

**PEOPLE'S TELEVISION NETWORK INC. (PTNI)  
Validated 2022 Performance Scorecard**

		Component				PTNI Submission		GCG Evaluation		Supporting Documents	Remarks										
Objective/ Measure	Formula	Weight	Rating Scale <sup>a/</sup>	Target	Actual	Rating	Score	Rating													
<b>SOCIAL IMPACT</b>	<b>SO 1</b>	<b>Informed, Inspired, and Empowered Filipino People</b>																			
		<i>Digital and New Media Presence</i>																			
		<b>a. Page Visits</b>																			
	i. % increase in website pageviews	(Current year – prior year) / prior year	5%	Actual / Target	20%	28.94%	5%	22.55%	5.00%	- DMIS Certification and Analytics for the Entire 2022 - Screenshots and face-to-face walkthrough of Google Analytics	<table border="1"> <thead> <tr> <th colspan="2">2022 Page Visits</th> </tr> </thead> <tbody> <tr> <td><b>2022</b></td> <td>6,518,776</td> </tr> <tr> <td><b>2021</b></td> <td>5,319,190</td> </tr> <tr> <td><b>Inc.</b></td> <td><b>1,539,630</b></td> </tr> <tr> <td><b>% Inc.</b></td> <td><b>22.55%</b></td> </tr> </tbody> </table>	2022 Page Visits		<b>2022</b>	6,518,776	<b>2021</b>	5,319,190	<b>Inc.</b>	<b>1,539,630</b>	<b>% Inc.</b>	<b>22.55%</b>
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	<b>b. Facebook Engagement</b>																				
SM 1	i. % increase in Facebook followers	(Current year – prior year) / prior year	2.5%	Actual / Target	10%	15.23%	2.5%	12.42%	2.5%	- DMIS Certification and Analytics for the Entire 2022 - Screenshot from PTNI's New Media data analytics - Face-to-face walkthrough of Facebook Creator Studio	<table border="1"> <thead> <tr> <th colspan="2">Facebook Followers</th> </tr> </thead> <tbody> <tr> <td><b>2022</b></td> <td>4,964,004</td> </tr> <tr> <td><b>2021</b></td> <td>4,415,745</td> </tr> <tr> <td><b>Inc.</b></td> <td>548,259</td> </tr> <tr> <td><b>% Inc.</b></td> <td><b>12.42%</b></td> </tr> </tbody> </table>	Facebook Followers		<b>2022</b>	4,964,004	<b>2021</b>	4,415,745	<b>Inc.</b>	548,259	<b>% Inc.</b>	<b>12.42%</b>
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SM 1	ii. % increase in Facebook engagement	(Current year – prior year) / prior year	2.5%	Actual / Target	10%	43.15%	2.5%	43.15%	2.50%	- Screenshot from PTNI's New Media data analytics - Face-to-face walkthrough of Facebook Creator Studio	<table border="1"> <thead> <tr> <th colspan="2">Facebook Engagements</th> </tr> </thead> <tbody> <tr> <td>2022</td> <td>421,725,802</td> </tr> <tr> <td>2021</td> <td>294,610,036</td> </tr> <tr> <td>Inc.</td> <td>127,115,766</td> </tr> <tr> <td>% Inc.</td> <td>43.15%</td> </tr> </tbody> </table>	Facebook Engagements		2022	421,725,802	2021	294,610,036	Inc.	127,115,766	% Inc.	43.15%
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c. Twitter Engagement																					
	i. % increase in Twitter followers	(Current year – prior year) / prior year	2.5%	Actual / Target	20%	32.47%	2.5%	20.60%	2.5%	- Screenshot from PTNI's New Media data analytics	<table border="1"> <thead> <tr> <th colspan="2">Twitter Followers</th> </tr> </thead> <tbody> <tr> <td>2022</td> <td>231,748</td> </tr> <tr> <td>2021</td> <td>192,158</td> </tr> <tr> <td>Inc.</td> <td>29,885</td> </tr> <tr> <td>% Inc.</td> <td>20.60%</td> </tr> </tbody> </table>	Twitter Followers		2022	231,748	2021	192,158	Inc.	29,885	% Inc.	20.60%
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	ii. % increase in Twitter impressions	(Current year – prior year) / prior year	2.5%	Actual / Target	20%	-44.24%	0%	Not Verifiable	0.00%	- Face-to-face walkthrough of <i>analytics.twitter.com</i>	The only available monthly impressions are from Sep 2022-Dec 2022. No data could be generated by PTNI for the months Jan 2022 - Aug 2022. Due to incomplete information, an objective validation of this metric could not be made. Hence, PTNI is rated zero for this sub-measure.										
