

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%