

K.2. PEOPLE'S TELEVISION NETWORK, INCORPORATED

STRATEGIC OBJECTIVES

SECTOR OUTCOME

People-centered, innovative, clean, efficient, effective and inclusive delivery of public goods and services

ORGANIZATIONAL OUTCOME

Public access and responsive dissemination of government programs through reliable TV network services, news and information program expanded

PERFORMANCE INFORMATION

ORGANIZATIONAL OUTCOMES (OOs) / PERFORMANCE INDICATORS (PIs)

BASELINE

2020 TARGETS

Public access and responsive dissemination of government programs through reliable TV network services, news and information program expanded

PTV MODERNIZATION PROGRAM

Outcome Indicators

1. Audience share increased by greater than 2% annually
2. Rate of news and public affairs program increased by greater than 10% annually
3. Number of TV materials produced and aired rated good or better

3.125 M average viewers/day

10% increase from previous year

Output Indicators

1. Audience Share (% Rating)	6.6%	
2. Transmission Coverage (% Signal Reach)	42%	42%
3. Number of articles posted on social/digital media		12
4. Number of TV materials produced and aired		17 materials
5. PTV Brand and Program Development	70%	
a) Entries submitted to Award Giving Bodies	45 entries	50 Entries
b) Airtime devoted to Government Programs, Projects and Activities		1,200 hours
6. Total number of TV broadcasting hours and percentage increase from previous year		6,154 hours or 17 hours/day 5.88% increase