



1 July 2025

HON. ROBERT O. DOLLER
Network General Manager
PEOPLE'S TELEVISION NETWORK, INC.
Broadcast Complex, Visayas Avenue,
Diliman, Quezon City

**RE: REVALIDATION RESULT OF PTNI'S
2023 PERFORMANCE SCORECARD**

Dear Network General Manager Doller,

This refers to the letter dated 28 April 2025¹ of the **PEOPLE'S TELEVISION NETWORK, INC. (PTNI)**, requesting reconsideration of its 2023 Performance Scorecard validation results, specifically on the following Strategic Measures (SMs):

SM	Name of Measure
SM 9	Budget Utilization Rate
SM 11	Development of Reorganization Plan

Upon evaluation of the submitted documents and a re-evaluation of the 2023 performance for the abovementioned measures, the validated score of the PTNI's 2023 Performance Scorecard has been revised from **55.93%** to **70.13%** (see **Annex A**). The same is to be posted on the PTNI's website, in accordance with Section 43 of GCG Memorandum Circular (M.C.) No. 2012-07.²

FOR THE PTNI'S INFORMATION AND GUIDANCE.

Very truly yours,


ATTY. MARIUS P. CORPUS
Chairperson


ATTY. BRIAN KEITH F. HOSAKA
Commissioner


**ATTY. GERALDINE MARIE B.
BERBERABE-MARTINEZ**
Commissioner

¹ Officially received by the Governance Commission on 30 April 2025 [Barcode No. 2025-011865].

² Code of Corporate Governance for GOCCs, dated 28 November 2012.



SOCIAL IMPACT

COMPONENT					PTNI Submission		GCG Validated		Supporting Documents	Remarks										
Objective/Measure	Formula	Wt.	Rating System	Target	Actual	Rating	Score	Rating												
c. Twitter																				
i. % increase in Twitter followers	(Current year - prior year) / prior year	2%	Actual / Target	20%	241,446 Twitter followers (cumulative) (8,457 new followers earned)	0.42%	3.65%	0.36%	X (formerly known as Twitter) Insights Page Screenshots	<table><tr><th>Year</th><th>Followers</th></tr><tr><td>2022</td><td>231,748</td></tr><tr><td>2023</td><td>240,205</td></tr><tr><td>Inc/(Dec)</td><td>8,457</td></tr><tr><td>% Inc</td><td>3.65%</td></tr></table>	Year	Followers	2022	231,748	2023	240,205	Inc/(Dec)	8,457	% Inc	3.65%
Year		Followers																		
2022	231,748																			
2023	240,205																			
Inc/(Dec)	8,457																			
% Inc	3.65%																			
ii. % increase in Twitter impressions		2%		20%	26,120,000 Twitter impressions	0.00%	(27.65%)	0.00%	X (formerly known as Twitter) Insights Page Screenshots	<table><tr><th>Year</th><th>Impressions</th></tr><tr><td>2022</td><td>36,101,000</td></tr><tr><td>2023</td><td>26,120,000</td></tr><tr><td>Inc/(Dec)</td><td>(9,981,000)</td></tr><tr><td>% Inc</td><td>(27.65%)</td></tr></table>	Year	Impressions	2022	36,101,000	2023	26,120,000	Inc/(Dec)	(9,981,000)	% Inc	(27.65%)
Year	Impressions																			
2022	36,101,000																			
2023	26,120,000																			
Inc/(Dec)	(9,981,000)																			
% Inc	(27.65%)																			
d. YouTube																				
i. % increase in YouTube followers	(Current year - prior year) / prior year	2%	Actual / Target	25%	1,861,084 YT subscribers (cumulative) (222,863 new subscribers earned)	1.09%	13.60%	1.09%	PTV's YouTube Analytics Page Screenshots	<table><tr><th>Year</th><th>Followers</th></tr><tr><td>2022</td><td>1,638,221</td></tr><tr><td>2023</td><td>1,861,084</td></tr><tr><td>Inc/(Dec)</td><td>222,863</td></tr><tr><td>% Inc</td><td>13.60%</td></tr></table>	Year	Followers	2022	1,638,221	2023	1,861,084	Inc/(Dec)	222,863	% Inc	13.60%
Year		Followers																		
2022	1,638,221																			
2023	1,861,084																			
Inc/(Dec)	222,863																			
% Inc	13.60%																			
ii. % increase in YouTube impressions		2%		25%	1,043,063,301 YT impressions	1.68%	20.99%	1.68%	PTV's YouTube Analytics Page Screenshots	<table><tr><th>Year</th><th>Impressions</th></tr><tr><td>2022</td><td>862,097,349</td></tr><tr><td>2023</td><td>1,043,063,301</td></tr><tr><td>Inc/(Dec)</td><td>180,965,952</td></tr><tr><td>% Inc</td><td>20.99%</td></tr></table>	Year	Impressions	2022	862,097,349	2023	1,043,063,301	Inc/(Dec)	180,965,952	% Inc	20.99%
Year	Impressions																			
2022	862,097,349																			
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Inc/(Dec)	180,965,952																			
% Inc	20.99%																			

