

PROPOSED PTNI STRATEGY MAP 2025



**VISION**

By 2028, PTV is the Philippines' premier public service media corporation, recognized globally for seamlessly integrating television and digital platforms to deliver trusted, innovative, and impactful content that informs, inspires, and empowers Filipinos worldwide.

**MISSION**

PTV is dedicated to being the trusted voice of the government and the Filipino people in the digital age. Through high-quality content and a seamless integration of television and digital platforms, we deliver credible news, impactful public service programs, inclusive and diverse programming, and accessible information that promotes public trust, transparency, and national progress.

**CORE VALUES**

Professionalism, Integrity and Commitment

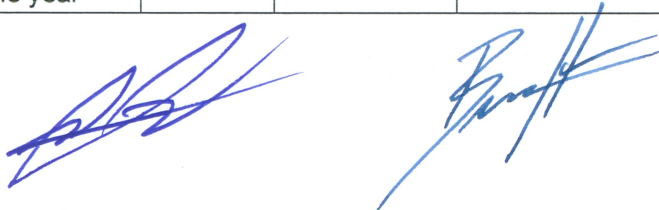
Teamwork, Innovation and Service Excellence

Value for God, Country and People



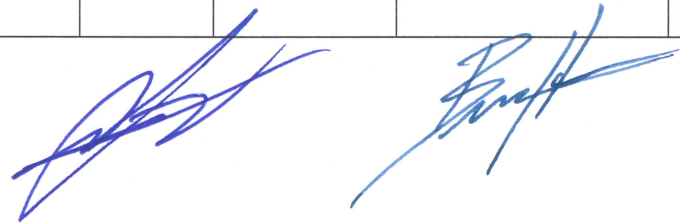
PEOPLE’S TELEVISION NETWORK, INC. (PTNI)  
2025 PERFORMANCE SCORECARD

Component					Baseline		Target		
	Objective/Measure	Formula	Weight	Rating System	2022	2023	2024	2025	
SOCIAL IMPACT	SO 1	Inform, Inspire and Empower the Filipinos through Inclusive Content that Promotes National Pride							
		Total Page Views and Engagements on PTV's Website and Social Media Platforms							
	SM 1	a. PTV Website Page Visits	Total number of unique page views recorded on the PTV website during the year	3%	Actual / Target	6,518,776	3,429,495	5,300,000	4,025,000
		b. Facebook Followers	Total number of new users who follow the PTV Facebook page at the end of the year	3%	Actual / Target	4,964,004	5,454,283	5,675,831	6,753,742
		c. Facebook Engagements	Total number of interactions (likes, comments, shares, and reactions) on all Facebook posts for the year	3%	Actual / Target	421,725,802	506,006,472	318,496,983	861,970,080
		d. YouTube Subscribers	Total number of subscribers to the PTV YouTube channel at the end of the year	3%	Actual / Target	1,628,221	1,861,084	2,111,084	2,678,614
		e. TikTok Followers	Total number of users who follow the PTV TikTok account at the end of the year	3%	Actual / Target	N/A	145,673	228,900	402,080
		f. TikTok Engagements	Total number of interactions (likes, comments, shares, and reactions) on all TikTok posts for the year	3%	Actual / Target	N/A	106,164,381	N/A	117,091,844



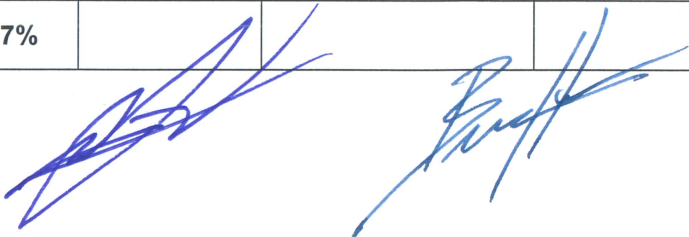


Component					Baseline		Target		
	Objective/Measure		Formula	Weight	Rating System	2022	2023	2024	2025
	SM 2	Number of Programs Promoting and Showcasing Civic Engagement, Filipino Culture, Heritage and Values	Number of Programs Produced and Distributed that Promote Civic Engagement, Filipino Culture, Heritage, and Values	2%	Actual / Target	N/A	N/A	N/A	5 Programs
		Subtotal		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	N/A	N/A	N/A	40 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	2,835.72 Hours	2,518.05 Hours	2,852.09	3,025 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	67	174	95	100 Submissions
		b. Nominations		5%		35	44	25	40 Nominations
		c. Awards / Recognitions		5%		N/A	N/A	N/A	10 Awards
SO 4	Understand and Optimize TV Audience Engagement								
SM 6	Channel Ranking by Reach	Actual Accomplishment	5%	All or Nothing	N/A	N/A	N/A	Establish Baseline	



