

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

COMPONENT				BASELINE DATA	TARGETS		First Quarter 2024 Accomplishments	Second Quarter 2024 Accomplishments		
Objective/Measure	Formula	Weight	Rating System	2022	2023	2024				
Social Impact	SO 1	Inform, Inspire and Empower the Filipino People								
		<i>Digital and New Media Presence</i>								
		a. PTV Website Page Visits	Total Page Views for the year	3%	Actual / Target	6,518,776 page visits	20% (7,822,531.2)	5,300,000 page visits	616,324 page visits	687,863 page visits
		b. Facebook Followers <sup>a</sup>	Total Follower Count as of yearend (cumulative)	3%	Actual / Target	4,964,004 FB followers	10%	5,675,831 FB followers	5,423,868 FB followers	5,417,828 FB followers
		SM 1 c. Facebook Engagement	Page Engagements + Video Engagements for the year	3%	Actual / Target	421,725,802 FB Engagements	10%	318,496,983 FB Engagements	119,219,806 FB Engagements	56,652,382 FB Engagements
		d. Twitter Followers <sup>b</sup>	Total Follower Count as of yearend (cumulative)	3%	Actual / Target	231,748 Twitter followers	20%	256,446 Twitter followers	242,783 Twitter followers	244,246 Twitter followers
	e. YouTube Subscribers <sup>c</sup>	Total Subscriber Count as of yearend (cumulative)	3%	Actual / Target	1,628,221 YouTube subscribers	25%	2,111,084 YouTube subscribers	1,929,159 YouTube subscribers	2,005,778 YouTube subscribers	

		f. TikTok Followers	Total Follower Count as of yearend (cumulative)	3%	Actual / Target	N/A	N/A	228,900 Tiktok followers	184,261 Tiktok followers	195,001 Tiktok followers
			<b>Subtotal</b>	<b>18%</b>						
Audience/ Stakeholders	<b>SO 2</b>	<b>Be a Source of Quality News and Public Information</b>								
	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).	The 2024 PTNI Client Satisfaction Measurement (CSM) Implementation Plan has been approved by the Network General Manager. Following this approval, the Research Unit will update its Data Collection Mechanism, and proceed with Data Gathering/Collection.
			<b>Subtotal</b>	<b>5%</b>						
Internal Process	<b>SO 3</b>	<b>Improve Key Management and Operational Systems and Processes</b>								
		<b>Transmission Coverage Service Area</b>								
	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)	16 operational analog (12 on-air and 4 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)	6 operational digital (3 on-air and 2 off-air due to damaged transmitter parts, 1 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	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	The ISO Study Group established by PTNI Memorandum dated 06 May 2024 had an exploratory meeting with experts to discuss certification requirements and the steps that can be initiated for its implementation. The Group is drafting an action plan for the review of the Board of Directors.
	<b>SO 4</b>	<b>Boost the Quality and Quantity of Content Offerings</b>								
		<b>Number of Quality Programs with High Production Values at par with Industry Standards</b>								
	SM 5	a. Entries/Submissions	Actual Number	5%	Actual / Target	67	80	95 entries	36 entries	49 entries
		b. Nominations		5%		35	25	28 nominations	33 nominations	19 nominations
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 hours	718.48 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 Davaao regional Centers	5%	N/A	N/A	322 hours	150.69 hours (adjusted) (previously reported: 73.93 hours)	345.57 hours		
		<b>Subtotal</b>	<b>44%</b>							
<b>SO 5</b>	<b>Maintain Economic Viability and Attain</b>									
SM 8	Annual Revenues	Sales Revenue + Other Income	10%	Actual / Target	215.14 million	278.32 million	300.87 million	50.56 million	53.91 million	
Financial		<b>Budget Utilization Rate</b>								
	a. GAA Subsidies - amounts obligated	Amount Obligated / Total GAA Subsidy (both net of PS Cost)	6%		95.81%	90%	90%	Figures to be supplied in the PES 2024 (entire year) Monitoring Report	Figures to be supplied in the PES 2024 (entire year) Monitoring Report	

Fin	SM 9	b. GAA Subsidies - amounts disbursed	Amount Disbursed / Total Obligated (both net of PS Cost)	6%	Actual / Target	96.89%	90%	90%	Figures to be supplied in the PES 2024 (entire year) Monitoring Report	Figures to be supplied in the PES 2024 (entire year) Monitoring Report
		c. Corporate Funds - CO & MOOE	Amount Disbursed / Scheduled Disbursement (both net of PS Cost)	6%		100.00%	90%	90%	Figures to be supplied in the PES 2024 (entire year) Monitoring Report	Figures to be supplied in the PES 2024 (entire year) Monitoring Report
			<b>Subtotal</b>	<b>28%</b>						
Learning & Growth	<b>SO 6 To strengthen HRD to maximize performance and professionalize the workforce</b>									
	SM 10	Percentage of Employees Meeting Required Competencies	Actual Accomplishment	5%	All or Nothing	Not Accomplished	Board-approved Competency Model	<b>Board-approved Competency Model</b>	None yet	A Competency Framework Study Group was established in May 2024 to define the parameters for a structure that identifies the various competencies required for different positions within the organization. The group will focus on aligning the duties and responsibilities of each position with the necessary competencies, ensuring employees can perform their roles with maximum efficiency and effectiveness. It has pencil booked a Course on Competency Framework Creation for early next year (bookings have closed for 2024).
			<b>Subtotal</b>	<b>5%</b>						
			<b>TOTAL</b>	<b>100%</b>						