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EDITORIAL TEAM

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AUTHORITY MEETINGS

108th, 109th, 110th and 111th Authority meetings were held at PEMRA Headquarters Islamabad on January 29, February 10, February 29 and March 30, 2016 respectively.

Some pertinent decisions of the Authority are as under:

- Approval of Electronic Media (Programmes and Advertisements) Code of Conduct-2015 in compliance with the orders of the Hon'able Supreme Court of Pakistan.
- Imposition of Rs. One Million on M/s Jaag Broadcasting System (Pvt.) Ltd. (SAMAA TV) for airing objectionable content.
- Approval of change in management/transfer of shares of M/s Smart Mediacom & M/s XENA Satellite Communications (Pvt.) Ltd.
- Grant of Landing Rights Permission to foreign kids channel "TOONAMI".
- Exemption of Rs. 10,000/- application processing fee for issuance of NOC for the import of distribution service equipment by licensees and importers.
- Suspension of Royal TV till the payment of fine and airing apology.
- Approval of change in management of M/s Horizon Media Pvt. Ltd. (Urdu-1) and M/s Fun Infotainment (SMC-Pvt.) Ltd. (Neo TV).
- Approval of transfer of license of M/s Aurora Broadcasting Services (Pvt.) Ltd. for the channel Dawn News English to M/s City News Network (SMC-Pvt.) Ltd.
- Suspension of Sohni Dharti channel till compliance of PEMRA laws and payment of outstanding dues.
- Simplification in documentation requirement for grant and/or renewal of Cable TV licenses.
- Imposition of Rs. 200,000/- fine each on Geo Kahani and ARY News for airing indecent language.
- Approval of change in management of M/s Sports Star International (Pvt.) Ltd. (ATV & A-Plus channels).
- Grant of non-commercial FM Radio license to Information Technology University, Lahore.
- Delegation of powers of suspension of license to the Chairman PEMRA.
- Grant of Mobile TV (Video & Audio Content Provision) Service License to M/s Convex Interactive (Pvt.) Ltd. Karachi.
- Conditional approval of minimum technical standards/specifications for Digital Cable TV Set Top boxes.
- Approval of payment of outstanding dues of Zaiqa and Business Plus TV Channels in quarterly installments.
- Approval of revised PEMRA's revenue and expenditure budget for the F.Y. 2015-16 and the budget estimates for the F.Y. 2016-17.



CONFERENCES

RGMS CONFERENCE

1st and 2nd Regional General Manager's Conferences of 2016 were held at PEMRA Headquarters on January 25 and March 14, 2016, respectively. Chairman PEMRA, Mr. Absar Alam chaired the meetings.

These meetings are regular feature to gauge progress / performance of PEMRA Regional Offices.

Regional General Managers briefed about progress of PEMRA Regional Offices in their respective regions including targets achieved so far and actions taken against violators of PEMRA Laws.



MEETINGS

ALL PAKISTAN COUNCIL OF COMPLAINTS MEET CHAIRMAN PEMRA

1st joint meeting of all PEMRA Councils of Complaints (CoCs) was held with the Chairman PEMRA on January 25, 2016 at PEMRA Headquarters, Islamabad. Chairpersons and members of PEMRA Council of Complaints Karachi, Multan, Lahore, Peshawar, Quetta and Islamabad were gathered to share their experiences, suggestions and impediments in discharging their obligations and to find out way forward to improve the media and PEMRA relationship and how effectively to implement Code of Conduct so as to address the rising number of public complaints against news and entertainment TV channels. All senior PEMRA management was also present in the meeting.

During debate, the Council Members drew attention towards non-implementation of Code of Ethics and salary issues of working journalists. They urged PEMRA for strict control on religious, sectarian content which may likely to fan or incite disharmony or that may cause unrest in the society. Participants denounced glorification of crimes & gory scenes on media and demanded PEMRA to put control on re-enactment and crime shows which are indirectly promoting the crimes in the society.

Council Members urged that all TV channels should air Public Service Messages as per provisions of PEMRA laws which is 10% of their daily broadcast to raise public awareness about social issues e.g. crimes against women and children, religious disharmony, prudent use of natural resources, education, and health etc.

