

**J. PRESIDENTIAL COMMUNICATIONS OPERATIONS OFFICE**

**J.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**

<u>ORGANIZATIONAL OUTCOMES (OOs) / PERFORMANCE INDICATORS (PIs)</u>	<u>BASELINE</u>	<u>2022 TARGETS</u>
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 program increased	10 hours average/day	10% from previous year
Output Indicators		
1. Audience Share (% Rating)	0.15%	2% from previous year
2. Transmission Coverage (% Signal Reach)	35%	38%

**J.2. PEOPLE'S TELEVISION NETWORK, INCORPORATED**

**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**

<u>ORGANIZATIONAL OUTCOMES (OOs) / PERFORMANCE INDICATORS (PIs)</u>	<u>BASELINE</u>	<u>2022 TARGETS</u>
Public access and responsive dissemination of government programs through reliable TV network services, news and information program expanded		
<b>PTV MODERNIZATION PROGRAM</b>		
Outcome Indicators		
1. Audience share increased by greater than 2% annually	3.125 M average viewers/day	no data available

## GENERAL APPROPRIATIONS ACT, FY 2022

2. Rate of news and public affairs program increased by greater than 10% annually	10 hrs average per day	no data available
3. Number of TV materials produced and aired rated good or better	0	5
<b>Output Indicators</b>		
1. Audience Share (% Rating)	6.6%	no data available
2. Transmission Coverage (% Signal Reach)	42%	42%
3. Number of articles posted on social/digital media	0	15
4. Number of TV materials produced and aired	0	12
5. PTV Brand and Program Development		
a) Entries submitted to Award Giving Bodies	45	20
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/day, 0% increase