PEOPLE'S TELEVISION NETWORK, INC.
Revalidated 2023 Performance Scorecard

SOCIAL IMPACT

COMPONENT						PTNI Submission		GCG Validated		Supporting Documents	Remarks										
Objective/Measure	Formula	Wt.	Rating System	Target	Actual	Rating	Score	Rating													
SO 1	Inform, Inspire, and Empower the Filipino People																				
SM 1	Digital and New Media Presence																				
	a. Page Visits Website																				
	i. % increase in website views	(Current year - prior year) / prior year	4%	Actual / Target	20%	3,429,495 page views	0.00%	(47.39%)	0.00%	PTVNews.ph website analytics page screenshot	<table><tr><th>Year</th><th>Page Views</th></tr><tr><td>2022</td><td>6,518,776</td></tr><tr><td>2023</td><td>3,429,495</td></tr><tr><td>Inc/(Dec)</td><td>(3,089,38)</td></tr><tr><td>% Inc</td><td>(47.39%)</td></tr></table>	Year	Page Views	2022	6,518,776	2023	3,429,495	Inc/(Dec)	(3,089,38)	% Inc	(47.39%)
	Year	Page Views																			
	2022	6,518,776																			
2023	3,429,495																				
Inc/(Dec)	(3,089,38)																				
% Inc	(47.39%)																				
b. Facebook																					
i. % increase in Facebook followers	(Current year - prior year) / prior year	2%	Actual / Target	10%	5,337,526 FB followers (cumulative) (461,827 new followers earned)	1.50%	9.88%	1.98%	Facebook Insights Page Screenshot	<table><tr><th>Year</th><th>Followers</th></tr><tr><td>2022</td><td>4,964,004</td></tr><tr><td>2023</td><td>5,454,283</td></tr><tr><td>Inc/(Dec)</td><td>490,279</td></tr><tr><td>% Inc</td><td>9.88%</td></tr></table>	Year	Followers	2022	4,964,004	2023	5,454,283	Inc/(Dec)	490,279	% Inc	9.88%	
Year		Followers																			
2022	4,964,004																				
2023	5,454,283																				
Inc/(Dec)	490,279																				
% Inc	9.88%																				
ii. % increase in Facebook engagement	2%	10%	485,499,895 total FB page engagement	2.00%	19.98%	2.00%	Facebook Insights Screenshot	<table><tr><th>Year</th><th>Engagements</th></tr><tr><td>2022</td><td>421,725,802</td></tr><tr><td>2023</td><td>506,006,472</td></tr><tr><td>Inc/(Dec)</td><td>84,280,670</td></tr><tr><td>% Inc</td><td>19.98%</td></tr></table>	Year	Engagements	2022	421,725,802	2023	506,006,472	Inc/(Dec)	84,280,670	% Inc	19.98%			
Year	Engagements																				
2022	421,725,802																				
2023	506,006,472																				
Inc/(Dec)	84,280,670																				
% Inc	19.98%																				

