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

COMPONENT					2025 Targets	2026 Targets	First Quarter 2026 Accomplishments	Second Quarter 2026 Accomplishments	Third Quarter 2026 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							
	SM 1	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 page visits	403,151 page visits	272,682 page visits
		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)	8,155,647 FB followers (cumulative)	8,478,905 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	721,846,625 FB engagements	1,118,405,286 FB engagements	863,222,846 FB engagements
		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)	2,436,240 YT subscribers (cumulative)	2,445,694 YT subscribers (cumulative)	2,453,551 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)	418,718 Tiktok followers (cumulative)	427,231 Tiktok followers (cumulative)	435,818 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	11,649,702 Tiktok engagements	5,874,985 Tiktok engagements	9,243,895 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	*Not Applcable*	110,954 Instagram followers (cumulative)	93,002	90,868	93,805
	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	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	8 Partnerships	8 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	742 hours (742.43) (adjusted from initial figure of 731 hours - please see explanation on cover email message)	737 hours (736.96)	825 hours

Audience/ Stakeholders	**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	100 Submissions	140 Submissions	135 Submissions	48 Submissions	21 Submissions
		b. Nominations		5%		40 Nominations	70 Nominations	21 Nominations	38 Nominations	38 Nominations
		c. Awards/Recognitions		8%		10 Awards	30 Awards/Recognitions	7 Awards/Recognitions	16 Awards/Recognitions	3 Awards
	SO 4	**Understand and Optimize TV Audience Engagement**								
	SM 6	Channel Ranking by Reach	Actual Accomplishment	2%	All or Nothing	Establish Baseline	Establish Baseline	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. Procurement activities are targeted to commence by end of May 2026.	The procurement documents for the provision of the TAM Software Subscription were finalized and endorsed to the Bids and Awards Committee for processing, including the review, and approval of the Finance Division and the Network General Manager	The procurement documents for the TAM Software Subscription remain under review by the Office of the Network General Manager. The Network has emphasized the project's importance in generating essential TAM data and supporting the attainment of its performance targets under the Network Scorecard. However, further procurement action remains pending in consideration of the Network's prevailing budgetary constraints.
	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.	The 2026 PTNI CSM Implementation Plan was finalized and endorsed to the Network General Manager for review and approval.	During the third quarter of 2026, the Research Unit undertook preparatory and initial implementation activities for the 2026 Client Satisfaction Measurement (CSM). The CSM 2026 Implementation Plan was approved by the Network General Manager on 16 September 2026, followed by coordination meetings with designated CSM Focal Persons on 24 September 2026. Survey materials were distributed on 29 September 2026, and client data collection and monitoring commenced by the end of the quarter.
			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	*Not Applicable*	300 News Stories	329 News Stories	222 News Stories	181 News Stories
	SO 6	**Expand Digital TV and Operational Coverage**								
	SM 9	***Percentage of On-air Regional Centers and TV Stations***								
		a. Analog Stations	Number of On-Air Regional Centers and TV Stations / Number of Operational	3.5%	(Actual / Target) x Weight	*Not Applicable*	100%	39%	55.55%	55.55% (10 Operational Analog Stations / 18 Analog Stations) x 100

Internal Processes		b. Digital Stations	Regional Centers and TV Stations as of 31 December 2026	3%	x Weight		100%	42%	42.86%	42.86% (3 Operational Digital Stations / 7 Total Digital Stations) x 100
	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	Not yet accomplished	Not yet accomplished
	SM 11	Percentage of Operational Processes Digitalized	Percentage of Existing Operational Processses 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.	42.50%	50.00%
			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	₱6.36 Million	₱9.18 Million
	SO 9	**Optimize Resource Utilization**								
	SM 13	***Budget Utilization Rate***								
		a. Subsidy Utilization Rate - Obligation								
		Current	Total Obligated Subsidy from Current Year's Subsidy over Total COV from Current Year's Subsidy *(Both Net of PS cost)*	2%	(Actual / Target) x Weight	90%	90%	25%	49.98%	75.13%
		Carry Over/Prior Years	Amount Disbursed / Total Obligated *(Both net of PS Cost)*	1%	(Actual / Target) x Weight	*Not Applicable*	90%	0%	15.36%	32.20%
		b. Subsidy Utilization Rate - Disbursement								
		Current	Total Disbursement from Current Year's Subsidy over Total Obligated Subsidy from Current Year's Subsidy *(Both Net of PS cost)*	2%	(Actual / Target) x Weight	90%	90%	100%	99.63%	99.82%
		Carry Over/Prior Years	Total Dusbursement from Carry Over Subsidy over Total Obligated Subsidy from CArry Over Subsidy *(Both Net of PS cost)*	1%	(Actual / Target) x Weight	*Not Applicable*	90%	0%	100%	100%
		Corporate Funds - CO & MOOE	Total Disbursements from IGF / COB of IGF *(Both Net of PS cost)*	3%	(Actual / Target) x Weight	90%	90%	8%	99.52%	100%
			Sub-Total	***16%***						
	SO 10	**Enhance Employee Competency and Performance**								

Learning & Growth	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.	The Administrative Division-Personnel Section conducted an initial competency assessment of 23 incumbents by mapping their competencies based on their updated Personal Data Sheets (PDS) against the required competencies of their respective positions under the 2015 GCG-approved Organizational Structure and Staffing Pattern.	The Administrative Division completed the initial draft of the Competency-Based Job Descriptions aligned with the GCG-prescribed 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	Implementation of the Board-Approved Public Service Continuity Plan is underway, with the ongoing procurement of 474 hard hats under the Network's Disaster Recovery Plan, submission of the draft budget proposal for the Emergency Response Training for the Quick Response Team (QRT), and completion of the 2nd Quarter CY 2026 Nationwide Simultaneous Earthquake Drill in coordination with other government agencies.	The Administrative Division submitted to the OGM for approval a proposed MOA with the QCDRRMC for DRRM training, a request for pest control supplies and services, and a proposal for the revision of the Network Evacuation Plan. All remain pending approval.
			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		