

K. OFFICE OF THE PRESS SECRETARY (formerly 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

2023 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 programs increased

10 % of the previous year

10 % of the previous year

Output Indicators

1. Audience Share (% Rating)

2 % of the previous year

2 % of the previous year

2. Transmission Coverage

38%

38%

K.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**ORGANIZATIONAL OUTCOMES (00s) / PERFORMANCE INDICATORS (PIs)****BASELINE****2023 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 | 0 | 0 |
| 2. Rate of news and public affairs program increased by greater than 10% annually | 4,555.31 hours | 1,795 hours |
| 3. Number of TV materials produced and aired rated good or better | 18 | 18 |

Output Indicators

| | | |
|---|-------------|-------------|
| 1. Audience Share (% Rating) | 0 | 0 |
| 2. Transmission Coverage (% Signal Reach) | 0.42 | 0.44 |
| 3. Number of articles posted on social/digital media | 0 | 0 |
| 4. Number of TV materials produced and aired | 23 | 23 |
| 5. PTV Brand and Program Development | | |
| a) Entries submitted to Award Giving Bodies | 67 | 63 |
| b) Airtime devoted to Government Programs, Projects and Activities | 0 | 0 |
| 6. Total number of TV broadcasting hours and percentage increase from previous year | 6,524 hours | 6,524 hours |