

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

| COMPONENT         |   |   |   |                 | 2025 Targets    | First Quarter 2025 Accomplishments | Second Quarter 2025 Accomplishments  | Third Quarter 2025 Accomplishments    | Fourth Quarter 2025 Accomplishments   |                                       |
|-------------------|---|---|---|-----------------|-----------------|------------------------------------|--|---------------------------------------|---------------------------------------|---------------------------------------|
| Objective/Measure | Formula   | Weight  | Rating System   |                 |                 |                                    |  |                                       |                                       |                                       |
| Social Impact     | <b>SO 1</b>   | <b>Inform, Inspire and Empower the Filipinos through Inclusive Content that Promotes National Pride</b> |   |                 |                 |                                    |  |                                       |                                       |                                       |
|                   |   | 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   | 326,009 page visits                   | 319,250 page visits                   | 287,797 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<br><small>(This consists of the 2024 end of year 5,568,576 cumulative FB followers plus 283,840 additional FB followers achieved in First Quarter)</small> | 6,104,324 (cumulative) FB followers   | 6,360,299 (cumulative) FB followers   | 6,725,795 (cumulative) FB followers   |
|                   | SM 1  | 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   | 738,926,437 FB engagements            | 565,097,553 FB engagements            | 430,816,672 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  | 2,341,972 (cumulative) YT subscribers | 2,382,663 (cumulative) YT subscribers | 2,402,521 (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  | 260,066 (cumulative) Tiktok followers | 268,778 (cumulative) Tiktok followers | 270,344 (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  | 13,712,000 Tiktok engagements         | 10,466,000 Tiktok engagements         | 4,822,400 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   | 6 Programs                            | 8 Programs                            | 8 Programs                            |
|                   |   | <b>Sub-Total</b>  |   | <b>20%</b>      |                 |                                    |  |                                       |                                       |                                       |
| <b>SO 2</b>       | <b>Strengthen Partnerships with Government Agencies and Local Government Units **</b> |   |   |                 |                 |                                    |  |                                       |                                       |                                       |
| SM 3              | Number of GOCC/NGA/LGU Partnerships   | Number of partnerships established with GOCCs, NGAs and LGUs  | 5%  | Actual / Target | 40 Partnerships | 13 partnerships                    | 10 partnerships  | 13 partnerships                       | 5 partnerships                        |                                       |

|                           |   |  |  |               |                                    |                          |  |   |  |  |  |
|---------------------------|---|--|--|---------------|------------------------------------|--------------------------|--|---|--|--|--|
| Audience/<br>Stakeholders | 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              | 747.09 hours   | 740.80 hours  | 807.12 hours   | 730.41 hours   |  |
|                           | SO 3  | <b>Enhance Audience Engagement Through High-Quality and Recognized Content **</b>                |  |               |                                    |                          |  |   |  |  |  |
|                           | SM 5  | <b>Number of Recognitions Received</b>   |  |               |                                    |                          |  |   |  |  |  |
|                           |   | a. Entries/Submissions   | Actual Number  | 5%            | Actual/Target                      | 100 Submissions          | 83 Submissions   | 55 Submissions  | 55 Submissions   | 1 Submission   |  |
|                           |   | b. Nominations   |  | 5%            |                                    | 40 Nominations           | 42 Nominations   | 0 Nomination  | 0 Nominations  | 36 Nominations   |  |
|                           | c. Awards/Recognitions  | 5%   |  | 10 Awards     |                                    | 15 Awards/Recognitions   | 9 Awards/Recognitions  | 9 Awards/Recognitions   | 35 Awards/Recognitions   |  |  |
|                           | SO 4  | <b>Understand and Optimize TV Audience Engagement</b>  |  |               |                                    |                          |  |   |  |  |  |
|                           | 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.<br><br>The Television Audience Measurement (TAM) report of PTV for the month of March has yet to be provided by Nielsen Media. | PTV is ranked 11th among all free-to-air channels in terms of channel reach in the entire Philippines for the month of March 2025 | Data on channel rankings is currently unavailable. The procurement of Television Audience Measurement (TAM) data will no longer be pursued as part of the Network's austerity measures, with the allocated budget to be reallocated to other priority areas. | The acquisition of Television Audience Measurement (TAM) data is pending and will be undertaken in 2026. Result on channel ranking is expected to be available when the Entire 2026 Performance Scorecard Monitoring Report is submitted to the GCG. |  |
|                           | SM 7  | Customer Satisfaction Survey (CSS)   | Total Number of Satisfied Respondents over Total number of respondents | 5%            | Actual/Target<br>0% = if below 80% | 90%                      | The preparatory arrangements for the CSM 2025 are currently underway.  | The 2025 PTNI CSM Implementation Plan was submitted to and approved by the Network General Manager on 26 June 2025.               | Data Gathering/Collection is currently underway.<br><br>Based on the CSM implementation plan, this will end on January 2026 and will be followed by Data Validation and Clean-up, and Data Analysis.   | CSM data gathered will be submitted to the ARTA based on approved schedule. Final result from ARTA will be transmitted to the GCG as soon as available.  |  |
|                           |   |  | <b>Sub-Total</b>   | <b>36.00%</b> |                                    |                          |  |   |  |  |  |
| SO 5                      | <b>Boost the Quality and Quantity of Regional Content Offerings</b> |  |  |               |                                    |                          |  |   |  |  |  |
| 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             | 145.91 Hours   | 154.22 Hours  | 172.43 Hours   |  |  |
| SO 6                      | <b>Expand Digital TV and Operational Coverage</b>                   |  |  |               |                                    |                          |  |   |  |  |  |
| SM 9                      | Number of Operational Regional News Centers and TV Stations         | Actual Number  | 7%   | Actual/Target | 23 Stations                        | 19 stations (cumulative) | 20 stations (cumulative)   | 20 stations (cumulative)  | 20 stations (cumulative)   |  |  |

