SM 1	b. Facebook Engagement											
	i. % increase in Facebook followers	(Current year – prior year) / prior year	2.5%	Actual / Target	10%	15.23%	2.5%	12.42%	2.50%	- DMIS Certification and Analytics for the Entire 2022 - Screenshot from PTNI's New Media data analytics - Face-to-face walkthrough of Facebook Creator Studio	Facebook Follower 2022 4,964, 2021 4,415, Inc. 548, % Inc. 12.4	

PTNI|2 of 10 Revalidated 2022 Performance Scorecard

		Component			PTNI S		ssion	GCG Evalu	uation	Supporting	Remarks
Objecti	ve/ Measure	Formula	Weight	Rating Scale <sup>al</sup>	Target	Actual	Rating	Score	Rating	Documents	Remarks
	ii. % increase in Facebook engagement	(Current year – prior year) / prior year	2.5%	Actual / Target	10%	43.15%	2.5%	43.15%	2.50%	- Screenshot from PTNI's New Media data analytics - Face-to-face walkthrough of Facebook Creator Studio	Facebook Engagements  2022 421,725,802  2021 294,610,036  Inc. 127,115,766  % Inc. 43.15%
	c. Twitter Engage	ement									
	i. % increase in Twitter followers	(Current year – prior year) / prior year	2.5%	Actual / Target	20%	32.47%	2.5%	20.60%	2.50%		Twitter Followers  2022 231,748  2021 192,158  Inc. 29,885  % Inc. 20.60%
SM 1	ii. % increase in Twitter impressions	(Current year – prior year) / prior year	2.5%	Actual / Target	20%	-44.24%	0%	Measure excluded		- Screenshot from PTNI's New Media data analytics - Face-to-face walkthrough of analytics.twitter.com	The only available monthly impressions are from September 2022 to December 2022. No data could be generated by PTNI for the months Jan 2022 - Aug 2022.  The inadequacy or incompleteness of the validating document was not intentional and was beyond PTNI's control since the Analytic Tool that generates the data could no longer provide the information needed for the objective validation of this measure.  Measure excluded.

PTNI|3 of 10 Revalidated 2022 Performance Scorecard

	Objective/ Measure		Component				PTNI Submi	ission	GCG Evaluation		Supporting	
0	bjectiv	ve/ Measure	Formula	Weight	Rating Scale <sup>a/</sup>	Target	Actual	Rating	Score	Rating	Decuments	Remarks
		d. YouTube Views	s									
		i. % increase in YouTube subscribers		3%		25%	18.30%	2.20%	18.30%	2.20%		YouTube Subscribers 2022 1,638,221 2021 1,384,788 Inc. 253,433 % Inc. 18.30%
		ii. % increase in YouTube impressions	(Current year – prior year) / prior year	1%	Actual / Target	25%	30.32%	1%	-42.92%	0.00%	Screenshot and face-to-face walkthrough of studio.youtube.com	YouTube Impressions  2022 862,097,349  2021 1,484,291,792  Inc622,194,443  % Inc41.92%
		iii. % increase in YouTube watch time		1%		25%	-6.76%	0%	-37.51%	0.00%		YouTube Watch Time 2022 5,322,503.1 2021 8,516,925.8 Inc3,194,422.7 % Inc37.51%
			Sub-total	20%				15.70%		14.70%		