d. YouTube Views																					
	i. % increase in YouTube subscribers	(Current year – prior year) / prior year	3%	Actual / Target	25%	18.30%	2.20%	18.30%	2.2%	Screenshot and face-to-face walkthrough of <i>studio.youtube.com</i>	<table border="1"> <thead> <tr> <th colspan="2">YouTube Subscribers</th> </tr> </thead> <tbody> <tr> <td>2022</td> <td>1,638,221</td> </tr> <tr> <td>2021</td> <td>1,384,788</td> </tr> <tr> <td>Inc.</td> <td>253,433</td> </tr> <tr> <td>% Inc.</td> <td>18.30%</td> </tr> </tbody> </table>	YouTube Subscribers		2022	1,638,221	2021	1,384,788	Inc.	253,433	% Inc.	18.30%
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	ii. % increase in YouTube impressions		1%		25%	30.32%	1%	-42.92%	0.00%	<table border="1"> <thead> <tr> <th colspan="2">YouTube Impressions</th> </tr> </thead> <tbody> <tr> <td>2022</td> <td>862,097,349</td> </tr> <tr> <td>2021</td> <td>1,484,291,792</td> </tr> <tr> <td>Inc.</td> <td>-622,194,443</td> </tr> <tr> <td>% Inc.</td> <td>-41.92%</td> </tr> </tbody> </table> <table border="1"> <thead> <tr> <th colspan="2">YouTube Watch Time</th> </tr> </thead> <tbody> <tr> <td>2022</td> <td>5,322,503.1</td> </tr> <tr> <td>2021</td> <td>8,516,925.8</td> </tr> <tr> <td>Inc.</td> <td>-3,194,422.7</td> </tr> <tr> <td>% Inc.</td> <td>-37.51%</td> </tr> </tbody> </table>	YouTube Impressions		2022	862,097,349	2021	1,484,291,792	Inc.	-622,194,443	% Inc.	-41.92%	YouTube Watch Time		2022	5,322,503.1	2021	8,516,925.8	Inc.	-3,194,422.7	% Inc.	-37.51%
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iii. % increase in YouTube watch time		1%		25%	-6.76%	0%	-37.51%	0.00%																						
<b>Sub-total</b>		<b>20%</b>					<b>15.70%</b>		<b>14.70%</b>																					
<b>SO 2</b>	<b>Be a Source of Quality News and Information that Educates, Inspires, and Empowers</b>																													
<b>SM 2</b>	Percentage of Satisfied Customers																													
<b>AUDIENCE / STAKEHOLDERS</b>	<b>SM 2</b>	a. Public Viewers	Number of respondents who gave at least a Satisfactory rating / Total number of respondents	2.5%	Actual / Target <i>0% = If less than 80%</i>	90%	95.10%	2.5%	95.11%	2.50%	- 2022 CSS Report for PTV (by People Dynamics, Inc) - Data Tables for Viewers and Partner Organizations - Raw Data (Open and Close Ended)	<table border="1"> <thead> <tr> <th colspan="2">2022 Viewers</th> </tr> </thead> <tbody> <tr> <th>Rating</th> <th>% of Satisfied Customers</th> </tr> <tr> <td>VS</td> <td>53.76%</td> </tr> <tr> <td>S</td> <td>41.35%</td> </tr> <tr> <td>N</td> <td>4.1%</td> </tr> <tr> <td>D</td> <td>0.79%</td> </tr> <tr> <td>VD</td> <td>0.0%</td> </tr> <tr> <td><b>Total</b></td> <td>100.00%</td> </tr> </tbody> </table>	2022 Viewers		Rating	% of Satisfied Customers	VS	53.76%	S	41.35%	N	4.1%	D	0.79%	VD	0.0%	<b>Total</b>	100.00%		
