



30 April 2026

HON. VICTORIA C. RECIO

Chairperson

HON. MARIA LOURDES CHOA-FAGAR

Acting General Manager (GM)

PEOPLE'S TELEVISION NETWORK INC.

Broadcast Complex, Visayas Avenue

Diliman, Quezon City

**RE: TRANSMITTAL OF THE 2026 CHARTER STATEMENT AND
STRATEGY MAP AND 2026 PERFORMANCE SCORECARD**

Dear Chairperson Recio and GM Choa-Fagar,

This is to formally transmit the 2026 Charter Statement and Strategy Map (**Annex A**) and the 2026 Performance Scorecard (**Annex B**) of the **PEOPLE'S TELEVISION NETWORK INC. (PTNI)**, to be posted on the PTNI's website in accordance with Section 43 of GCG Memorandum Circular (M.C.) No. 2012-07.¹

The PTNI's proposed Charter Statement and Strategy Map were RETAINED, while the Performance Scorecard submitted through a letter dated 29 October 2025² was MODIFIED based on: (i) discussions during the Technical Panel Meeting (TPM) held on 28 November 2025; and (ii) evaluation of documents submitted through a series of letters and e-mails from PTNI, with the last communication received on 05 March 2026.³

Pursuant to Item 9 of GCG M.C. No. 2024-01,⁴ GOCCs are required to accomplish and submit the requisite Quarterly Monitoring Reports (*i.e.*, PES Form 4) for the calendar year, detailing their progress in accomplishing their performance targets. The Quarterly Monitoring Reports shall likewise disclose any substantial changes in circumstances that were unforeseen during the TPM that may affect the timely achievement of the targets.

FOR THE PTNI'S INFORMATION AND COMPLIANCE.

Very truly yours,



ATTY. MARIUS P. CORPUS

Chairperson

ATTY. GERALDINE MARIE B. BERBERABE-MARTINEZ

Commissioner

¹ CODE OF CORPORATE GOVERNANCE FOR GOCCs, dated 28 November 2012.

² Officially received by the Governance Commission on 29 October 2025. [Barcode No. 2025-029377].

³ Letters and e-mails were officially received by the Governance Commission on 11 and 22 December 2025, 05, 13, 14, 15, 16, 19, 20, 21, 22, 26, and 27 January 2026, 12 and 16 February 2026, and 05 March 2026, respectively. [Barcode Nos. 2025-034224, 2025-035303, 2026-000168, 2026-000939, 2026-001060, 2026-001115, 2026-001326, 2026-001423, 2026-001568, 2026-001783, 2026-001841, 2026-001984, 2026-001996, 2026-002201, 2026-002225, 2026-002286, 2026-002356, 2026-004173, 2026-004154, 2026-004151, 2026-004660, and 2026-006889].

⁴ ENHANCED PERFORMANCE EVALUATION SYSTEM (PES) FOR THE GOCC SECTOR, dated 28 June 2024.



PEOPLE'S TELEVISION NETWORK INC. (PTNI)



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)

Component					Baseline		Target		
	Objective/Measure	Formula	Weight	Rating System	2023	2024	2025	2026	
SOCIAL IMPACT	SO 1	Inform, Inspire, and Empower 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 News Website Page Visits	Total Number of Unique Page Visits Recorded on the PTV News Website During the Year	3%	(Actual / Target) x Weight	3,429,495	2,597,374	4,025,000	4,025,000
		b. Facebook Followers	Total Number of New Users Who Follow the PTV Facebook Page as of 31 December 2026 (cumulative)	3%	(Actual / Target) x Weight	5,454,283	6,417,917	6,753,742	8,070,954
		c. Facebook Engagements	Total Number of Interactions (Likes, Comments, Shares, Reactions, and Views) on All Facebook Posts During the Year	3%	(Actual / Target) x Weight	506,006,472	395,534,930	861,970,080	3,235,376,074
		d. YouTube Subscribers	Total Number of Subscribers to the PTV YouTube Channel as of 31 December 2026 (cumulative)	3%	(Actual / Target) x Weight	1,861,084	2,232,178	2,678,614	2,883,026
e. TikTok Followers	Total Number of Users Who Follow the PTV TikTok Account as of 31 December 2026 (cumulative)	3%	(Actual / Target) x Weight	145,673	229,760	402,080	402,080		

Component					Baseline		Target		
	Objective/Measure	Formula	Weight	Rating System	2023	2024	2025	2026	
	f. TikTok Engagements	Total Number of Interactions (Likes, Comments, Shares, and Reactions) on All TikTok Posts During the Year	3%	(Actual / Target) x Weight	106,164,381	N/A	117,091,844	117,091,844	
	g. Instagram Followers	Total Number of Users Who Follow the PTV Instagram Account as of 31 December 2026 (cumulative)	3%	(Actual / Target) x Weight	N/A	N/A	N/A	110,954	
	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 During the Year	4%	(Actual / Target) x Weight	N/A	N/A	5	8
	Subtotal			25%					
AUDIENCE/ STAKEHOLDERS	SO 2	Strengthen Partnerships with Government Entities and Local Government Units							
	SM 3	Number of GOCC / NGA / LGU / SUC Partnerships	Number of valid partnerships established with GOCCs, NGAs, LGUs and SUCs as of 31 December 2026	5%	(Actual / Target) x Weight	N/A	N/A	40	44
	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) x Weight	2,518.05 Hours	2,899.84 hours	3,025 Hours	3,025 Hours