All CoCs Members asked PEMRA to engage stakeholders, media and journalists to contain perils in media like vulgarity / obscenity, excessive foreign / Indian content, re-enactment & dramatization of crimes and directionless morning shows. Participants demanded end to objectionable advertisements of quacks, Hakeems and spiritual healers on FM Radios.



Ms. Shamim Hamayun, Chairperson (CoCs Islamabad), Dr. Maqsood Jafri, and Dr. Shah Jahan Syed members CoCs Islamabad, Dr. Mehdi Hassan, Chairperson (CoCs, Lahore), Dr. Mubasher Nadeem, Ms. Fauzia Viqar, Ms. Lubna Zaheer, Ms. Sughra Sadaf and Mr. Iftikhar Ahmed Tarar, Members CoCs Lahore, Professor Inam Bari, Chairperson (CoCs, Karachi), Mrs. Hoori Noorani, Mrs. Lal Majid, Members CoCs Sindh, Mr. Justice (R) Farrukh Mahmood, Chairperson (CoCs Multan), Mrs. Zahra Sajjad Zaidi, Prof. (R) Farkhanda Mumtaz, Dr. Shabbir Baloch, Dr. Mujahid Ali and Mr. Atta Muhammad Khan Baloch, Members CoCs Multan, Mr. Shakeel Chander, Chairperson (CoCs KP), Mrs. Farah Sultan Ashraf, Mr. Abdus Sattar Khan, Mr. Muhammad Irshad, Mrs. Farah Khan and Syed Hammad Hussain Shah members CoCs KP, Prof. Agha Muhammad Nasir, Chairperson (CoCs Quetta), Mir Attaullah, Mr. Musa Khan Kakar, Dr. Rashida Panezai, Members CoCs, Quetta were present in the meeting.

MEETING WITH LANDING RIGHTS PERMISSION HOLDERS

A delegation of Landing Rights Permissions holders called on Chairman PEMRA, at Headquarters, Islamabad on January 27, 2016. They shared their problems and challenges and urged PEMRA to consider and resolve their genuine issues. Chairman PEMRA assured them to consider their genuine demands and resolved to work for betterment of sector in Pakistan.



MEETING WITH CABLE OPERATORS OF KHYBER PAKHTUNKHWA REGION

A meeting with the office bearers of Cable Operators of Khyber Pakhtunkhwa was held at PEMRA Regional Office Peshawar on February 23, 2016. Cable Operators informed about their problems in implementing the digitalization deadline.

Chairman PEMRA assured the cable operators to meet all their genuine demands under the law and directed Regional General Manager, Peshawar to ensure level playing field among all licensees. Chairman PEMRA asked Cable operators to take Digitalization seriously and move towards digitalization for their own benefit.



DELEGATION OF INSPUR GROUP (OTT SOLUTION PROVIDERS), CHINA VISITS PEMRA

Delegation of Inspur Group (OTT Solution Providers), China called on Chairman PEMRA on 01-03-2016 at PEMRA Headquarters, Islamabad. Delegation briefed PEMRA officials on Over the Top (OTT) technology and modern digital cable solutions. Delegation also expressed intent to invest in Pakistan amid media friendly laws & regulations of PEMRA.



MEETING WITH OFFICE BEARERS OF PAKISTAN ADVERTISERS SOCIETY (PAS)

PEMRA held meeting with the office bearers of Pakistan Advertisers Society (PAS) at Regional office Karachi on March 03, 2016 to discuss issues relating to excessive and indecent advertisements on TV channels. Taking this opportunity, PEMRA asked PAS to stop objectionable ads drawing public complaints. Chairman PEMRA urged Pakistan Advertisers Society to review their advertisements in line with country's socio-cultural values. PAS, despite having another view, respected the complaints of the viewers and immediately stopped the requested ad on TV channels till its modification. PAS assured its full support to PEMRA in resolving the issue of excessive advertisements being run by TV channels.