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	b. Partner Organizations	Number of respondents who gave at least a Satisfactory rating / Total number of respondents	2.5%	Actual / Target <i>0% = If less than 80%</i>	90%	88.20%	2.45%	88.23%	2.45%	- Survey Instrument for Viewers and Partner Orgs. - Backchecking Status Report - Clarification on 2022 CSS Report	<table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr style="background-color: #002060; color: white;"> <th colspan="2">2022 Partner Organizations</th> </tr> <tr style="background-color: #002060; color: white;"> <th>Rating</th> <th>% of Satisfied Customers</th> </tr> </thead> <tbody> <tr> <td>VS</td> <td>52.94%</td> </tr> <tr> <td>S</td> <td>35.29%</td> </tr> <tr> <td>N</td> <td>11.76%</td> </tr> <tr> <td>D</td> <td>0.00%</td> </tr> <tr> <td>VD</td> <td>0.00%</td> </tr> <tr> <td><b>Total</b></td> <td><b>100.00%</b></td> </tr> </tbody> </table>	2022 Partner Organizations		Rating	% of Satisfied Customers	VS	52.94%	S	35.29%	N	11.76%	D	0.00%	VD	0.00%	<b>Total</b>	<b>100.00%</b>
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<b>SO 3</b>	<b>Be a Relevant and Progressive Media Partner</b>																										
INTERNAL PROCESS	Transmission Coverage Service Area																										
	SM 3	a. Number of Operational Transmittal Stations – Analog	Actual Number	10%	Actual / Target	19	15	7.89%	15	7.89%	- Certification issued by the Provincial Network Division for 2022  PTNI Operational Analog Stations in 2022: 1. PTV-8 Cordillera 2. PTV-4 Palawan 3. PTV-4 Naga 4. PTV-4 Manila 5. PTV-2 Guimaras 6. PTV-11 Cebu 7. PTV-10 Dumaguete 8. PTV-12 Calbayog 9. PTV-8 Tacloban 10. PTV-11 Sibugay 11. PTV-48 Davao del Norte 12. PTV-11 Davao 13. PTV-8 Agusan del Sur 14. PTV-7 Zamboanga 15. PTV-8 Cotabato  Notably, stations listed were the same fifteen (15) operational analog stations in 2021.																

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INTERNAL PROCESS	b. Number of Operational Transmittal Stations – Digital		9%		9	6	6%	6	6.00%	- Certification issued by the Provincial Network Division for 2022	PTNI operational Digital Stations in 2022: 1. PTV-42 Manila 2. PTV-46 Naga 3. PTV-42 Cebu 4. PTV-45 Davao 5. PTV-42 Cordillera 6. PTV-23 Guimaras  The six (6) stations were also the only digital stations in 2021.																						
