

**H. PRESIDENTIAL COMMUNICATIONS OPERATIONS OFFICE****H.1. PEOPLE'S TELEVISION NETWORK, INC.****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****2019 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

3.125 M average  
viewers / day  
10 hrs.  
average / day

1% increase  
from previous year  
>10% increase  
from previous year

**Output Indicators**

1. Audience Share (% Rating)
2. Transmission Coverage (% Signal Reach)
3. PTV Brand and Program Development

6.50%  
42%  
70%

9%  
47%  
90% or 54 programs

**1. OTHER EXECUTIVE OFFICES**