MEETING WITH PAKISTAN BROADCASTERS ASSOCIATION (PBA)

Meeting of PEMRA management with office bearers of Pakistan Broadcasters Association (PBA) was held at Karachi on March 3, 2016. Following issues of mutual concern were discussed at length;

- 1- Crime re-enactment shows.
- 2- Implementation Mechanism of Code of Conduct.
- 3- Capping on advertisement minutes.
- 4- Digitalization of Cable Networks.
- 5- Program Mix issues.
- 6- Advertisements in shape of PUBLIC SERVICE MESSAGES (10%).
- 7- Provision in PEMRA laws requiring Licensees to deposit 5% of their gross revenue.
- 8- Renewal of FM Radio Licenses.
- 9- Issue of illegal / unauthorized FM Radio Stations.
- 10- Provision of audited accounts by licensees.

SUB-COMMITTEE OF NATIONAL ASSEMBLY STANDING COMMITTEE ON INFORMATION, BROADCASTING AND NATIONAL HERITAGE MEETING

Sub Committee of National Assembly Standing Committee (NASC) on Information, Broadcasting and National Heritage headed by Mr. Imran Zafar Laghari (MNA) visited PEMRA Headquarters on 08-03-2016. The Committee was briefed about PEMRA's administrative, financial, legal matters and status of implementation of Electronic Media Code of Conduct-2015.

Other members of the sub-committee of NASC including Mr. Daniyal Aziz, Mr. Malik Muhammad Aamir Dogar and senior officials of the Ministry of Information, Broadcasting & National Heritage also attended the briefing.



CHAIRMAN PEMRA MEETS CHIEF MINISTER PUNJAB

Chairman PEMRA, in his meeting with the Chief Minister Punjab Mian Shehbaz Sharif on 17-03-2016 discussed matters relating to development of electronic media in the country and apprised him that how PEMRA is determined to solve problems of all stockholders.

Briefing the Punjab Chief Minister on plan of digitalization of cable networks by September 30, 2016, Chairman PEMRA requested to support PEMRA efforts for relaxation of taxes. In this regard, intervention of Chief Minister was also requested in solving dispute between cable operators and the Punjab Revenue Authority (PRA). Chairman PEMRA also urged to declare cable TV sector as industry.

The Punjab Chief Minister promised to postpone imposition of services tax on cable networks so that digitalization process of the cable in Punjab may not be delayed.

SR. JOURNALISTS, ANCHORS AND PFUJ REPRESENTATIVES MEETS CHAIRMAN PEMRA

Meeting of anchors, senior journalists & representatives of Pakistan Federal Union of Journalists (PFUJ) unification committee headed by M. Ziauddin was held with the Chairman PEMRA on Friday, March 18, 2016.

The agenda of the meeting was mainly to brief PFUJ the factual position about role of PEMRA in controlling the media coverage of a funeral which was erroneously being projected by a section of media due to lack of knowledge of facts.

Amongst other issues, PFUJ and the senior journalists proposed two pertinent amendments in PEMRA laws regarding 1) Autonomy of PEMRA and 2) Protection of financial rights / salaries of working journalists in electronic media.



VISITS

CHINA'S CULTURAL COUNCILOR MR. ZHENG GUOJIN CALL ON CHAIRMAN PEMRA

Mr. Zheng Guojin, Cultural Councilor, China Embassy, Islamabad visited PEMRA Headquarters on 04-02-2016. Media related different issues including the landing Rights of CCTV China were discussed in the meeting. Souvenirs were exchanged between the honorable guest and the Chairman PEMRA.



CHAIRMAN PEMRA VISITS REGIONAL OFFICE PESHAWAR

Chairman PEMRA along with other senior PEMRA officials visited Regional Office Peshawar on February 23, 2016. Regional General Manager PEMRA Peshawar gave detailed presentation about his region including the revenue targets, recoveries, enforcement measures and impediments etc.

PARTICIPANTS OF 21st MID CAREER MANAGEMENT COURSE FROM (NIM) KARACHI VISITS PEMRA

A batch of 28 officers of 21st Mid Career Management Course (MCMC) from Karachi visited PEMRA Headquarters Islamabad on March 28, 2016 as a part of their training. Participants were given detailed presentation about the role, functions and achievements of PEMRA. The queries of participants with regard to various regulatory aspects of PEMRA and media were also answered.