	SM 4 Operational Regional Centers	Cumulative Number	3%	Actual / Target	3	3	3%	3	3.00%	- Certification issued by the Provincial Network Division for 2022	The three (3) Regional News Centers of PTNI were maintained in 2022: 1. PTV Manila 2. PTV Cordillera 3. PTV Davao																						
INTERNAL PROCESS	SM 5 Competitive, Quality Programs with High Production Value at Par with Industry Standards	Actual Number	4%	Actual / Target	A. 63 Entries Submitted to Award-Giving Bodies	67 Entries Submitted to Award-Giving Bodies	4%	67 Entries Submitted to Award-Giving Bodies	4.00%	- Certification on the List of Entries Submitted to and Nominations Received from various Award-giving Bodies for the year 2022  - Sample receiving copies and emails of submitted Entry Forms  - Communications and emails on Nominations Received	<table border="1"> <thead> <tr> <th colspan="2">2022</th> </tr> <tr> <th>Award-Giving Body</th> <th>Program Submissions</th> </tr> </thead> <tbody> <tr> <td>6<sup>th</sup> NCCT DokyuBata</td> <td>1</td> </tr> <tr> <td>27<sup>th</sup> Asian Television Awards</td> <td>6</td> </tr> <tr> <td>10<sup>th</sup> PMAP Makatao Awards</td> <td>7</td> </tr> <tr> <td>7<sup>th</sup> GEMS: Hiyas ng Sining</td> <td>7</td> </tr> <tr> <td>Gawad Pilipino Icon Awards 2022</td> <td>-</td> </tr> <tr> <td>Inding-Indie Film Fest 2023</td> <td>5</td> </tr> <tr> <td>5<sup>th</sup> Gawad Lasallianeta</td> <td>29</td> </tr> <tr> <td>44<sup>th</sup> Catholic Mass Media Awards</td> <td>12</td> </tr> <tr> <td><b>Total</b></td> <td><b>67</b></td> </tr> </tbody> </table>	2022		Award-Giving Body	Program Submissions	6 <sup>th</sup> NCCT DokyuBata	1	27 <sup>th</sup> Asian Television Awards	6	10 <sup>th</sup> PMAP Makatao Awards	7	7 <sup>th</sup> GEMS: Hiyas ng Sining	7	Gawad Pilipino Icon Awards 2022	-	Inding-Indie Film Fest 2023	5	5 <sup>th</sup> Gawad Lasallianeta	29	44 <sup>th</sup> Catholic Mass Media Awards	12	<b>Total</b>	<b>67</b>
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	Competitive, Quality Programs with High Production Value at Par with Industry Standards	Actual Number	4%	Actual / Target	B. 10 Nominations	35 Nominations	4%	35 Nominations	4.00%	- Certification on the List of Entries Submitted to and Nominations Received from various Award-giving Bodies for the year 2022	<table border="1"> <thead> <tr> <th colspan="2">2022</th> </tr> <tr> <th>Award-Giving Body</th> <th>Nominations Received</th> </tr> </thead> <tbody> <tr> <td>UPLB Gandingan Awards 2022</td> <td>25</td> </tr> <tr> <td>27<sup>th</sup> Asian Television Awards</td> <td>3</td> </tr> <tr> <td>44<sup>th</sup> Catholic Mass Media Awards</td> <td>7</td> </tr> <tr> <td><b>Total</b></td> <td><b>35</b></td> </tr> </tbody> </table>	2022		Award-Giving Body	Nominations Received	UPLB Gandingan Awards 2022	25	27 <sup>th</sup> Asian Television Awards	3	44 <sup>th</sup> Catholic Mass Media Awards	7	<b>Total</b>	<b>35</b>
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SM 6	Length of Airtime Allotted for Government Activities	Actual Hours	8%	Actual / Target	1,795	4,255.67	8%	2,835.72	8.00%	- 2022 Computation of Programming Hours by the Programming Unit	<table border="1"> <thead> <tr> <th colspan="2">2022</th> </tr> <tr> <th>Type of Program</th> <th>No. of Hours</th> </tr> </thead> <tbody> <tr> <td>Public Affairs</td> <td>2,146.73</td> </tr> <tr> <td>Public Service</td> <td>339.53</td> </tr> <tr> <td>Presidential</td> <td>349.46</td> </tr> <tr> <td><b>TOTAL</b></td> <td><b>2,835.72</b></td> </tr> </tbody> </table> <p>PTNI exceeded the target by 58%. However, this performance is an 11.72% decrease from the previous year's total of 3,212 hours.</p>	2022		Type of Program	No. of Hours	Public Affairs	2,146.73	Public Service	339.53	Presidential	349.46	<b>TOTAL</b>	<b>2,835.72</b>
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<b>SO 4</b>	<b>Update Key Management and Operational Guidelines, Systems and Processes to Boost Productivity</b>																						
SM 7	ISO Certification	Actual Accomplishment	5%	All or Nothing	ISO 9001:2015 Certification	Not Accomplished	0%	Not Accomplished	0.00%	- No supporting document	PTNI's 4 <sup>th</sup> Quarter Monitoring Report mentions that as of the end of 2022, the ISO 9001:2015 Certification is "not accomplished yet."												
