PAKSITAN ELECTRONIC MEDIA REGULATORY AUTHORITY

APPLICATION FORM FOR

DIRECT-TO-HOME (DTH) DISTRIBUTION SERVICE LICENCE

Please read the following instructions before filling the Application Form:

- Give complete answers, use extra sheets if required, attach copies of any relevant documents required to illustrate the answers.
- Use the typescript or write in black ink in capital letters.
- Submit the Application Form along with all the required documents & information in triplicate.
- Attach documentary evidence of your authorization to act on behalf of the applicant Company for filing of this application.
- Submit soft / scanned copy of complete application form along with required documents (via USB)

1. PROFILE OF THE APPLICANT COMPANY

1.1 Company Name_____

1.2 Name of the CEO _____

1.3 CEO National Identity Card (CNIC) / Passport No. _____

1.4 Whether CEO is resident or non-resident in Pakistan _____

1.5 Company registration No. _____

1.6 National Tax No. _____

1.7 Date of establishment/incorporation _____

1.8 Business Address _____

1.9 Mailing Address _____

1.10 Telephone No. _____ Cellular No. of CEO _____

1.11 Fax No. _____ Email _____

1.12 Website _____

1.13 Does the object clause in the Article & Memorandum of Association of the company allows entry of the company in electronic media / DTH? _____

1.14 Does the company have, or will it have offices outside Pakistan? If so, please specify the countries.
_____

1.15 Address of applicant's Head Office _____

1.16 Telephone No._____ Fax No. _____

1.17 Paid-up Capital of the Company Rs._____

1.18 Amount of application processing fee paid Rs. _____

1.19 Bank Draft/Pay Order No. _____ dated _____

1.20 Drawn on (Bank Name)_____

Please attach the pay order / bank draft in original as well as a copy of it on account of processing fee.

2. INFORMATION TO BE PROVIDED

The following information and documents need to be provided.

	Supplied Yes/No	If no, specify why
1. Company registration with SECP a. Certificate of Incorporation b. Memorandum & Articles of Association c. Form-29, and Form-A / Form-3 etc.		
2. Board resolution authorizing the filing of the application for DTH licence.		
3. A clear, comprehensive and detailed view of the applicant's ownership and control structure, including its sister, shareholding and holding/ parent companies, if any. a. Description of ownership structure b. Description of the control structure c. Description of all direct and indirect relationship with companies or individuals who own, control or operate directly or indirectly any broadcast media licence or landing rights permission, including any common shareholder, director or ultimate beneficiary. d. Description of all direct and indirect relationship with companies or individuals who own, control or operate directly or indirectly any distribution license, including any common shareholder, director or ultimate beneficiary. e. Detail of any foreign shareholding in the applicant company or in its management structure or control or executive management. f. Detail of identifying foreign shareholding of foreign companies that hold shares in the applicant company. g. List of directors and shareholders with details of their shareholding, relations to other PEMRA licensees and applicants for a licence.		
4. A company profile a. Names of the members of the Board Directors and the Management, along with their detailed CVs, a copy of their passport (foreign nationals) or National Identify Card (Pakistan nationals), their job description and responsibility in the Company. b. A description of the broadcast media or distribution service experience of the company, of key management personnel and of key shareholders, including experience relevant to managing large Pay-TV deployments. c. Organisation chart d. Other business of the company		

e. Audited financial statements and annual reports of the company for the last two years where applicable f. List of other companies in which the Directors hold shares or position		
5. A summary of the services the company intends to provide, including: a. Channels to be offered, including any FM radio channels b. Subscription packages with subscriber pricing c. Value added-services envisaged with subscriber pricing d. In-house / Thematic channels. e. Timeline for the rollout of these services f. Set-top boxes distribution strategy (direct and/or retail), with expected price level g. Any other relevant details		
6. A description of the financial capability of the company, including: a. Description of financial capabilities of the company for the last two years b. Audited financial statements for the most recent available two years, duly certified by a firm of chartered accountants c. Tax return of the company for the most recent two years d. Similar financial and operating information for any parent company, affiliates and associated undertaking or companies, holding or shareholding companies e. The tax returns filed by Board Directors for the last two years together with the tax assessment orders of the relevant income tax authorities if any		
7. A summary of the project financial feasibility, including: a. Brief Description of the project b. Capital costs with break-up c. Forecast balance sheets, profit & loss accounts / income statements and cash flow statements for the first 5 years of operation showing the source of revenues (subscriptions, advertisement, etc.) d. Break-even analysis & payback period e. Sources of financing for the project, foreign and local, including equity and long term debt and debt to equity ratio f. Brief description of committed financial resources to meet capital and operational expenditures of the project for the 1st year, with		