LICENSING ACTIVITIES

PEMRA AWARDS LANDING RIGHTS PERMISSION TO FOREIGN CHANNELS

PEMRA awarded Landing Rights Permissions of AXN and Toonami kids channel to M/s Homecast Entertainment (Pvt.) Ltd on 13-01-2016 and 01-03-2016 respectively. Whereas, Landing Rights for DW Channel were conferred to M/s Open Media Marketing on 18-02-2016.



PEMRA AWARDS FM RADIO LICENCES

During January to March, 2016, PEMRA awarded three FM Radio licenses. M/s Silsila Communications was awarded FM radio license for Kohistan on 02-02-2016. M/s Tower Media Pvt. Ltd. was awarded FM Radio license for Mirpur Khas on 29-02-2016, whereas, Non Commercial FM Radio license was awarded to Liaquat University of Medical & Health Sciences, Jamshoro on 15-03-2016.



COUNCIL OF COMPLAINTS MEETINGS

PEMRA COUNCIL OF COMPLAINTS (BALOCHISTAN) MEETINGS

31st & 32nd meetings of PEMRA Council of Complaints (CoCs) Balochistan region were held on 04-02-2016 & 29-02-2016 at PEMRA Regional Office, Balochistan to discuss various complaints received from general public.

Major recommendations of the Council include:

- To strictly monitor the content of commercial ads in view of its societal effects on our young generation. It was also recommended that Satellite TV Channels should direct their news reporters or hosts to use the correct Urdu words and to strictly follow the laid down rules for observing the fifteen minutes of regular programme gap between every commercial break.
- Serious concerns were raised on telecast of vulgar and indecent content, programmes promoting crimes & sectarian disharmony etc. by the TV channels.
- M/s Asmaan Radio (Pvt.) Ltd. (FM 88 MHz) was directed to immediately stop illegal FM 88 radio transmission from Quetta city failing which its operations will be seized.
- Council urged public to guide and support through their suggestion, complaints and feedback about content of Satellite TV channels, FM Radio or cable operators enabling them to guide regulator in better way.
- Cancellation of three cable TV licenses i.e. M/s Jhandran Cable TV Network, District Kohlu, M/s Hoshab Cable TV Network, District Kech & M/s Raja Jee Cable TV Network, District Sibi was recommended for being non-operational.
- M/s Cottcool International (Pvt.) Ltd. (FM 95.4 MHz) was directed to immediately start transmission from Ziarat and clear all outstanding dues within one month, failing which, proceeding shall be initiated as per PEMRA law.



PEMRA COUNCIL OF COMPLAINTS (LAHORE) MEETINGS

58th & 59th meetings of PEMRA Council of Complaints (CoCs) Lahore were held on 04-02-2016 & 01-03-2016 at PEMRA Regional Office, Lahore.

Major recommendations of the Council include:

- Fine of Rs. 100,000/- on Royal TV, Rs. 50,000/- on Channel-24 and Rs. 30,000/- on Din News for not complying with orders of the Authority.
- Fine of Rs. 100,000/- on Channel-24 for conducting malicious and defamatory programs by its anchor Mubashar Lucman against Punjab Police and also directed the channel to air apology in the same manner and magnitude.
- The Council while deciding two different complaints of Mr. Muhammad Anwar and Ms. Tabinda Shabbir against Channel-24 passed remarks that all Satellite TV Channels should strictly adhere to the Code of Conduct -2015 implemented by the Supreme Court of Pakistan and TV channels should not be used as platform to churn malaise, hate or personal bias against any individual or group. The Council urged all TV channels to form effective editorial boards for gate keeping of their content. The Council also directed Channel-24 to deposit earlier outstanding fine of Rs. 30,000/- imposed in its 56th meeting, within two (02) weeks, or face suspension of license.
- Taking serious cognizance of telecast of highly objectionable comments of a caller against judiciary in live Din News program "Pakistan Online with PJ Mir" dated 29-12-2015 & 21-01-2016; the Council recommended fine of Rs.100,000 besides airing apology in the same manner & magnitude in the same program.