PTNI|4 of 10 Revalidated 2022 Performance Scorecard

		Component				PTNI Subm	ission	GCG Eval	uation	Supporting	THE WALL
Objecti	ve/ Measure	Formula	Weight	Rating Scale <sup>a/</sup>	Target	Actual	Rating	Score	Rating	Documents	Remarks
SO 2	Be a Source o	f Quality News	and Info	rmation that	Educates, Ins	pires, and Emp	owers				
SM 2	Percentage of S	atisfied Customers									
	a. Public Viewers	Number of respondents who gave at least a Satisfactory rating / Total number of respondents	2.5%	Actual / Target 0% = If less than 80%	90%	95.10%	2.5%	95.11%	2.50%	- 2022 CSS Report for PTV (by People Dynamics, Inc) - Data Tables for Viewers and Partner Organizations - Raw Data (Open and Close Ended)	2022 Viewers  Rating % of Satisfic Customers  VS 53.76  S 41.35  N 4.1  D 0.79  VD 0.00  Total 100.00
SM 2	b. Partner Organizations	Number of respondents who gave at least a Satisfactory rating / Total number of respondents	2.5%	Actual / Target 0% = If less than 80%	90%	88.20%	2.45%	88.23%	2.45%	- Survey Instrument for Viewers and Partner Orgs Backchecking Status Report - Clarification on 2022 CSS Report	2022 Partner Organizations  Rating % of Satisfic Customers  VS 52.9  S 35.2  N 11.7  D 0.0  VD 0.0  Total 100.0
		Sub-total	5%				4.95%		4.95%		

PTNI|5 of 10
Revalidated 2022 Performance Scorecard

		Component				PTNI Submission			uation	Supporting	
Objectiv	ve/ Measure	Formula	Weight	Rating Scale <sup>a/</sup>	Target	Actual	Rating	Score	Rating	Documents	Remarks
SO 3	Be a Relevant	and Progressiv	ve Media	Partner							
	Transmission Co	overage Service Ar	rea								
SM 3	a. Number of Operational Transmittal Stations – Analog	Actual Number	10%	Actual / Target	19	15 out of 19	7.89%	15 out of 18	8.33%	- Certification issued by the Provincial Network Division for 2022	PTNI Operational Analog Stations in 2022:  1. PTV-8 Cordillera 2. PTV-4 Palawan 3. PTV-4 Naga 4. PTV-4 Manila 5. PTV-2 Guimaras 6. PTV-11 Cebu 7. PTV-10 Dumaguete 8. PTV-12 Calbayog 9. PTV-8 Tacloban 10. PTV-11 Sibugay 11. PTV-48 Davao del Not 12. PTV-11 Davao 13. PTV-7 Zamboanga 15. PTV-8 Cotabato Notably, the stations lis were the same fifteen (operational analog station 2021.  PTV Pagadian from nineteen (19) statitargeted for 2022 consider that it operated 60 days at the end of the performa year and since PTNI is not to have exerted all its eff to expedite the operation, the station during 2022 could not just do so due the issues in spare parts transmitter compatibility.  PTNI is rated for fifteen (out of eighteen (18) target analog stations for 2022.

PTNI|6 of 10
Revalidated 2022 Performance Scorecard

		Component	,			PTNI Submis	ssion	GCG Evaluation		Supporting	_
Object	ive/ Measure	Formula	Weight	Rating Scale <sup>a/</sup>	Target	Actual	Rating	Score	Rating	Documents	Remarks
	b. Number of Operational Transmittal Stations – Digital		9%		9	6	6%	6	6.00%	- Certification issued by the Provincial Network Division for 2022	PTNI operational Digital Stations in 2022:  1. PTV-42 Manila 2. PTV-46 Naga 3. PTV-42 Cebu 4. PTV-45 Davao 5. PTV-42 Cordillera 6. PTV-23 Guimaras  The six (6) stations were also the only digital stations in 2021.
SM 4	Operational Regional Centers	Cumulative Number	3%	Actual / Target	3	3	3%	3	3.00%	- Certification issued by the Provincial Network Division for 2022	The three (3) Regional News Centers of PTNI were maintained in 2022: 1. PTV Manila 2. PTV Cordillera 3. PTV Davao
SM 5	Competitive, Quality Programs with High Production Value at Par with Industry Standards	Actual Number	4%	Actual / Target	A. 63 Entries Submitted to Award-Giving Bodies	67 Entries Submitted to Award-Giving Bodies	4%	67 Entries Submitted to Award-Giving Bodies	4.00%	- Certification on the List of Entries Submitted to and Nominations Received from various Awardgiving Bodies for the year 2022 - Sample receiving copies and emails of submitted Entry Forms - Communications and emails on Nominations Received	2022   Award-Grving Body   Program Submissions   6th NCCT   DokyuBata   1   27th Asian Television Awards   10th PMAP Makatao Awards   7   7th GEMS: Hiyas ng Sining   7   Gewad Pilipino Icon Awards 2022   Inding-Indie Film Fest 2023   5th Gawad Lasallianeta   29   44th Catholic Mass Media Awards   12   Total   67

