

K. PRESIDENTIAL COMMUNICATIONS OPERATIONS OFFICE

K.1. INTERCONTINENTAL BROADCASTING CORPORATION

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

2021 TARGETS

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

General Management and Supervision

Outcome Indicators

1. Rate of news and public affairs programed increased

10 hours average/day

10% the previous year

Output Indicators

1. Audience Share (% Rating)

0.15%

2% from previous year

2. Transmission Coverage (% Signal Reach)

35%

38%

K.2. PEOPLE'S TELEVISION NETWORK, INC.

STRATEGIC OBJECTIVES

SECTOR OUTCOME

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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

2021 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	N/A
2. Rate of news and public affairs program increased by greater than 10% annually	10 hrs average per day	10% increase
3. Number of TV materials produced and aired rated good or better	0	5
Output Indicators		
1. Audience Share (% Rating)	6.6%	N/A
2. Transmission Coverage (% Signal Reach)	42%	42%
3. Number of articles posted on social/digital media	0	12
4. Number of TV materials produced and aired	0	12
5. PTV Brand and Program Development		
a) Entries submitted to Award Giving Bodies	45	60
b) Airtime devoted to Government Programs, Projects and Activities	N/A	1,300 hours
6. Total number of TV broadcasting hours and percentage increase from previous year	N/A	6,154 hours or 17 hours per day (0%)