PEMRA COUNCIL OF COMPLAINTS, SINDH MEETINGS

28th & 29th meetings of Council of Complaints (CoCs) Sindh region were held at Regional Office Karachi on 09-02-2016 & 03-03-2016.

Major recommendations of the Council include:

- Fine of Rs. 200,000/- on Geo Kahani for airing objectionable remarks/ language used by Dr. Aamir Liaquat.
- Fine of Rs. 200,000/- on ARY News for airing highly objectionable language of its participant Zaid Hamid in a talk show "Sawal Yeh Hai" dated December 12, 2015.
- Fine of Rs. 300,000/- on News One channel for airing abusive comments of Mr. Waseem Akhtar, MQM leader in talk show hosted by Dr. Shahid Masood on November 18, 2015.
- Fine of Rs. 100,000/- against TV ONE channel for airing objectionable and indecent scene in its drama "Meri Ashiqui Tum Say Hay" dated December 3, 2015.
- Fine of Rs.100,000/- on Abb Takk channel's program "Benaqaab" hosted by Saifan Khan dated 16.12.2015 for airing indecent and objectionable remarks of Faisal Raza Abidi.
- Rs.100,000/- fine on FM Radio of M/s Muhammad Ali Jinnah University (FM 97.6 MHz) Karachi for being non-operational in violation of PEMRA laws.



PEMRA COUNCIL OF COMPLAINTS (KHYBER PAKHTUNKHWA) MEETINGS

61st, 62nd & 63rd meetings of Council of Complaints Khyber Pakhtunkhwa, Region were held on 28-01-2016, 25-02-2016 & 10-03-2016 at PEMRA Regional Office, Khyber Pakhtunkhwa.

Major recommendations of the Council include:

- All TV channels, FM radios and Cable operators of KP were directed to immediately stop advertisement of Quakes and Hakeems on their CD channels.
- Refused renewal of cable TV licenses of M/s A-Plus Cable Network, Abbottabad and M/s New Friends Cable Network, Haripur for violating PEMRA laws.
- Refused to renew the licenses of M/s Dera Cable Network, D. I. Khan and M/s Blue Bird Cable Network, D. I. Khan for not furnishing requisite documents for renewal despite having given repeated opportunities.



PEMRA COUNCIL OF COMPLAINTS (ISLAMABAD) MEETINGS

31st, 32nd and 33rd meetings of PEMRA Council of Complaints Islamabad were held on February 16, 25 and March 24, 2016 at PEMRA Council of Complaints Office, Islamabad.

Major recommendations of the Council include:

- Rs. 100,000/- fine on Value TV for illegally operating under the name of "Channel-24" and for deviating from the approved programming mix.
- Rs. 100,000/- fine on ARY News on charges of incitement for dislodgement of democratic setup.
- Advice to all TV channels to refrain from using derogatory words against persons and the institutions.
- Warning to ARY News for maligning the government functionaries including Aviation Division and its attached departments and for airing allegation without credible information and not affording a fair opportunity to defend the victims.
- Warning to Express News Channel for airing content containing hatred against Dr. Taimur (complainant) and leveling allegations without credible information and for not giving complainant a fair opportunity of self defense.
- Advice to all satellite TV licensees to strictly refrain from calling a person anti-Pakistan, traitor, anti-Islam, kafir, enemy of Pakistan, or using racial and religious discriminatory words, etc. against any citizen of the state.
- Hearing two different complaints of National Accountability Bureau (NAB) against Samaa TV for airing baseless and defamatory news reports against Chairman NAB, directed the channel to immediately air apology in the same manner and magnitude.
- Complaint of Dr. Shahid Masood, Group Executive Director, ARY Digital Network against remarks of Senator Pervaiz Rasheed, Federal Minister for Information Broadcasting and National Heritage was deferred due to non-appearance of Dr. Shahid Masood.



