

J.1. 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 (OOS) / PERFORMANCE INDICATORS (PIs)

BASELINE

2018 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

> 2% increase from previous year

(3.5 M average viewers / day)

## GENERAL APPROPRIATIONS ACT, FY 2018

- |   |                       |  |
|---|-----------------------|--|
| 2. Rate of news and public affairs program increased by greater than 10% annually | 10 hrs. average / day | > 10% increase from previous year<br>(13.5 hrs. average / day) |
|---|-----------------------|--|

## Output Indicators

- |   |      |                    |
|---|------|--------------------|
| 1. Audience Share (% Rating)              | 6.5% | 9%                 |
| 2. Transmission Coverage (% Signal Reach) | 42%  | 45%                |
| 3. PTV Brand and Program Development      | 70%  | 90% or 54 programs |