relevant proofs, such as bank statement of company's accounts, letter of intent or memorandum of understanding signed with the relevant investors or banks. If such financial commitments are from foreign company or shareholders, include evidence of the foreign company or shareholder board resolution authorising the investment for DTH services.		
8. A summary of the project technical feasibility, with the technical equipment envisaged, if already available, including: a. Brief description of the technical project b. List of the main head-end equipment envisaged, including: i. Subscriber Management and billing System ii. Compression systems iii. Encryption systems iv. Transmission systems v. Details of monitoring equipment c. Set-top-box specification d. Description of the conditional access system solution, including i. Head-end equipment ii. Integration in the set-top box with smart card or cardless e. Customer premise antenna specification f. Location of the head-end and uplink g. Satellite(s) envisaged, including i. The corresponding footprint ii. The transponder capacity to be used & the no. of transponders to be leased iii. Signal power level in dBW h. Proposed schedule of the project including construction, installation and commencement of services date		
9. Description of how the company will contribute to the economic and social objectives such as: a. Promoting Pakistani culture and ideology b. Promoting Pakistani programming content c. Generating economic activity d. Generating direct and indirect employment e. Attracting private sector investment and FDI in electronic media f. Growing the manufacturing sector.		

10. The applicant shall demonstrate prospects of technical progress & new technology.		
11. The applicant shall demonstrate market advancement such as improved service feature or market concepts.		
12. The applicant shall demonstrate universal service objectives.		
13. The Applicant shall demonstrate that it will contribute to the economic and social objectives, such as promoting Pakistani culture and ideology, promoting local content, generating economic activity, generating direct and indirect employment, attracting private sector investment and FDI in electronic media and growth of the manufacturing sector		
14. Undertakings and affidavits and Power of attorney a. Undertaking as per annex b. Affidavits as per annexes c. Power of Attorney, on stamp paper and executed, notarized, witnessed, stamped and authenticated as required by law, as evidence for grant of authority to individual signing the application and related documents.		

3. ORGANIZATIONAL SET-UP

3.1 Details regarding Ownership / Control of the Company:
(Information regarding CEO, Directors and Shareholders).

S. No.	Name	Father/ Spouse name	Home Address	Nationality	Position in the Company	CNIC #	Extent of Share	Any other details

(Please attach organisational chart/financial standing/position. Use separate sheets if required)

3.2 Names and addresses of the ultimate beneficial ownership of the Company:

S. No.	Name	Address	CNIC Number	Passport No.

(* Use additional sheet if required)

3.3 Details of other applications (if any) of the company under process with the Authority:

S. No.	Description/ Category/ Application for	Date of Application	City/Area/ Region	Any other details

(* Use additional sheet if required)

3.4 Detail of other electronic media (if any) already owned:

S. No.	Name	Type of Media (Electronic/Print)	Detail of shareholding	Broadcast Media	Distribution Services	Any other details

3.5 Particulars of other business/activities of the applicant Company:

S. No.	Name of business/company	Activities of the business/company	%age equity in the business/company

(* Use additional sheet if required)

3.6 Financial information of the proposed investment in the Company:

S. No.	Source of funding	Amount (in Rs.)	Amount (in %)
(a)	Debt		
(b)	Equity		
(c) Foreign investment			
i.	Foreign nationals		
ii.	Foreign companies		
iii.	Expatriate Pakistanis		
(d)	Others (please specify)		

(* Use additional sheet if required)

3.7 Detail of licences obtained from PTA (if any):

S. No.	Licence Description /Category	Licence Number	Date of issuance	City/Area/ Region

(* Use additional sheet if required)

4. SHAREHOLDING PATTERN OF APPLICANT COMPANY

Shareholding of (company name):_____

As on (date): _____

Face value of the Share, Rs.: _____

S. No	Category of Shareholders	Shareholding			
		Direct Investment		Indirect Investment	
		No. of shares	% of total Paid Up capital	No. of shares	% of total Paid Up capital
1	Local individual				
2	Local company*				
3	Foreign individual				
4	Foreign company				
5	Broadcasters & landing rights permission holders				
6	Non-Resident Pakistani				
7	Any other				

* The shareholding information of any local shareholding company shall also be provided.