PEMRA COUNCIL OF COMPLAINTS (MULTAN) MEETING

5th meeting of Council of Complaints (CoCs) Multan was held on February 18, 2016 at PEMRA Regional Office, Multan. Various public complaints against electronic media were discussed and necessary recommendations were made to the Authority.



TRAININGS / INTERNSHIPS

TRAINING FOR HELP DESK OFFICIALS

Training for help desk officials was conducted at PEMRA Headquarters on March 04, 2016. These help desks have been setup at all regional offices as a personal endeavor of present Chairman to facilitate the stakeholders and to assist the cable TV applicants in swift submission of their cable TV license application forms.



PEMRA INTERNSHIP PROGRAMME

PEMRA, under the internship programme designed for the students of Media and Mass Communication of public sector universities, imparted 08 weeks internship to students of different universities at its Headquarters Islamabad from 07-03-2016. Internees were imparted knowledge about PEMRA Laws, working of all the wings and were also assigned research topics relating to PEMRA and media regulations.

LEGAL MATTERS

During January to March 2016; 26 cases in different Courts of country were disposed off / decided mostly in favour of PEMRA. Brief of cases disposed off in different Courts, during the period, is as follows:

Sr. No.	Court Name	No. of Cases Disposed off	Remarks
1	Supreme Court of Pakistan Islamabad.	2	One in favor of PEMRA and one against PEMRA
2	Islamabad High Court.	7	Disposed off in favor of PEMRA
3	Lahore High Court.	13	Disposed off in favor of PEMRA
4	Sindh High Court, Karachi.	3	Disposed off in favor of PEMRA
5	Civil Courts.	1	Disposed off in favor of PEMRA
Total		26	

PEMRA LAUNCHES ONLINE WEB PORTAL FOR EQUIPMENT IMPORT NOC

PEMRA on 12-02-2016 has launched an online web portal on its website (www.pemra.gov.pk) offering one window facility for getting NOC for import of electronic media items.



PEMRA, CABLE OPERATORS AGREE TO DIGITALIZATION ROADMAP

PEMRA and the representatives of cable operators associations in a joint press conference on February 12, 2016 announced deadline of September 2016 for digitalization of cable networks in 12 major cities of Pakistan.

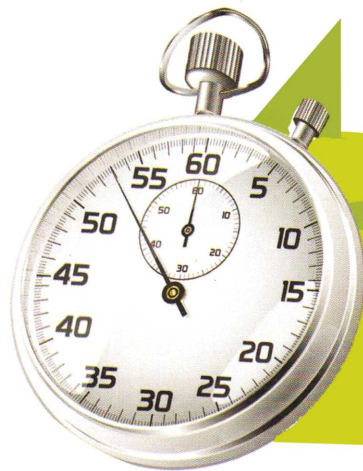
In this first phase, over 60% of cable networks in cities including Karachi, Rawalpindi, Islamabad, Lahore, Peshawar Quetta, Hyderabad, Sukkur and Multan are being digitalized while rest of the networks would be digitalized in second phase.



PEMRA ASKS FEDERAL GOVT TO GRANT TAX HOLIDAY AND INDUSTRY STATUS TO CABLE TV

PEMRA in two different letters written to the Federal Govt has requested for grant of status of industry to cable TV sector and to grant Tax Holiday / Exemption on import of Digitalization equipments thus facilitating cable operators in meeting Digitalization deadline by September 30, 2016.

Moreover, PEMRA, on request of Cable Operators Association of Pakistan (CAP), has requested FBR through Federal Government for declaring tax holiday / exemption from tax on import of equipment required for digitalization of cable TV services and set top boxes (STBs). This would facilitate CTV operators to digitalize their respective cable TV services and to meet the international (ITU) commitment. Exemption in taxes / duties on import of such equipment will also reduce the cost of digitalization and its ultimate benefit would be passed on to general public in shape of low prices of digital cable TV services. The said exemptions would also facilitate import of quality equipment at consumer friendly market prices.



**Its time to switch cable TV from analogue to digital
Count down has begun.**

Please ask your cable operator for DIGITAL CONNECTION

SAY NO TO CORRUPTION



Pakistan Electronic Media Regulatory Authority

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