		<b>Sub-total</b>	<b>43%</b>					<b>32.89%</b>	<b>32.89%</b>														

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<b>SO 5 Attain Revenue Growth and Financial Viability</b>																									
FINANCE	SO 5	<b>Attain Revenue Growth and Financial Viability</b>																							
	SM 8	Annual Revenue (in Million pesos)	Sales Revenue + Other Income	10%	Actual / Target	278.65	215,135,717.37	7.72%	215,135,718	7.72%	- COA-audited PTNI 2022 Financial Statements	<table border="1"> <thead> <tr> <th>Items</th> <th>2022</th> </tr> </thead> <tbody> <tr> <td>Sales Revenue</td> <td>200,986,601</td> </tr> <tr> <td>Other Service Income</td> <td>2,782,927</td> </tr> <tr> <td>Other Non-operating income</td> <td>9,260,825</td> </tr> <tr> <td>Gains</td> <td>2,105,365</td> </tr> <tr> <td><b>Total</b></td> <td><b>215,135,718</b></td> </tr> </tbody> </table> <p>The 2022 Total Annual Revenues are 22.79% below target and represent a 0.77% decrease from 2021.</p>	Items	2022	Sales Revenue	200,986,601	Other Service Income	2,782,927	Other Non-operating income	9,260,825	Gains	2,105,365	<b>Total</b>	<b>215,135,718</b>	
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SM 9	EBITDA (in Million pesos)	Net Income before Subsidy/ Financial Assistance + Interest + Taxes + Depreciation + Amortization	10%	Actual / Target	(104.49)	162.14	4.48%	(182.27)	2.56%	- COA-audited PTNI 2022 Financial Statements	<table border="1"> <thead> <tr> <th>Items</th> <th>2022</th> </tr> </thead> <tbody> <tr> <td>Net (Loss) before Subsidy</td> <td>(326,627,675)</td> </tr> <tr> <td>Income Taxes</td> <td>-</td> </tr> <tr> <td>Interest Expense</td> <td>-</td> </tr> <tr> <td>Depreciation</td> <td>144,361,322</td> </tr> <tr> <td>Amortization</td> <td>-</td> </tr> <tr> <td><b>EBITDA</b></td> <td><b>(182,266,353)</b></td> </tr> </tbody> </table> <p>PTNI failed to hit the target by recording a negative EBITDA of ₱182.27 million in 2022. This deficit amount is a 25.27% increased loss from the 2021 negative EBITDA figure of ₱145.49 million.</p>	Items	2022	Net (Loss) before Subsidy	(326,627,675)	Income Taxes	-	Interest Expense	-	Depreciation	144,361,322	Amortization	-	<b>EBITDA</b>	<b>(182,266,353)</b>
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SM 10	Budget Utilization Rate																		
	a. GAA Subsidies – amount obligated	Amount Obligated / Total GAA Subsidy	1.5%	Actual / Target	90%	100%	1.5%	95.81%	1.50%	- Statement of Allotment, Obligations, Utilization, and Balances (SAOUB) as of 31 December 2022  - Budget Utilization Report for 2022	<table border="1"> <thead> <tr> <th>Year</th> <th>2022</th> </tr> </thead> <tbody> <tr> <td>Budget Allocated in '000</td> <td>4,135,232</td> </tr> <tr> <td>Total Amount Obligated</td> <td>3,962,061</td> </tr> <tr> <td><b>Obligation</b></td> <td><b>95.81%</b></td> </tr> </tbody> </table> <p>With a 100% obligation rate of subsidy for the current year and 95.70% obligated subsidy for prior years, PTNI exceeded the target for SM 10a with a combined obligation rate of 95.81%.</p>	Year	2022	Budget Allocated in '000	4,135,232	Total Amount Obligated	3,962,061	<b>Obligation</b>	<b>95.81%</b>
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Total Amount Obligated	3,962,061																		
<b>Obligation</b>	<b>95.81%</b>																		
