

D. NATIONAL COUNCIL FOR CHILDREN'S TELEVISION

STRATEGIC OBJECTIVES

SECTOR OUTCOME

Promote and improve lifelong learning and education

ORGANIZATIONAL OUTCOME

Quality Child-Friendly Television Programs Promoted

PERFORMANCE INFORMATION

ORGANIZATIONAL OUTCOMES (OOs) / PERFORMANCE INDICATORS (PIs)

BASELINE

2026 TARGETS

Quality Child-Friendly Television Programs Promoted

CHILD-FRIENDLY TELEVISION DEVELOPMENT PROGRAM

Outcome Indicators

1. Percentage of television airtime dedicated to child-friendly programs
2. Number of policies concerning children and media prepared which are adopted/approved by concerned agencies

15% (3.6 hours)

15% (3.6 hours)

1

1

GENERAL APPROPRIATIONS ACT, FY 2026**Output Indicators**

1. Number of policies concerning children and media prepared and presented to concerned agencies	1	1
2. Number of workshops, seminars, trainings, and conferences conducted	29	30
3. Percentage of participants of workshops, seminars, trainings, and conferences who rate the activities as good or better	95%	95%