|                    |   |  |  |       |                 |                             |  |  |  |  |  |
|--------------------|---|--|--|-------|-----------------|-----------------------------|--|--|--|--|--|
| Internal Processes | <b>SO 7 Drive Optimization and Digitalization of Internal Processes for Operational Efficiency &amp; Excellence</b> |  |  |       |                 |                             |  |  |  |  |  |
|                    | 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. | The Terms of Reference (TOR) for the procurement of consultancy services have been finalized, endorsed by the Ad Hoc Committee, and subsequently submitted for approval and signature by the Network General Manager. Preparation of the necessary procurement documents is currently ongoing.   | The documentary requirements, including the Terms of Reference, Board Resolution approving the proposed budget, and relevant procurement documents, have been prepared. However, due to current austerity measures and financial constraints, management deemed it prudent to allocate the budget to more urgent expenditures. | Authorization from the DBM is currently being awaited to allow the utilization of the 2024 subsidy as the source of funds for the procurement of the ISO consultancy services. |  |
|                    | SM 11   | Percentage of Operational Processes Digitalized          | Percentage of Existing Operational Processes Digitalized   | 2.50% | Actual/Target   | 10%                         | TBD  | Digitalization initiatives have been implemented in two operational areas: Technical Operations and Equipment Management and HR and Employee Management. The Broadcast Equipment Monitoring (BEM) Module and the Digital Processing of Administrative Requests are fully operational and currently in use. Meanwhile, the Document Management System (DMS) for the request and document processing has been developed and is being prepared for pilot implementation in the third quarter. | 7.85%  | 10%  |  |
|                    |   | <b>Sub-Total</b>   | <b>17%</b>   |       |                 |                             |  |  |  |  |  |
| Financial          | <b>SO 8 Achieve Financial Sustainability</b>  |  |  |       |                 |                             |  |  |  |  |  |
|                    | SM 12   | Annual Revenue (in Million Pesos)                        | Sales Revenue + Other Income                               | 7%    | Actual / Target | 394.26 M                    | 12.55 million  | 13.79 million  | 16.94 million  | 16.92 million  |  |
|                    | <b>SO 9 Optimize Resource Utilization</b>   |  |  |       |                 |                             |  |  |  |  |  |
|                    |   | Budget Utilization Rate                                  |  |       |                 |                             |  |  |  |  |  |
|                    | SM 13   | a. National government (NG) Subsidy - Obligation Rate    | Amount Obligated / Total GAA Subsidy (both net of PS Cost) | 5%    | Actual / Target | 90%                         | 22%  | 46% (cumulative)   | 69% (cumulative)   | 100% (cumulative)  |  |
|                    | b. NG Subsidy - Disbursement Rate   | Amount Disbursed / Total Obligated (both net of PS Cost) | 5%   | 90%   |                 | 94%                         | 92% (cumulative)   | 95% (cumulative)   | 100% (cumulative)  |  |  |
|                    | c. Corporate Funds - CO & MOOE  | Total Disbursements from IGF (both net of PS Cost)       | 5%   | 90%   |                 | 9%                          | 18% (cumulative)   | 31% (cumulative)   | 80% (cumulative)   |  |  |
|                    |   | <b>Sub-Total</b>   | <b>22%</b>   |       |                 |                             |  |  |  |  |  |

|                                |       |  |                       |                |                |   |  |  |   |  |
|--------------------------------|-------|--|-----------------------|----------------|----------------|---|--|--|---|--|
| Learning & 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.                             | The PTNI Competency Framework documents were endorsed to the OIC of the Administrative Division for review on 20 June 2025. Subsequently, they will be submitted to the Network General Manager and, thereafter, presented to the Board of Directors for approval. | As of 01 October 2025, Administrative Division - Personnel Section submitted the Proposed Competency Framework to OGM for review and endorsement to the Board of Directors. | As of December 2025, The Administrative Division received approval from the PTNI Board of Directors for the proposed Competency Framework, formalized through PTNI Board Resolution No. 2025-06. Moving forward, the Administrative Division will convert all GCG positions to position-specific competencies, targeting implementation in the second quarter of 2026. |
|                                | 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                            | TBD - Preparations are currently underway  | TBD - Preparations are currently underway   | The Public Service Continuity Plan was approved by the Board of Directors on 17 December 2025. We are awaiting the release of the corresponding Board Resolution. Copy of the PSCP will be provided during submission of the 2026 Performance Scorecard Monitoring Report.   |
|                                |       |  | <b>Sub-Total</b>      | <b>5.00%</b>   |                |   |  |  |   |  |
|                                |       |  | <b>TOTAL</b>          | <b>100.00%</b> |                |   |  |  |   |  |
| <b>BONUS STRATEGIC MEASURE</b> |       |  |                       |                |                |   |  |  |   |  |
|                                |       | GAD Budget Utilization   |                       | 1%             | All or Nothing | 5% of Total Budget                            | Required data will be supplied as part of the entire year submission |  |   |  |