

PEOPLE'S TELEVISION NETWORK, INC.
THIRD QUARTER MONITORING REPORT
2024

COMPONENT					TARGETS		First Quarter 2024 Accomplishments	Second Quarter 2024 Accomplishment	Third Quarter 2024 Accomplishment
Objective/Measure	Formula	Weight	Rating System	2023	2024				
Social Impact	SO 1 Inform, Inspire and Empower the Filipino People								
	Digital and New Media Presence								
	a. PTV Website Page Visits	Total Page Views for the year	3%	Actual / Target	N/A	5,300,000	616,324 page visits	687,863 page visits	454,136 page visits
	b. Facebook Followers a	Total Follower Count as of yearend	3%	Actual / Target	N/A	5,675,831	5,423,868 (cumulative) FB followers	5,417,828 (cumulative) FB followers	5,511,272 (cumulative) FB followers
	c. Facebook Engagement	Page Engagements + Video Engagements for the year	3%	Actual / Target	N/A	318,496,983	119,219,806 FB engagements	56,652,382 FB engagements	119,670,248 FB engagements
	d. Twitter Followers b	Total Follower Count as of yearend	3%	Actual / Target	N/A	256,446	242,783 (cumulative) Twitter followers	244,446 (cumulative) Twitter followers	245,630 (cumulative) Twitter followers
	e. YouTube Subscribers c	Total Subscriber Count as of yearend	3%	Actual / Target	N/A	2,111,084	1,929,159 (cumulative) YT subscribers	2,005,778 (cumulative) YT subscribers	2,091,700 (cumulative) YT subscribers
	f. TikTok Followers	Total Follower Count as of yearend	3%	Actual / Target	N/A	228,900	184,261 (cumulative) Tiktok followers	195,001 (cumulative) Tiktok followers	223,115 (cumulative) Tiktok followers
	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%	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 will be submitted to the General Manager within this week (08-12 July 2024). Upon its approval, the Research Unit will seek guidance from the Network's CART for the final version of its Citizen's Charter, update its Data Collection Mechanism, and proceed with Data Gathering/Collection.	Data Gathering/Collection is currently underway. Based on the CSM implementation plan, this will end on January 2025 and will be followed by Data Validation and Clean-up, and Data Analysis.
	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	20	16	16 operational analog stations (13 on-air and 3 temporarily off-air due to damaged transmitter parts)	16 operational analog stations (12 on-air and 4 temporarily off-air due to damaged transmitter parts)	16 operational analog stations (12 on-air and 4 temporarily off-air due to damaged transmitter parts)
		b. Number of Operational Digital Stations	Actual Number	5%		10	9	6 operational digital stations (4 on-air, 1 temporarily off-air due to damaged transmitter parts, 1 temporarily off-air due to problem with AVR)	6 operational digital stations (3 on-air and 2 off-air due to damaged transmitter parts, 1 off-air due to problem with AVR)	6 operational digital stations (4 on-air and 2 temporarily off-air due to damaged transmitter parts)
		c. Number of Operational Regional News Centers	Actual Number	4%		3	3	3 fully operational regional centers	3 fully operational regional centers	3 fully operational regional centers
	SM 4	ISO Certification	Actual accomplishment	5%	All or Nothing	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.	The ISO Study Group has presented the PTNI Board of Directors several quotations from different consulting firms and agencies whose services may be procured for the ISO implementation. The board is set to release a resolution on the ISO budget allocation.
	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	80	95 Entries	36 entries	49 entries	26 entries
		b. Nominations		5%		25	28 Nominations	33 nominations	19 nominations	6 nominations
SM 6	Length of Airtime Allocated for Government Activities	Public Affairs hours + Public Service hours + Presidential hours	10%	2,500 Hours		2,520 Hours	701.52 hours	718.48 hours	697.83 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	322 Hours	150.69 hours (adjusted) (previously reported: 73.93)	345.57 hours	498.2 hours		
			Subtotal						44%	

Financial	SO 5 Maintain Economic Viability and Attain Revenue Growth									
	SM 8	Annual Revenues	Sales Revenue + Other Income	10%	Actual / Target	278.32 million	300.87 million	50.56 million	53.91 million	56.64 million
	Budget Utilization Rate									
	SM 9	a. GAA Subsidies - amounts obligated	Amount Obligated / Total GAA Subsidy (both net of PS Cost)	6%	Actual / Target	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	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%		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	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%	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	Figures to be supplied in the PES 2024 (entire year) Monitoring Report	
		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	Board-approved Competency Model	Board-approved Competency Model	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).	Series of consultations with PTNI's units/ sections/ divisions on the competency inputs started in 14 August 2024 and is ongoing. Nineteen out of 26 units done.
			Subtotal	5%						
		TOTAL	100%							