

**K.2. 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**

**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                                    |
| <b>Output Indicators</b>  |                             |                                      |
| 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                                   |
| <b>5. PTV Brand and Program Development</b>   |                             |                                      |
| 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%) |