

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

			Weight	Rating Scale	Target 2023	Target 2024	First Quarter	Second Quarter	Third Quarter	Fourth Quarter	
Social Impact	SO 1	Inform, Inspire and Empower the Filipino People									
	SM 1	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	839,051 page visits
		b. Facebook Followers	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	5,568,576 (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	488,066,728 FB engagements
		d. Twitter Followers	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	246,384 (cumulative) Twitter followers
		e. YouTube Subscribers	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	2,232,178 (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	229,760 (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.	Data Gathering/Collection is underway and is fully aligned with the approved Client Satisfaction Measurement Implementation Plan. Consistent follow-ups are being conducted to achieve a high compliance rate and meet the target number of responses. The survey universe, consisting of clients who completed transactions or services with PTNI in December 2024, will be finalized by January 2025. Once the data collection phase is complete, the project will proceed to Data Validation and Clean-up and Data Analysis. **score shall be made available by ARTA upon conclusion of its evaluation.
		Subtotal		5%							
	SO 3	Improve Key Management and Operational Systems and Processes									
		Transmission Coverage Service Area									
	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)	17 operational analog stations (13 on-air and 4 temporarily off-air due to damaged transmitter parts)	

Internal Process	SM 3	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)	7 operational digital stations (5 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	4 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.	The Board of Directors has released the resolution giving green light to the procurement of ISO consultancy services for the implementation of ISO 9001:2015 in PTNI.	
	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%		80	95 Entries	36 entries	49 entries	26 entries	27 entries	
		b. Nominations		5%		25	28 Nominations	33 nominations	19 nominations	6 nominations	21 nominations	
SM 6	Length of Airtime Allocated for Government Activities	Public Affairs hours + Public Service hours + Presidential hours	10%	Actual / Target	2,500 Hours	2,520 Hours	701.52 hours	718.48 hours	697.83 hours	734.26		
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	322 Hours	150.69 hours (adjusted) (previously reported: 73.93)	194.88 hours (adjusted) (previously reported: 345.57)	152.632 hours (adjusted) (previously reported: 498.2)	161.513 hours (adjusted) (previously reported: 659.72)		
		Subtotal	44%									
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	51.89 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	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	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	Figures to be supplied in the PES 2024 (entire year) Monitoring Report		
		Subtotal	28%									
SO 6	To strengthen HRD to maximize performance and professionalize the workforce											

Learning & Growth	SM 10	Percentage of Employees Meeting Required Competencies	Actual Accomplishment	5%	All or Nothing	Board-approved Competency Model	Board-approved Competency Model	None yet	<p>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).</p>	<p>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.</p>	<p>All inputs from different divisions had been gathered. The next steps will be to trim down the competencies based on the occupational or job group, finalize and submit to management for endorsement to the Board of Directors.</p>
		Subtotal		5%							
			TOTAL		100%						