b. GAA Subsidies – amounts disbursed	Amount Disbursed / Total Obligated	1.5%	Actual / Target	90%	100%	1.5%	96.89%	1.50%	<table border="1"> <thead> <tr> <th>Year</th> <th>2022</th> </tr> </thead> <tbody> <tr> <td>Notice of Cash Allocation in '000</td> <td>3,912,430</td> </tr> <tr> <td>Total Amount Disbursed</td> <td>3,790,615</td> </tr> <tr> <td><b>BUR</b></td> <td><b>96.89%</b></td> </tr> </tbody> </table> <p>PTNI's disbursement rate for the current year subsidy was also recorded at 100%. The disbursement rate for prior years subsidy was 96.80%.</p>	Year	2022	Notice of Cash Allocation in '000	3,912,430	Total Amount Disbursed	3,790,615	<b>BUR</b>	<b>96.89%</b>		
Year	2022																		
Notice of Cash Allocation in '000	3,912,430																		
Total Amount Disbursed	3,790,615																		
<b>BUR</b>	<b>96.89%</b>																		
c. Corporate Funds – CO & MOOE	Amount Disbursed / Total COB	2%	Actual / Target	90%	98%	2%	100%	2.00%	<table border="1"> <thead> <tr> <th>Year</th> <th>2022</th> </tr> </thead> <tbody> <tr> <td>COB Amount in '000</td> <td>146,105,000</td> </tr> <tr> <td>Disbursement</td> <td>146,105,000</td> </tr> <tr> <td><b>BUR</b></td> <td><b>100.00%</b></td> </tr> </tbody> </table> <p>PTNI did not have budget allocation for Capital Outlay. The P146.11 million amount was for MOOE. PTNI utilized this entire amount for MOOE. PTNI also utilized some Personal Services (PS) allocation for MOOE. The DBM confirmed through a letter dated 17 March 2023 that "PTNI still has the flexibility to modify its utilization within the total DBM-Approved budget level."</p>	Year	2022	COB Amount in '000	146,105,000	Disbursement	146,105,000	<b>BUR</b>	<b>100.00%</b>		
Year	2022																		
COB Amount in '000	146,105,000																		
Disbursement	146,105,000																		
<b>BUR</b>	<b>100.00%</b>																		
<b>Sub-total</b>		<b>25%</b>				<b>17.20%</b>		<b>15.28%</b>											



Objective/ Measure	Component				PTNI Submission		GCG Evaluation		Supporting Documents	Remarks	
	Formula	Weight	Rating Scale <sup>a/</sup>	Target	Actual	Rating	Score	Rating			
<b>SO 6</b>	<b>Strengthen HRD to Maximize Performance and Professionalize the Workforce According to its KSA</b>										
SM 11	Percentage of Employees Meeting Required Competencies	Actual Accomplishment	5%	All or Nothing	Board-approved Competency Model	Not accomplished	0%	Not Accomplished	0.00%	- No supporting document submitted	PTNI did not submit supporting documents for this measure as the 2022 annual monitoring report cites that there was no board-approved competency model by the 2022 yearend.
SM 12	Development of a Reorganization Plan (RP)	Actual Accomplishment	2%	Actual / Target	Submission of Proposed Reorganization Plan (RP) to GCG	Partial submission to the GCG with endorsement from OPS last September 2022	0%	RP submission not complete and not in the correct format as prescribed by GCG	0.00%	- RP submission received by the GCG	<p>The GCG officially received on 09 September 2022 a Memorandum from the Office of the Press Secretary dated 31 August 2022 formally endorsing the RP of PTNI as approved by the Governing Board. The said submission was found to have been lacking other documentary requirements and some documents submitted were not in the standard format as prescribed under GCG M.C. No. 2015-04 (Re-Issued).</p> <p>By end of 2022, PTNI still has not submitted all the documents required. PTNI has requested an extension of the deadline for the submission of the documents required by the GCG relative to the RP.</p>
	<b>Sub-total</b>		<b>7%</b>				<b>0.0%</b>		<b>0.00%</b>		
	<b>VALIDATED TOTAL</b>		<b>100%</b>				<b>70.74%</b>		<b>67.82%</b>		

a/ But not to exceed the weight assigned per indicator.