

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

COMPONENT				2025 Targets	First Quarter 2025 Accomplishments	Second Quarter 2025 Accomplishments	Third Quarter 2025 Accomplishments	Fourth Quarter 2025 Accomplishments	Entire			
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											
	SM 1	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	993,518 Page visits	
			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 <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	7,331,613 (cumulative) FB followers	
		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	753,933,770 FB engagements	738,926,552 FB engagements	565,097,826 FB engagements	430,835,890 FB engagements	2,488,794,038 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	2,413,550 (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	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	41,466,600 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	8 Programs
			Sub-Total		20%							
Community	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	40 Partnerships	13 partnerships	9 partnerships	13 partnerships	5 partnerships	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	3,025 hours	747.09 hours	740.80 hours	807.12 hours	730.41 hours	3025.42 Hours	
	SO 3 Enhance Audience Engagement Through High-Quality and Recognized Content											
		Number of Recognitions Received										
	SM 5	a. Entries/Submissions	Actual Number	5%	Actual/Target	100 Submissions	83 Submissions	55 Submissions	32 Submissions	1 Submission	171 Submissions	
		b. Nominations		5%		40 Nominations	42 Nominations	0 Nomination	1 Nomination	36 Nominations	79 Nominations	
		c. Awards/Recognitions		5%		10 Awards	15 Awards/Recognitions	9 Awards/Recognitions	6 Awards/Recognitions	35 Awards/Recognitions	65 Awards/Recognitions	

Audience Stakeholder	SO 4 Understand and Optimize TV Audience Engagement										
	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. 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.	PTV ranked 11th in channel reach among all free-to-air channels in the Philippines for the entire first quarter of 2025 (Q1 2025). No subsequent rankings were obtained for Q2-Q4 2025, as further data acquisition was not pursued due to budget constraints.
	SM 7	Customer Satisfaction Survey (CSS)	Total Number of Satisfied Respondents over Total number of respondents	5%	Actual/Target 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. 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.	The Network attained an overall rating of 91.94%, equivalent to a "Very Satisfactory" assessment in the 2025 Client Satisfaction Measurement (CSM).
	Sub-Total			36.00%							
Internal Processes	SO 5 Boost the 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	602 Hours	150.33 Hours	145.91 Hours	154.22 Hours	172.43 Hours	622.89 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	23 Stations	19 stations (cumulative)	20 stations (cumulative)	20 stations (cumulative)	20 stations (cumulative)	20 Stations
	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	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.	Not Accomplished	
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%	10%	
Sub-Total			17%								

Financial	SO 8	Achieve Financial Sustainability									
	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	60.65 million	60.65 million
	SO 9	Optimize Resource Utilization									
		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)	100%	
	b. NG Subsidy - Disbursement Rate	Amount Disbursed / Total Obligated (both net of PS Cost)	5%		90%	94%	92% (cumulative)	95% (cumulative)	100% (cumulative)	100%	
	c. Corporate Funds - CO & MOOE	Total Disbursements from IGF (both net of PS Cost)	5%		90%	9%	18% (cumulative)	31% (cumulative)	39% (cumulative)	94%	
		Sub-Total	22%								
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.	For CY 2025, PTNI secured Board approval of its Competency Framework via Board Resolution No. 2025-060, covering all 498 GCG-approved positions. The Administrative Division streamlined core, organizational, and technical competencies for 211 positions (42.4%), which are proposed to be opened during the second phase of reorganization implementation. Actual opening shall be subject to the issuance of the approved staffing pattern and Memorandum Order (MO) from the GCG and the overall financial capability of the Network.
	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	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.
		Sub-Total	5.00%								
		TOTAL	100.00%								
BONUS STRATEGIC MEASURE											
		<i>GAD Budget Utilization</i>		1%	All or Nothing	<i>5% of Total Budget</i>		Data to be supplied at the end of the year			Actual GAD utilization reached PHP 111,035,444.45, significantly exceeding the 5% allocation of PHP 30,330,008.00.