

PEOPLE'S TELEVISION NETWORK, INC.
PERFORMANCE SCORECARD 2026
FIRST QUARTER MONITORING REPORT

COMPONENT				2025 Targets	2026 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							
		Total Page Views and Engagements on PTV's Website and Social Media Platforms							
		a. PTV Website Page Visits	Total number of unique page visits recorded on the PTV News Website during the year	3%	(Actual / Target) x Weight	4,025,000 page visits	4,025,000 page visits	191,624	
		b. Facebook Followers	Total number of new users who follow the PTV Facebook page as of 31 December 2026	3%	(Actual / Target) x Weight	6,753,742 FB followers (cumulative)	8,070,954 FB followers (cumulative)	7,741,104 FB followers (cumulative)	
		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	861,970,080 FB engagements	3,235,376,074 FB engagements	499,306,092 FB engagements	
		SM 1	d. YouTube Subscribers	Total number of subscribers to the PTV YouTube channel as of 31 December 2026 (cumulative)	3%	(Actual / Target) x Weight	2,678,614 YT subscribers (cumulative)	2,883,026 YT subscribers (cumulative)	2,413,013 YT subscribers (cumulative)
		e. TikTok Followers	Total number of users who follow the PTV TikTok account as of 31 December 2026 (cumulative)	3%	(Actual / Target) x Weight	402,080 Tiktok followers (cumulative)	402,080 Tiktok followers (cumulative)	276,648 Tiktok followers (cumulative)	
		f. Tiktok Engagements	Total number of interactions (likes, comments, shares, and reactions) on all Tiktok posts during the year	3%	(Actual / Target) x Weight	117,091,844 Tiktok engagements	117,091,844 Tiktok engagements	7,106,200 Tiktok engagements	
	g. Instagram Followers	Total number of users who follow the PTV Instagram Account as of 31 December 2026 (cumulative)	3%%	(Actual / Target) x Weight	<i>Not Applicable</i>	110,954 Instagram followers (cumulative)	93,002 Instagram followers (cumulative)		

Audience/ Stakeholders	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	5 Programs	8 Programs	8 Programs	
			Sub-Total	25%					
	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	40 Partnerships	44 Partnerships	12 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) x Weight	3,025 hours	3,025 hours	731 hours	
	SO 3	Enhance Audience Engagement Through High-Quality and Recognized Content							
		Number of Recognitions Received							
	SM 5	a. Entries/Submissions	Actual Number	4%	(Actual / Target) x Weight	100 Submissions	140 Submissions	135 Submissions	
		b. Nominations		5%		40 Nominations	70 Nominations	21 Nominations	
		c. Awards/Recognitions		8%		10 Awards	30 Awards/Recognitions	7 Awards/Recognitions	
SO 4	xx								
SM 6	Channel Ranking by Reach	Actual Accomplishment	2%	All or Nothing	Establish Baseline	Establish Baseline	<p>Coordination with third-party suppliers is currently underway to determine the Approved Budget for the Contract (ABC) for the TAM software subscription, with the inclusion of back data as part of the subscription requirements.</p> <p>Procurement activities are targeted to commence by end of May 2026.</p>		

Internal Processes	SM 7	Customer Satisfaction Survey (CSS)	Total number of respondents who gave a rating of atleast Satisfactory / Total number of respondents	5%	(Actual / Target) x Weight 0% = if below 80%	90%	90%	The preparatory arrangements for the CSM 2026 are currently underway.
			Sub-Total	35.00%				
	SO 5	Boost the 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 Stoies aired during the year that were submitted as Contributions to PTV Main Office and Regional Centers' Newscasts	5%	(Actual / Target) x Weight	<i>Not Applicable</i>	300 News Stories	329 News Stories
	SO 6	Expand Digital TV and Operational Coverage						
		Percentage of On-air Regional 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	<i>Not Applicable</i>	100%	39%
	b. Digital Stations	3%		100%			42%	
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	ISO 9001:2015 Certification	Not yet accomplished	

	SM 11	Percentage of Operational Processes Digitalized	Percentage of Existing Operational Processes Digitalized	5.00%	(Actual / Target) x Weight	10%	58%	0%	All nine systems are targeted for implementation beginning in the second quarter of this year following the completion of their initial development and workflow coordination with end users.
			Sub-Total	19%					
Financial	SO 8	Achieve Financial Sustainability							
	SM 12	Annual Revenue	Sales Revenue + Other Income (net of VAT)	7%	(Actual / Target) x Weight	₱394.26 Million	₱303.86 Million	₱11 Million	
	SO 9	Optimize Resource Utilization							
		Budget Utilization Rate							
		<i>a. Subsidy Utilization Rate - Obligation</i>							
	SM 13	Current	Total Obligated Subsidy from Current Year's Subsidy over Total COV from Current Year's Subsidy <i>(Both Net of PS cost)</i>	2%	(Actual / Target) x Weight	90%	90%	25%	
		Carry Over/Prior Years	Amount Disbursed / Total Obligated <i>(Both net of PS Cost)</i>	1%	(Actual / Target) x Weight	<i>Not Applicable</i>	90%	0%	
		<i>b. Subsidy Utilization Rate - Disbursement</i>							
		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	90%	90%	100%	
		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	<i>Not Applicable</i>	90%	0%	

	Corporate Funds - CO & MOOE	Total Disbursements from IGF / COB of IGF <i>(Both Net of PS cost)</i>	3%	(Actual / Target) x Weight	90%	90%	8%
		Sub-Total	16%				
Learning & 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	2.50%	(Actual / Target) x Weight	Establish Baseline	Establish Competency Baseline The Administrative Division and Personnel Section are in the initial stage of profiling incumbent employees using the competencies under the GCG Indicative Staffing Pattern. Full implementation of the Competency Framework is dependent on the placement of incumbents on the GCG Approved Staffing Pattern.
	SM 15	Development and Implementation of Disaster Risk Reduction and Management (DRRM) Plan	Total Number of Excise/Drills/dTests conducted in 2026 over Total Number of Exercise/Drills/Tests scheduled in 2026	2.50%	(Actual / Target) x Weight	Board-Approved Public Service Continuity Plan	Implementation of the Board-approved PSCP The Administrative Division's Health and Safety Section has been formally instructed to proceed with the implementation of components of the PSCP
			Sub-Total	5.00%			
			TOTAL	100.00%			
BONUS STRATEGIC MEASURE							
Financial	GAD Budget Utilization	Actual Disbursement for GAD-related activities/Total COB	1%	All or Nothing	5% of Total Budget		Data to be supplied at the end of the year
Internal Process	<i>ISO Certification on any of the following standards:</i>						
	i. Environmental Management System (EMS) Certification	Actual Accomplishment	1%	All or Nothing	Certification on Environmental Management System (ISO 14001:2015) or Business Continuity Management System (ISO 22301:2019)		Data to be supplied at the end of the year
ii. Business Continuity Management Systems (BCMS)	1%		All or Nothing	Certification on Environmental Management System (ISO 14001:2015) or Business Continuity Management System (ISO 22301:2019)			