PTNI|7 of 10 Revalidated 2022 Performance Scorecard

		Component				PTNI Submis	sion	GCG Evalu	ation	Supporting	
Objec	tive/ Measure	Formula	Weight	Rating Scale a/	Target	Actual	Rating	Score	Rating	Documents	Remarks
	Competitive, Quality Programs with High Production Value at Par with Industry Standards	Actual Number	4%	Actual / Target	B. 10 Nominations	35 Nominations	4%	35 Nominations	4.00%	- Certification on the List of Entries Submitted to and Nominations Received from various Award- giving Bodies for the year 2022	Award-Giving Body Received  UPLB Gandingan Awards 2022  27th Asian Television 3 Awards  44th Catholic Mass Media Awards  Total 35
SM 6	Length of Airtime Allotted for Government Activities	Actual Hours	8%	Actual / Target	1,795	4,255.67	8%	2,835.72	8.00%	- 2022 Computation of Programming Hours by the Programming Unit	Type of No. of Program Hours  Public Affairs 2,146.73  Public 339.53  Presidential 349.46  TOTAL 2,835.72  PTNI exceeded the target by 58%. However, this performance is an 11.72% decrease from the previous year's total of 3,212 hours.
so 4	Update Key Ma	anagement and	Operation	onal Guidel	ines, Systems	and Processes to	Boost Pro	oductivity			
SM 7	, ISO Certification	Actual Accomplishment	5%	All or Nothing	ISO 9001:2015 Certification	Not Accomplished	0%	Not Accomplished	0.00%	- No supporting document	PTNI's 4 <sup>th</sup> Quarter Monitoring Report mentions that as of the end of 2022, the ISO 9001:2015 Certification is "not accomplished yet."
		Sub-total	43%				32.89%		33.33%		

PTNI|8 of 10
Revalidated 2022 Performance Scorecard

			Component				PTNI Submis	ssion	GCG Evaluation		Supporting		
	Objectiv	ve/ Measure	Formula	Weight	Rating Scale a/	Target	Actual	Rating	Score	Rating	Documents	Rema	rks
	SO 5	Attain Revenu	e Growth and F	inancial	Viability								
)E	SM 8	Annual Revenue (in Million pesos)	Sales Revenue + Other Income	10%	Actual / Target	278.65	215,135,717.37	7.72%	215,135,718	7.72%	- COA-audited PTNI 2022 Financial Statements	Items Sales Revenue Other Service Income Other Non- operating income Gains Total  The 2022 To Revenues are 22 target and repres decrease from 26	2.79% below sent a 0.77%
FINANCE	SM 9	EBITDA (in Million pesos)	Net Income before Subsidy/ Financial Assistance + Interest + Taxes + Depreciation + Amortization	10%	Actual / Target	(104.49)	162.14	4.48%	(182.27)	2.56%	- COA-audited PTNI 2022 Financial Statements	Income Taxes Interest Expense Depreciation Amortization	ative EBITDA ion in 2022. mount is a ed loss from tive EBITDA