SOCIAL IMPACT

COMPONENT						PTNI Submission		GCG Validated		Supporting Documents	Remarks										
Objective/Measure		Formula	Wt.	Rating System	Target	Actual	Rating	Score	Rating												
iii. % increase in YouTube watch time		(Current year - prior year) / prior year	2%	Actual / Target	25%	4,784,407.90 YT watch time hours	0.00%	(10.11%)	0.00%	PTV's YouTube Analytics Page Screenshots	<table><tr><th>Year</th><th>Watch Time</th></tr><tr><td>2022</td><td>5,322,503.10</td></tr><tr><td>2023</td><td>4,784,407.90</td></tr><tr><td>Inc/(Dec)</td><td>(538,095.20)</td></tr><tr><td>% Inc</td><td>(10.11%)</td></tr></table>	Year	Watch Time	2022	5,322,503.10	2023	4,784,407.90	Inc/(Dec)	(538,095.20)	% Inc	(10.11%)
Year	Watch Time																				
2022	5,322,503.10																				
2023	4,784,407.90																				
Inc/(Dec)	(538,095.20)																				
% Inc	(10.11%)																				
e. TikTok																					
i. % increase in TikTok followers		(Yearend Total - Baseline Total) / Baseline Total Baseline: 14,842 followers (as of 21 January 2023)	2%	Actual / Target	130%	145,400 TikTok followers (cumulative)	2.00%	881.49%	2.00%	TikTok Insights Page Screenshots	<table><tr><th>Year</th><th>Followers</th></tr><tr><td>2022</td><td>14,862</td></tr><tr><td>2023</td><td>145,673</td></tr><tr><td>Inc/(Dec)</td><td>130,811</td></tr><tr><td>% Inc</td><td>881.49%</td></tr></table>	Year	Followers	2022	14,862	2023	145,673	Inc/(Dec)	130,811	% Inc	881.49%
Year	Followers																				
2022	14,862																				
2023	145,673																				
Inc/(Dec)	130,811																				
% Inc	881.49%																				
ii. % increase in TikTok engagement		(Yearend Total - Baseline Total) / Baseline Total Baseline: 190,434 engagements (i.e. likes) (as of 21 January 2023)	2%	Actual / Target	130%	106,164,381 TikTok engagement	2.00%	42,048.14%	2.00%	TikTok Insights Page Screenshots	<table><tr><th>Year</th><th>Engagement</th></tr><tr><td>2022</td><td>190,434</td></tr><tr><td>2023</td><td>106,164,381</td></tr><tr><td>Inc/(Dec)</td><td>105,973,947</td></tr><tr><td>% Inc</td><td>42,048.14%</td></tr></table>	Year	Engagement	2022	190,434	2023	106,164,381	Inc/(Dec)	105,973,947	% Inc	42,048.14%
Year	Engagement																				
2022	190,434																				
2023	106,164,381																				
Inc/(Dec)	105,973,947																				
% Inc	42,048.14%																				
Sub-total			22%				10.69%		11.11%												

COMPONENT						PTNI Submission		GCG Validated		Supporting Documents	Remarks	
Objective/Measure		Formula	Wt.	Rating System	Target	Actual	Rating	Score	Rating			
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 If less than 80% = 0%	90%	82%	4.56%	82%	4.56%	ARTA CSM Report	ARTA Report transmitted to GCG on 07 June 2024
		Sub-total		5%				4.56%		4.56%		
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 operational analog stations (11 on-air and 5 temporarily off-air)	4.00%	16	4.00%	Certification of Operational Status	<div>Operational Analog Transmitting Stations</div> <div>PTV-8 Cordillera</div> <div>PTV-4 Palawan</div> <div>PTV-4 Naga</div> <div>PTV-4 Manila</div> <div>PTV-2 Guimaras</div> <div>PTV-1 Cebu</div> <div>PTV-10 Dumaguete</div> <div>PTV-12 Calbayog</div> <div>PTV-8 Tacloban</div> <div>PTV-11 Sibugay</div> <div>PTV-48 Davao del Norte</div> <div>PTV-11 Davao City</div> <div>PTV-8 Agusan del Sur</div> <div>PTV-7 Zamboanga</div> <div>PTV-8 Cotabato</div> <div>PTV-11 Pagadian</div>

INTERNAL PROCESS

COMPONENT						PTNI Submission		GCG Validated		Supporting Documents	Remarks							
Objective/Measure		Formula	Wt.	Rating System	Target	Actual	Rating	Score	Rating									
SM 3	b. Number of Operational Digital Stations	Cumulative Number	5%	Actual / Target	10	6 operational digital stations (2 on-air and 4 temporarily off-air)	3.00%	6	3.00%	Certification of Operational Status	<table><tr><th>Operational Digital Transmitting Stations</th></tr><tr><td>PTV-14 Manila</td></tr><tr><td>PTV-46 Naga</td></tr><tr><td>PTV-42 Cebu</td></tr><tr><td>PTV-45 Davao</td></tr><tr><td>PTV-42 Cordillera</td></tr><tr><td>PTV-23 Guimaras</td></tr></table>	Operational Digital Transmitting Stations	PTV-14 Manila	PTV-46 Naga	PTV-42 Cebu	PTV-45 Davao	PTV-42 Cordillera	PTV-23 Guimaras
	Operational Digital Transmitting Stations																	
PTV-14 Manila																		
PTV-46 Naga																		
PTV-42 Cebu																		
PTV-45 Davao																		
PTV-42 Cordillera																		
PTV-23 Guimaras																		
	c. Number of Operational Regional News Centers Nationwide	Actual Number	3%	Actual / Target	3	3	3.00%	3	3.00%	Certification of Operational Status	<table><tr><th>Regional News Centers</th></tr><tr><td>PTV Manila</td></tr><tr><td>PTV Cordillera</td></tr><tr><td>PTV Davao</td></tr></table>	Regional News Centers	PTV Manila	PTV Cordillera	PTV Davao			
Regional News Centers																		
PTV Manila																		
PTV Cordillera																		
PTV Davao																		
SM 4	ISO Certification	Actual Accomplishment	5%	All or Nothing	ISO 9001:2015 Certification	None	0.00%	None	0.00%	-	No activities for this measure							
SO 4	Boost the Quality and Quantity of Content Offerings																	
SM 5	Number of Quality Programs with High Production Values at par with Industry Standards																	
	a. Entries/Submissions	Actual Number	3%	Actual / Target	80	164 entries/submissions	3.00%	174	3.00%	•List of entries submitted to various award-giving bodies	PTNI presented the supporting documents of its entries for various award-giving programs. The entries/submissions include programs as well as personalities of its various programs.							