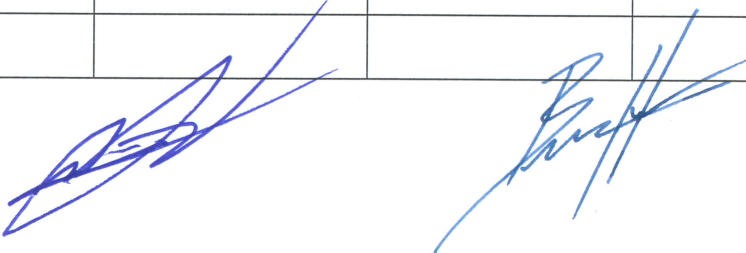


Component					Baseline		Target		
	Objective/Measure		Formula	Weight	Rating System	2022	2023	2024	2025
AUDIENCE/ STAKEHOLDERS	SM 7	Customer Satisfaction Survey (CSS)	Total Number of Satisfied Respondents over Total number of respondents	5%	Actual / Target  0% = if below 80%	Public Viewers 95.11% Partner Organizations 86.23%	82%	90%	90%
		Subtotal		36%					
INTERNAL PROCESS	SO 5	Boost 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	N/A	N/A	322	602 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	N/A	N/A	N/A	23 Stations
	SO 7	Drive Optimization and Digitalization of Internal Processes for Operational Efficiency & Excellence							
	SM 10	Compliance to Quality Standards	Actual Accomplishment	2.5%	All or Nothing	Not Accomplished	Not Accomplished	ISO 9001:2015 Certification	ISO 9001:2015 Certification
	SM 11	Percentage of Operational Processes Digitalized	Percentage of Existing Operational Processes Digitalized	2.5%	Actual / Target	N/A	N/A	N/A	10%
		Subtotal		17%					





Component					Baseline		Target		
	Objective/Measure	Formula	Weight	Rating System	2022	2023	2024	2025	
FINANCIAL	SO 8	Achieve Financial Stability							
	SM 12	Annual Revenue (in Million Pesos)	Sales Revenue + Other Income	7%	Actual / Target	N/A	P-222.94	P-222.94 M	P394.26 M
	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	95.81%	N/A	90%	90%
		b. NG Subsidy – Disbursement Rate	Amount Disbursed/ Total Obligated (both net of PS Cost)	5%		96.89%	N/A	90%	90%
		c. Corporate Funds – CO & MOOE	Total Disbursements from IGF / Total COB from IGF (both net of PS Cost)	5%		100%	N/A	90%	90%
		Subtotal		22%					





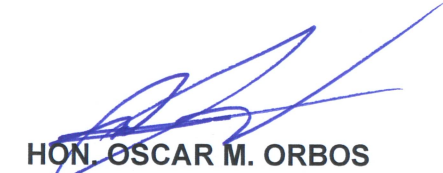
Component					Baseline		Target		
	Objective/Measure		Formula	Weight	Rating System	2022	2023	2024	2025
LEARNING AND GROWTH	SO 10	Enhance Employee Competency and Performance							
	SM 14	Percentage of Employees with Required Competencies Met	Actual Accomplishment	2.5%	All or Nothing	Not Accomplished	Not Accomplished	Board-Approved Competency Model	Establish Baseline
	SM 15	Development and Implementation of Disaster Risk Reduction and Management (DRRM) Plan	Actual Accomplishment	2.5%	All or Nothing	N/A	N/A	N/A	Board-Approved Public Service Continuity Plan
		Sub-total		5%					
		TOTAL		100%					
BONUS STRATEGIC MEASURE									
		GAD Budget Utilization		1%	All or Nothing	N/A			5% of Total Budget

For GCG:



ATTY. BRIAN KEITH F. HOSAKA  
Commissioner

For PTNI:



HON. OSCAR M. ORBOS  
Chairperson and OIC-Network  
General Manager