

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

3.125 M average
viewers / day

1% increase
from previous year

2. Rate of news and public affairs program increased by greater than 10% annually

10 hrs.
average / day

>10% increase
from previous year

Output Indicators

1. Audience Share (% Rating)

6.50%

9%

2. Transmission Coverage (% Signal Reach)

42%

47%

3. PTV Brand and Program Development

70%

90% or 54 programs