

I. PRESIDENTIAL COMMUNICATIONS OPERATIONS OFFICE

I. 1. PEOPLE'S TELEVISION NETWORK, INC.

STRATEGIC OBJECTIVES

SECTOR OUTCOME

Informed Citizenry

ORGANIZATIONAL OUTCOME

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

GENERAL APPROPRIATIONS ACT, FY 2017

PERFORMANCE INFORMATION

KEY STRATEGIES

To achieve its priority goals / objectives, the Network will undertake revitalization / modernization of facilities.

<u>ORGANIZATIONAL OUTCOMES (Oos) / PERFORMANCE INDICATORS (PIs)</u>	<u>BASELINE</u>	<u>2017 TARGETS</u>
Public access and responsive dissemination of government programs through reliable TV network services, news and information program expanded		
Audience share increased by greater than 2% annually	2.295 M average viewers / day	>2% increase from previous year (3.9 M average viewers / day)
Rate of news and public affairs program increased by greater than 10% annually	9.5 hrs. average / day	>10% increase from previous year (13.3 hrs. average / day)

<u>MAJOR FINAL OUTPUTS (MFOs) / PERFORMANCE INDICATORS (PIs)</u>	<u>2017 Targets</u>
MFO 1: TELEVISION NETWORK OPERATIONS SERVICES	
Audience Share Ratings	8%
Transmission Coverage	45%
PTV Brand and Program Development	48 programs