

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

		Weight	Rating Scale	Target 2023	Target 2024	First Quarter	Second Quarter	Third Quarter	Fourth Quarter	Entire		
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	2,597,374 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	5,568,576 (cumulative) FB followers
		c. Facebook Engagement	Page Engagements + Video Engagements for the year	3%	Actual / Target	N/A	318,496,983	113,083,257 FB engagements (adjusted) (previously reported: 119,219,806)	52,019,365 FB engagements (adjusted) (previously reported: 56,652,382)	144,134,354 FB engagements (adjusted) (previously reported: 119,670,248)	488,066,728 FB engagements	797,303,706 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	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	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	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%								
Audience/ Stakeholders	SO 3	Improve Key Management and Operational Systems and Processes										
	SM 3	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)	
		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			