INTERNAL PROCESS

COMPONENT						PTNI Submission		GCG Validated		Supporting Documents	Remarks										
Objective/Measure		Formula	Wt.	Rating System	Target	Actual	Rating	Score	Rating												
SM 5	b. Nominations	Actual Number	5%	Actual / Target	25	47 nominations	5.00%	44	5.00%	•List of nominations received from various award-giving bodies •Pictures of the nominations •Letter stating the nomination of PTNI	Of the 47 reported nominations, only 45 were found with supporting documents. However, one (1) nomination was reported in two (2) quarters, hence it shall only be counted for the first reported quarter.										
SM 6	Length of Airtime Allocated by Government Activities	Public Affairs + Public Service Hours + Presidential hours	5%	Actual / Target	2,500 hours	2,521.47 hours	5.00%	2,518.05 hours	5.00%	2023 Computation of Programming Hours <table><tr><th>Category</th><th>Airtime (hr)</th></tr><tr><td>Public Affairs</td><td>1,880.54</td></tr><tr><td>Public Service</td><td>29.05</td></tr><tr><td>Presidential Hours</td><td>608.46</td></tr><tr><td>TOTAL</td><td>2,518.05</td></tr></table>	Category	Airtime (hr)	Public Affairs	1,880.54	Public Service	29.05	Presidential Hours	608.46	TOTAL	2,518.05	PTNI's accomplishments were augmented by the PTNI Davao's local broadcast of the PhilHealth program in Davao Region.
Category	Airtime (hr)																				
Public Affairs	1,880.54																				
Public Service	29.05																				
Presidential Hours	608.46																				
TOTAL	2,518.05																				
	Sub-total		31%				23.00%		23.00%												