5. SHAREHOLDING OF ALL LOCAL APPLICANTS' SHAREHOLDERS

List here the details of the shareholding patterns of each local company shareholder who owns shares in the applicant company. Fill this form separately for each local company shareholder.

Shareholding of (company name): _____

As on (date): _____

No. & % of shares held by the company in the applicant company: _____

_____

Face value of share Rs: _____

S. No	Category of Shareholders	Share Holding			
		Direct Investment		Indirect Investment	
		No. of shares	% of total Paid Up capital	No. of shares	% of total Paid Up capital
1	Local Individual				
2	Local company (*)				
3	Foreign individual				
4	Foreign company				
5	Broadcasters & landing rights permission holders				
6	Non-Resident Pakistani				
7.	Any other				

(*) Fill this form again for any local company who owns shares.

6. DETAIL OF THE DTH PLATFORM

6.1 Name of the satellite* proposed to be used_____

6.2 Projected date of commencement of services_____

6.3 Proposed Location of Headend/Uplink within Pakistan_____

Co-ordinates of the site:

Longitude: _____Degrees: _____Minutes: _____

Seconds:_____ Longitude: _____Degrees: _____

Minutes: _____Seconds:_____

6.4 Height of site above mean sea level (meters):_____

6.5 Proposed Valued Added Services:_____

6.6 In addition, the applicant shall provide details as per **Annex-I** subsequently.

*** Refer to Regulation 8 of DTH Regulations 2016 as amended in 2025 for satellite to be used for DTH service.**

7. Any other information

ANNEX- I

Details of DTH Space Segment, Uplink and CPE:

A. Space Segment of DTH Platform

1. Name of the satellite (**preferably Pakistani) proposed to be used_____
2. GS Orbital location_____ _____
3. Type and number of transponders to be hired_____
4. Type of signal code: ☐ Analog ☐ Digital
5. Downlink frequency band: _____GHz
6. Frequency band of operation: 10.95 – 11.2 GHz / 11.45 – 11.7 GHz (downlink)(circle appropriately): 12.2-12.5 GHz / 12.5- 12.75 GHz or any other_____
7. Transponder capacity:_____
8. Transponder Center frequencies:_____
9. No. of TV /radio channels in each transponder:_____
10. Details of data rate, FEC, modulation, bandwidth and specific frequency range for each TV Channel (if possible) _____
    _____
11. Satellite transmit Max. & Min. EIRP over Pakistan in dBW: _____
    (enclose satellite transmit antenna/EIRP, Gain contours over Pakistan)

B. Details of Uplink Service

1. DTH uplink station location:_____
   _____
2. Uplink frequency band (circle appropriately): 13.75 – 14 GHz / 14.0 – 14.25GHz /14.25 – 14.5 GHz or any other_____
3. Uplink antenna size:_____
4. Uplink antenna gain:_____
5. Uplink EIRP (Max.)_____(Min.):_____
6. Equipment Model and Name of Manufacturer:_____
7. Description of Conditional Access System (CAS) and Subscriber Management System (SMS)
   _____
8. Description of compression technology to be used:_____

C. Details of Customer Premises Equipment (CPE)

1. Size of downlink antenna_____
2. Features of Set Top Box: _____
3. Equipment Model and Name of Manufacturer: _____
4. Whether the STB is interoperable with other service providers or not_____
5. Compliance with the approved technical & QoS standards of the Authority for DTH STBs:
   _____

D. Satellite details

(Please enclose Lease Agreement and Footprint of the satellite on which the transponders are proposed to be hired)

** please refer to Regulation 8 of DTH Regulations 2016 as amended in 2025 for satellite to be used for DTH service.

8. UNDERTAKING

(Attested by Magistrate 1st Class on stamped paper of Rs. 1000/-)

I/We, _____the applicant company do hereby declare that the all facts given herein are correct in all respects and nothing has been concealed or misrepresented therein.