Component					Baseline		Target		
	Objective/Measure	Formula	Weight	Rating System	2023	2024	2025	2026	
	SO 3	Enhance Audience Engagement Through High-Quality and Recognized Content							
	SM 5	Number of Recognitions Received							
		a. Entries / Submissions	Actual Number	4%	(Actual / Target) x Weight	174	141	100	140
		b. Nominations		5%		44	77	40	70
c. Awards / Recognitions	8%	N/A		N/A		10	30		
AUDIENCE/ STAKEHOLDERS	SO 4	Understand and Optimize TV Audience Engagement							
	SM 6	Channel Ranking by Reach	Actual Accomplishment	2%	All or Nothing	N/A	N/A	Establish Baseline	Establish Baseline
	SM 7	Customer Satisfaction Survey (CSS)	Total Number of Respondents Who Gave a Rating of At Least Satisfactory / Total Number of Respondents	5%	(Actual / Target) x Weight 0% = if below 80%	82%	Non-Compliant	90%	90%
				Subtotal	35%				
INTERNAL PROCESS	SO 5	Boost Quality and Quantity of Regional Content Offerings							
	SM 8	Number of News Stories Aired Contributed by Provincial Stations to PTV Main Office and Other Regional Centers' Newscasts	Total Number of Regional and Provincial News Stories Aired During the Year that were Submitted as Contributions to PTV Main Office and Regional Centers Newscasts	5%	(Actual / Target) x Weight	N/A	N/A	N/A	300

Component					Baseline		Target		
	Objective/Measure	Formula	Weight	Rating System	2023	2024	2025	2026	
FINANCIAL	SO 6	Expand Digital TV and Operational Coverage							
		Percentage of On-air Regional News Centers and TV Stations							
	SM 9	a. Analog Stations	Number of On-Air Regional Centers and TV Stations / Number of Operational Regional Centers and TV Stations as of 31 December 2026	3.5%	(Actual / Target) x Weight	N/A	N/A	N/A	100%
		b. Digital Stations		3%		N/A	N/A	N/A	100%
	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	None	None	ISO 9001:2015 Certification	ISO 9001:2015 Certification
	SM 11	Percentage of Operational Processes Digitalized	Number of Processes Digitalized / Total Number of Operational Processes to be Digitalized (cumulative)	5%	(Actual / Target) x Weight	N/A	N/A	10%	58%
			Subtotal	19%					
	SO 8	Achieve Financial Stability							
	SM 12	Annual Revenue	Sales Revenue + Other Income (net of VAT)	7%	(Actual / Target) x Weight	₱222.94 Million	₱214.83 Million	₱394.26 Million	₱303.86 Million

Component					Baseline		Target	
Objective/Measure	Formula	Weight	Rating System	2023	2024	2025	2026	
SO 9	Optimize Resource Utilization							
Budget Utilization Rate								
a. Subsidy Utilization Rate – Obligation								
Current	Total Obligated Subsidy from Current Year's Subsidy over Total COB from Current Year's Subsidy <i>(Both Net of PS cost)</i>	2%	(Actual / Target) x Weight	50.87%	50.87%	90%	90%	
Carry Over/Prior Years	Total Obligated Subsidy from Carry Over Subsidy over Total Carry Over Subsidy <i>(Both Net of PS cost)</i>	1%	(Actual / Target) x Weight	N/A	N/A	N/A	90%	
b. Subsidy Utilization Rate – Disbursement								
Current	Total Disbursement from Current Year's Subsidy over Total Obligated Subsidy from Current Year's Subsidy <i>(Both Net of PS cost)</i>	2%	(Actual / Target) x Weight	78.62%	78.62%	90%	90%	
Carry Over/Prior Years	Total Disbursement from Carry Over Subsidy over Total Obligated Subsidy from Carry Over Subsidy <i>(Both Net of PS cost)</i>	1%	(Actual / Target) x Weight	N/A	N/A	N/A	90%	
Corporate Funds – CO & MOOE	Total Disbursements from IGF / COB of IGF <i>(Both Net PS Cost)</i>	3%	(Actual / Target) x Weight	N/A	83.16%	90%	90%	
Subtotal		16%						

SM 13

Component					Baseline		Target		
	Objective/Measure	Formula	Weight	Rating System	2023	2024	2025	2026	
LEARNING AND GROWTH	SO 10	Enhance Employee Competency and Performance							
	SM 14	Percentage of Employees with Required Competencies Met	Total Number of Employees with Required Competencies Met / Total Number of Employees	2.5%	All or Nothing	None	None	Establish Baseline	Establish Competency Baseline
	SM 15	Development and Implementation of Disaster Risk Reduction and Management (DRRM) Plan	Total Number of Exercise/Drills/Tests Conducted in 2026 over Total Number of Exercise/Drills/Tests Scheduled in 2026 ¹	2.5%	(Actual / Target) x Weight	N/A	N/A	Board-Approved Public Service Continuity Plan (PSCP)	Implementation of the Board-approved PSCP
			Sub-total	5%					
			TOTAL	100%					
FINANCIAL	BONUS STRATEGIC MEASURE								
	GAD Budget Utilization		Actual Disbursement for GAD-related activities/ Total COB	1%	All or Nothing	N/A		5% of Total COB	
INTERNAL PROCESS	ISO Certification on any of the following standards:								
	i.	Environmental Management System (EMS) Certification	Actual Accomplishment	1%	All or Nothing	N/A	Certification on Environmental Management System (ISO 14001:2015) or Business Continuity Management System (ISO 22301:2019)		
ii.	Business Continuity Management Systems (BCMS)	Certification on Environmental Management System (ISO 14001:2015) or Business Continuity Management System (ISO 22301:2019)							

¹ As enumerated under the Testing and Maintenance Section of PTNI's PSCP.