



IBC NETWORK OBJECTIVES

To be able to maintain a truly responsible, respectable, and stable commercial broadcasting organization serving the needs of the public and clients in the field of information, education, and entertainment for the Filipino viewers. To improve the network's positioning in the industry in order to maintain reasonable profit margin and growth rate commensurate to the demands and needs of the employees, stockholders, and the communities it serves.

Art. I, Sec. 2. Objective of the Network
Official IBC TV 13 Handbook
General Policies and Standard Operating Procedures and Approvals Manual