I/We also undertake that:

i. I/we shall respect the sovereignty, security, integrity and ideology of the Islamic Republic of Pakistan.

ii. l/we shall respect the national, cultural, social and Islamic values and the principles of public policy as enshrined in the Constitution of the Islamic Republic of Pakistan and to safeguard the ideology of Pakistan.

iii. I/we have read and understood the eligibility criteria and bidding procedure and shall strictly comply with the same in letter and spirit.

iv. I/we, if granted a licence, shall comply with PEMRA Ordinance, rules and regulations made thereunder, the Code of Conduct, licence terms & conditions and instructions as notified by the Authority from time to time and pay licence fee, annual fee including such percentage of annual gross advertisement revenue as may be applicable, security deposit and all such other dues as notified by the Authority.

v. I/we, if granted a licence, shall broadcast programmes in the public interest specified by the Federal Government or the Authority in the manner indicated by the Government or, as the case may be, the Authority.

vi. I/we shall abstain from broadcasting any programme or advertisement in violation of copyrights or other intellectual property rights.

vii. 1/we shall obtain NOC from PEMRA before import of any transmitting apparatus for broadcasting as required under Section 20 of the PEMRA Ordinance 2002 (Amendment Act 2023).

viii. I/we shall not sell, transfer or assign any of the rights conferred by the licence without prior written permission of the Authority.

ix. I/we have provided all documents which are required to be submitted along with the application for DTH distribution licence and shall provide any further information if and when required by the Authority.

x. In case it is found that I/we have concealed anything or misrepresented anything, the application may be rejected and the company may be disqualified.

Seal of the Company

Signature of Applicant

For and on behalf of

M/s. _____

Place _____

Dated _____

9. AFFIDAVITS

9.1 NON-DEFAULTER STATUS AFFIDAVIT

(To be provided on Stamp Paper of Rs. 1000 and attested by Oath Commissioner)

I, _____S/o _____

(Designation)_____ of M/s _____

(hereinafter referred as "the applicant company") do hereby solemnly state and affirm on oath that neither the applicant company nor any of its CEO, Directors and shareholders including any shareholding company or the holding company are defaulter of PEMRA, any financial institution, tax authorities or the Government of Pakistan or any provincial and Local Government.

M/s _____do hereby solemnly state and affirm on oath that neither the applicant company nor any of its CEO, Directors and shareholders including any shareholding company or the holding company have ever been blacklisted by PEMRA, any organization of the Government of Pakistan or any other government.

DEPONENT

VERIFICATION:

I, the above named deponent do hereby solemnly affirm on oath that the contents of the above affidavit are correct and true to the best of my knowledge and nothing has been concealed therein.

DEPONENT

9.2 AFFIDAVIT FOR COMPLIANCE

(To be provided on Stamp Paper of Rs. 1000 and attested by Oath Commissioner)

I,_____S/o _____

(Designation) _____ of M/s _____

(hereinafter referred as "the applicant company") do hereby solemnly state and affirm on oath that the applicant company and its CEO, Directors and shareholders including any shareholding company or the holding company shall abide by the PEMRA Ordinance 2002 as amended by the PEMRA Amendment Act 2023, the Rules, Regulations, licence terms & conditions, guidelines, eligibility criteria, bidding procedure, shortlisting process etc. Code of Conduct made thereunder and as amended from time to time as well as the directions issued by the Authority from time to time. I also undertake to pay the applicable licence fee, annual fee including the percentage of the gross revenue as provided in these regulations and the terms & conditions of licence, bid security and bank guarantee as amended by the Authority from time to time and all the applicable taxes.

DEPONENT

VERIFICATION:

I, the above named deponent do hereby solemnly affirm on oath that the contents of the above affidavit are correct and true to the best of my knowledge and nothing has been concealed therein.

