



PAKISTAN ELECTRONIC MEDIA REGULATORY AUTHORITY HEADQUARTERS, ISLAMABAD

Invitation of Applications for Registration / Accreditation of Companies for Provision of Television Audience Measurement (TAM) Services

Pakistan Electronic Media Regulatory Authority (PEMRA) invites applications from companies registered under the Companies Act 2017 for registration / accreditation on non-exclusive basis under section 19 of the PEMRA Ordinance 2002 (Amendment Act 2023) read with relevant provisions of *PEMRA Registration / Accreditation of Television Audience Measurement (TAM)/Rating Service Regulations-2018 as amended in 2024 (hereinafter referred to as TAM Regulations in short)* for provision of television audience measurement (TAM)/ television rating point (TRP) Services in Pakistan.

The eligibility criteria, application form, documents required along with the application, fee structure, etc., can be downloaded from PEMRA website (www.pemra.gov.pk/tam.php).

Interested companies are required to submit application (complete in all respects) along with processing fee of Rs. 200,000/- (non-refundable) in the form of Demand Draft or Pay Order drawn in favor of PEMRA during working hours i.e. **09:00 AM to 05:00 PM** on working days i.e., Monday to Friday on or before **17th January, 2025**. Applications received will be evaluated as per the eligibility criteria given in the TAM Regulations. Registration/ accreditation of the companies will be done after completion of all legal requirements in accordance with PEMRA Ordinance 2002 (Amendment Act 2023), TAM Regulations etc. Incomplete applications will not be entertained.

The registered TAM company(ies) will be required to employ state of the art rating system which conforms to the best international standards for provision of TAM data in a transparent manner.

Submission of applications shall not establish any right or claim of any applicant company whatsoever for the grant of registration/ accreditation for TAM services. The Authority reserves the right to accept or reject any application by recording reasons in writing in the light of PEMRA laws.

**Director General Licensing
(Broadcast Media-I)**

PEMRA Headquarters Building, 4th Floor, Mauve Area G-8/1, Islamabad.

Ph: 051-9107117, Fax: 051-9107165

www.pemra.gov.pk