PTNI|9 of 10
Revalidated 2022 Performance Scorecard

			Component				PTNI Submission GCG Evaluation			uation	Supporting	Pomorko	
۱.	Objectiv	ve/ Measure	Formula	Weight	Rating Scale a/	Target	Actual	Rating	Score	Rating	Documents	Remarks	
		Budget Utilization	ı Rate										
		a. GAA Subsidies – amount obligated	Amount Obligated / Total GAA Subsidy	1.5%	Actual / Target	90%	100%	1.5%	95.81%	1.50%	- Statement of Allotment, Obligations, Utilization, and Balances	Year 2022 Budget Allocated in 4,135,232 5000 Total Amount Obligated 3,962,061 Obligation 95.81%  With a 100% obligation rate of subsidy for the current year and 95,70% obligated subsidy for prior years, PTNI exceeded the target for SM 10a with a combined obligation rate of 95.81%.	
	SM 10	b. GAA Subsidies – amounts disbursed	Amount Disbursed / Total Obligated	1.5%	Actual / Target	90%	100%	1.5%	96.89%	1.50%	(SAOUB) as of 31 December 2022	Year 2022  Notice of Cash 3,912,430  Allocation in 1000  Total Amount Disbursed 3,790,615  BUR 96.89%  PTNI's disbursement rate for the current year subsidy was also recorded at 100%. The disbursement rate for prior years subsidy was 96.80%.	
		c. Corporate Funds – CO & MOOE	Amount Disbursed / Total COB	2%	Actual / Target	90%	98%	2%	100%	2.00%	- Budget Utilization Report for 2022	Year 2022 COB Amount 146,105,000 Disbursement 146,105,000 BUR 100.00%  PTNI did not have budget allocation for Capital Outlay. The P146,11 million amount was for MOOE. PTNI utilized this entire amount for MOOE. PTNI also utilized some Personal Services (PS) allocation for MOOE. The DBM confirmed through a letter dated 17 March 2023 that "PTNI still has the flexibility to modify its utilization within the total DBM-Approved budget level."	
			Sub-total	25%				17.20%		15.28%			

PTNI|10 of 10 Revalidated 2022 Performance Scorecard

			Component				PTNI Submis	sion	GCG Evaluation		Supporting	
	Objectiv	ve/ Measure	Formula	Weight	Rating Scale at	Target	Actual	Rating	Score	Rating	Documents	Remarks
	SO 6	Strengthen HR	D to Maximize	Performa	nce and F	rofessionalize	the Workforce Ac	cording to	its KSA			
	SM 11	Percentage of Employees Meeting Required Competencies	Actual Accomplishment	5%	All or Nothing	Board- approved Competency Model	Not accomplished	0%	Not Accomplished	0.00%	- No supporting document submitted	PTNI did not submit supporting documents for this measure as the 2022 annual monitoring report cites that there was no board-approved competency model by the 2022 yearend.
LEARNING & GROWTH	SM 12	Development of a Reorganization Plan (RP)	Actual Accomplishment	2%	Actual / Target	Submission of Proposed Reorganization Plan (RP) to GCG	Partial submission to the GCG with endorsement from OPS last September 2022	0%	RP submission not complete and not in the correct format as prescribed by GCG	0.00%	- RP submission received by the GCG	The GCG officially received on 09 September 2022 a Memorandum from the Office of the Press Secretary dated 31 August 2022 formally endorsing the RP of PTNI as approved by the Governing Board. The said submission was found to have been lacking other documentary requirements and some documents submitted were not in the standard format as prescribed under GCG M.C. No. 2015-04 (Re-Issued).  By end of 2022, PTNI still has not submitted all the documents required. PTNI has requested an extension of the deadline for the submission of the documents required by the GCG relative to the RP.
			Sub-total	7%				0.0%		0.00%		
jell			TOTAL	100%				70.74%		68.26%		
		EXCI	UDED WEIGHT	2.50%			(70.74% ÷ 97.	50%)	(68.26% ÷ 97	7.50%)		
		REN	MAINING TOTAL	97.50%				72.55%		70.01%		