

**PEOPLE'S TELEVISION NETWORK, INC.**  
**PERFORMANCE SCORECARD 2025**  
**FIRST QUARTER MONITORING REPORT**

Component					2025 Targets	First Quarter 2025 Accomplishments	
Objective/Measure	Formula	Weight	Rating System				
Social Impact	SO 1	Inform, Inspire and Empower the Filipinos through Inclusive Content that Promotes National Pride					
	SM 1	Total Page Views and Engagements on PTV's Website and Social Media Platforms					
		a. PTV Website Page Visits	Total number of unique page views recorded on the PTV website during the year	3%	Actual / Target	4,025,000 page visits	60,462 page visits
		b. Facebook Followers	Total number of new users who follow the PTV Facebook page at the end of the year	3%	Actual / Target	6,753,742 FB followers	5,852,416 (cumulative) FB followers  (This consists of the 2024 end of year 5,568,576 cumulative FB followers plus 283,840 additional FB followers achieved in First Quarter)
		c. Facebook Engagements	Total number of interactions (likes, comments, shares, and reactions) on all Facebook posts for the year	3%	Actual / Target	861,970,080 FB engagements	753,910,164 FB engagements
		d. YouTube Subscribers	Total number of subscribers to the PTV YouTube channel at the end of the year	3%	Actual / Target	2,678,614 YT subscribers	2,295,800 (cumulative) YT subscribers
		e. TikTok Followers	Total number of users who follow the PTV TikTok account at the end of the year	3%	Actual / Target	402,080 Tiktok followers	244,723 (cumulative) Tiktok followers
		f. Tiktok Engagements	Total number of interactions (likes, comments, shares, and reactions) on all Tiktok posts for the year	3%	Actual/Target	117,091,844 Tiktok engagements	12,463,000 Tiktok engagements
	SM 2	Number of Programs Promoting and Showcasing Civic Engagement, Filipino Culture, Heritage and Values	Number of Programs Produced and Distributed that Promote Civic Engagement, Filipino Culture, Heritage, and Values	2%	Actual/Target	5 Programs	5 Programs
			Sub-Total	20%			

Audience/ Stakeholders	SO 2	Strengthen Partnerships with Government Agencies and Local Government Units **					
	SM 3	Number of GOCC/NGA/LGU Partnerships	Number of partnerships established with GOCCs, NGAs and LGUs	5%	Actual / Target	40 Partnerships	13 partnerships
	SM 4	Length of Airtime Allocated for Public Affairs/Public Service/Government/Presidential Activities	Total airtime allocated (in hours) for specific broadcasts annually	6%	Actual/Target	3,025 hours	672.11 hours
	SO 3	Enhance Audience Engagement Through High-Quality and Recognized Content **					
	SM 5	Number of Recognitions Received					
		a. Entries/Submissions	Actual Number	5%	Actual/Target	100 Submissions	83 Submissions
		b. Nominations		5%		40 Nominations	42 Nominations
		c. Awards/Recognitions		5%		10 Awards	15 Awards/Recognitions
	SO 4	Understand and Optimize TV Audience Engagement					
	SM 6	Channel Ranking by Reach	Actual Accomplishment	5%	All or Nothing	Establish Baseline	As of February 2025, PTV ranks 11th in channel reach among all free-to-air channels in the Philippines.  The Television Audience Measurement (TAM) report of PTV for the month of March has yet to be provided by Nielsen Media.
SM 7	Customer Satisfaction Survey (CSS)	Total Number of Satisfied Respondents over Total number of respondents	5%	Actual/Target 0% = if below 80%	90%	The preparatory arrangements for the CSM 2025 are currently underway.	
		Sub-Total	36.00%				
Processes	SO 5	Boost the Quality and Quantity of Regional Content Offerings					
	SM 8	Number of Hours of Local Content from Regional/Provincial Centers	Sum of content (in hours) from all regional/provincial centers	5%	Actual/Target	602 Hours	150.33 Hours
	SO 6	Expand Digital TV and Operational Coverage					
	SM 9	Number of Operational Regional News Centers and TV Stations	Actual Number	7%	Actual/Target	23 Stations	19 stations

Internal Process	SO 7	Drive Optimization and Digitalization of Internal Processes for Operational Efficiency & Excellence					
	SM 10	Compliance to Quality Standards	Actual Accomplishment	2.50%	All or Nothing	ISO 9001:2015 Certification	The Terms of Reference for the procurement of consultancy services have been reviewed by PTNI's Project Management Office and are subject to further review by the Ad Hoc Committee.
	SM 11	Percentage of Operational Processes Digitalized	Percentage of Existing Operational Processes Digitalized	2.50%	Actual/Target	10%	TBD
			Sub-Total	17%			
Financial	SO 8	Achieve Financial Sustainability					
	SM 12	Annual Revenue (in Million Pesos)	Sales Revenue + Other Income	7%	Actual / Target	394.26 M	12.55 million
	SO 9	Optimize Resource Utilization					
	SM 13	Budget Utilization Rate					
		a. National government (NG) Subsidy - Obligation Rate	Amount Obligated / Total GAA Subsidy (both net of PS Cost)	5%	Actual / Target	90%	22%
		b. NG Subsidy - Disbursement Rate	Amount Disbursed / Total Obligated (both net of PS Cost)	5%		90%	94%
		c. Corporate Funds - CO & MOOE	Total Disbursements from IGF (both net of PS Cost)	5%		90%	9%
			Sub-Total	22%			
Learning and Growth	SO 10	Enhance Employee Competency and Performance					
	SM 14	Percentage of Employees with Required Competencies Met	Actual Accomplishment	2.50%	All or Nothing	Establish Baseline	Prepared the draft Competency Framework.
	SM 15	Development and Implementation of Disaster Risk Reduction and Management (DRRM) Plan	Actual Accomplishment	2.50%	All or Nothing	Board-Approved Public Service Continuity Plan	TBD - Preparations are currently underway
			Sub-Total	5.00%			
			TOTAL	100.00%			
BONUS STRATEGIC MEASURE							
		GAD Budget Utilization		1%	All or Nothing	5% of Total Budget	