DEPONENT

9.3 AFFIDAVIT - CROSS MEDIA OWNERSHIP

(To be provided on stamp Paper of Rs. 1000 and attested by Oath Commissioner)

I,_____ S/o_____

(Designation)_____of M/s_____

(hereinafter referred as ‘‘the company") do hereby solemnly state and affirm on oath that neither the applicant company nor any of its Directors or shareholders are directly or indirectly owning, controlling or operating broadcast media licences or landing rights permission in compliance with PEMRA Rules as amended from time to time.

DEPONENT

VERIFICATION.

I, the above named deponent do hereby solemnly affirm on oath that the contents of the above affidavit are correct and true to the best of my knowledge and nothing has been concealed therein.

DEPONENT

9.4 AFFIDAVIT - FOREIGN OWNERSHIP

(To be provided on stamp paper of Rs. 1000 and attested by Oath Commissioner)

I,_____ S/o_____

(Designation) _____ of M/s_____

(hereinafter referred as ‘‘the applicant company") do hereby solemnly state and affirm on oath that the applicant company is not ineligible for grant of licence in terms of Section 25 of the PEMRA Ordinance 2002 as amended by the PEMRA Amendment Act 2023.

DEPONENT

VERIFICATION.

I, the above named deponent do hereby solemnly affirm on oath that the contents of the above affidavit are correct and true to the best of my knowledge and nothing has been concealed therein.

DEPONENT

10. RECEIPT

Received Application Form S.No._____, along with Application Processing Fee, amounting Rs. _____through

Pay Order/Bank Draft No. _____ Dated. _____

Drawn on (bank name)_____

from M/s _____

Through _____ today, the _____

For Pakistan Electronic Media Regulatory Authority, Islamabad

11. INTERNAL PEMRA CHECKLIST

Eligibility criteria	Eligible: Yes/No/Ask for supplementary info
1. Each applicant must be a company that has been registered with the Securities and Exchange Commission of Pakistan (SECP) under the Companies Act 2017. 2. An applicant company shall not control, directly or indirectly, more than one DTH licence. 3. Applicants must have a minimum paid-up capital of Rs. 100 Million. 4. The applicant company shall demonstrate that it has sufficient financial and technical resources to launch, establish and operate the DTH Distribution Service. 5. Applicants shall have less than 50% of the shares owned or controlled by foreign nationals/companies, if any, without management or control vested in foreign nationals or companies. The Chief Executive Officer of the applicant company shall be resident Pakistani. 6. The object clause in the Memorandum & Article of Association of the applicant company shall allow entry into the business of electronic media / DTH service. 7. The applicant company or any of its directors/shareholders must not be defaulter of PEMRA, any financial institution, tax authorities or any organization of the Government of Pakistan or any provincial/regional government. 8. Applicants shall not be funded or sponsored by a foreign government or organization, in accordance with Section 25 (d) of PEMRA Ordinance 2002 (Amendment Act 2023) 9. The applicant, directly or indirectly, already holding any licence(s) issued by the Authority, shall not be eligible for grant of licence unless all outstanding dues in respect of such licence(s) have been paid. 10. Any director or shareholder of one Applicant Company shall not be a director or shareholder in any other applicant company for DTH Distribution Service Licence. 11. The applicants must not already be a licensee who owns, controls or operates directly or indirectly any broadcast media licence or landing rights permission, in compliance with PEMRA Rules as amended from time to time. 12. The applicant company must comply with the relevant provisions of the PEMRA Ordinance 2002 (Amendment Act 2023), PEMRA Rules as amended from time to time, DTH regulations and terms & conditions of licence as amended from time to time.	

13. The Applicant shall demonstrate that it will contribute to the economic and social objectives such as promoting Pakistani culture and ideology, local programming content, generating economic activity and direct and indirect employment, attracting private sector investment and foreign direct investment (FDI) in electronic media, and growth of relevant manufacturing sector(s). 14. The applicant shall submit an undertaking to the effect that all information submitted along with the application is true and nothing has been concealed or misrepresented therein. Any concealment of facts or misrepresentation revealed subsequently may result in consequent disqualification of the applicant and / or cancellation of licence, as the case may be. 15. The applicant company shall undertake to abide by the bidding procedure. 16. The applicant shall demonstrate prospects of technical progress & introduction of new technology. 17. The applicant shall demonstrate market advancement such as improved service feature or market concepts. 18. The applicant shall demonstrate universal service objectives.	