FINANCIAL

COMPONENT						PTNI Submission		GCG Validated		Supporting Documents	Remarks														
Objective/Measure		Formula	Wt.	Rating System	Target	Actual	Rating	Score	Rating																
SO 5	Maintain Economic Viability and Attain Revenue Growth																								
SM 7	Annual Revenue (in Million pesos)	Sales Revenue + Other Income	10%	Actual / Target	278.32 M	222.94 M	8.01%	222.94 M	8.01%	2023 COA AAR	<table><tr><th>Items (in P)</th><th>In Pesos</th></tr><tr><td>Sales Revenue</td><td>219,187,007</td></tr><tr><td>Other Service Income</td><td>1,826,172</td></tr><tr><td>Other Non-operating Income</td><td>617,104</td></tr><tr><td>Gains</td><td>1,311,698</td></tr><tr><td>Total</td><td>222,941,981</td></tr></table> <p>The 2023 Total Annual Revenues are 19.9% below the target but demonstrated an improvement from the 2022 figures by 3.63%.</p>	Items (in P)	In Pesos	Sales Revenue	219,187,007	Other Service Income	1,826,172	Other Non-operating Income	617,104	Gains	1,311,698	Total	222,941,981		
Items (in P)	In Pesos																								
Sales Revenue	219,187,007																								
Other Service Income	1,826,172																								
Other Non-operating Income	617,104																								
Gains	1,311,698																								
Total	222,941,981																								
SM 8	EBITDA (in Million pesos)	Net Income before Subsidy or Financial Assistance + Interest + Income Taxes + Depreciation + Amortization	10%	Actual / Target	(140.03 M)	(148.95 M)	9.36%	(150.49 M)	9.25%	2023 COA AAR	<table><tr><th>Account</th><th>In Pesos</th></tr><tr><td>Net (Loss) before Subsidy</td><td>(317,335,820)</td></tr><tr><td>Interest Expense</td><td>-</td></tr><tr><td>Taxes, duties, and licenses</td><td>795,993</td></tr><tr><td>Depreciation</td><td>159,745,530</td></tr><tr><td>Amortization</td><td>6,300,643</td></tr><tr><td>Total</td><td>(150,493,654)</td></tr></table> <p>PTNI failed to hit the target by recording a negative EBITDA of P 159.49 Million in 2023. This deficit amount demonstrated an improvement of 16.98% decrease in loss from the 2022 negative EBITDA figure of P 181.26 Million.</p>	Account	In Pesos	Net (Loss) before Subsidy	(317,335,820)	Interest Expense	-	Taxes, duties, and licenses	795,993	Depreciation	159,745,530	Amortization	6,300,643	Total	(150,493,654)
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COMPONENT						PTNI Submission		GCG Validated		Supporting Documents	Remarks													
Objective/Measure	Formula	Wt.	Rating System	Target	Actual	Rating	Score	Rating																
FINANCIAL	Budget Utilization Rate (BUR)																							
	a. GAA Subsidies - amount obligated	Amount Obligated / Total GAA Subsidy (both net of PS cost)	5%	Actual / Target	90%	100%	5.00%	50.87%	2.83%	•2023 COA AAR •Statement of Allotment, Obligations, Utilities, and Balances (SAOUB)	<table><tr><th>Item</th><th>2023</th></tr><tr><td>Budget Allocated</td><td>P454,043,272</td></tr><tr><td>Amount Obligated</td><td>P230,954,409</td></tr><tr><td>BUR- Obligated</td><td>50.87%</td></tr></table>	Item	2023	Budget Allocated	P454,043,272	Amount Obligated	P230,954,409	BUR- Obligated	50.87%					
	Item	2023																						
	Budget Allocated	P454,043,272																						
	Amount Obligated	P230,954,409																						
BUR- Obligated	50.87%																							
b. GAA Subsidies - amounts disbursed	Amount Disbursed / Total Obligated (both net of PS cost)	5%	Actual / Target	90%	100%	5.00%	78.62%	4.37%	<table><tr><th>Item</th><th>2023</th></tr><tr><td>Amount Obligated</td><td>P230,954,409</td></tr><tr><td>Amount Disbursed</td><td>P181,575,312</td></tr><tr><td>BUR- Disbursement</td><td>78.62%</td></tr></table>	Item	2023	Amount Obligated	P230,954,409	Amount Disbursed	P181,575,312	BUR- Disbursement	78.62%							
Item	2023																							
Amount Obligated	P230,954,409																							
Amount Disbursed	P181,575,312																							
BUR- Disbursement	78.62%																							
c. Corporate Funds - CO & MOOE	Amount Disbursed / Scheduled Disbursement (both net of PS cost)	5%	Actual / Target	90%	94%	5.00%	100%	5.00%	<table><tr><th>Item</th><th>Adjusted COB</th><th>Disbursement</th></tr><tr><td>MOOE</td><td>P126,427,060</td><td>P185,650,019</td></tr><tr><td>CO</td><td>-</td><td>-</td></tr><tr><td>Total</td><td>P126,427,060</td><td>P185,650,019</td></tr><tr><td>BUR- COB</td><td colspan="2">100%</td></tr></table>	Item	Adjusted COB	Disbursement	MOOE	P126,427,060	P185,650,019	CO	-	-	Total	P126,427,060	P185,650,019	BUR- COB	100%	
Item	Adjusted COB	Disbursement																						
MOOE	P126,427,060	P185,650,019																						
CO	-	-																						
Total	P126,427,060	P185,650,019																						
BUR- COB	100%																							
	Sub-total	35%				32.37%		29.46%																
LEARNING & GROWTH	SO 6 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	None	0.00%	None	0.00%	-	No submission												

COMPONENT						PTNI Submission		GCG Validated		Supporting Documents	Remarks	
Objective/Measure		Formula	Wt.	Rating System	Target	Actual	Rating	Score	Rating			
LEARNING & GROWTH	SM 11	Development of a Reorganization Plan (RP)	Actual Accomplishment	2%	All or Nothing	Complete Submission of RP Documents (in the required format) to the GCG	Submission of the RP Documents	2.00%	Submission of the RP Documents	2.00%	PTNI RP Submission	Submission of the RP Documents is substantially compliant.
			Sub-total	7%				2.00%		2.00%		
			TOTAL	100%				72.62%		70.13%		

Annex A Reviewed and Certified Correct by:


KENNETH M. RAFOLS, CPA
Director III
Corporate Governance Office B


ATTY. ORLANDO P. POLINAR
Director IV
Corporate Governance Office B