



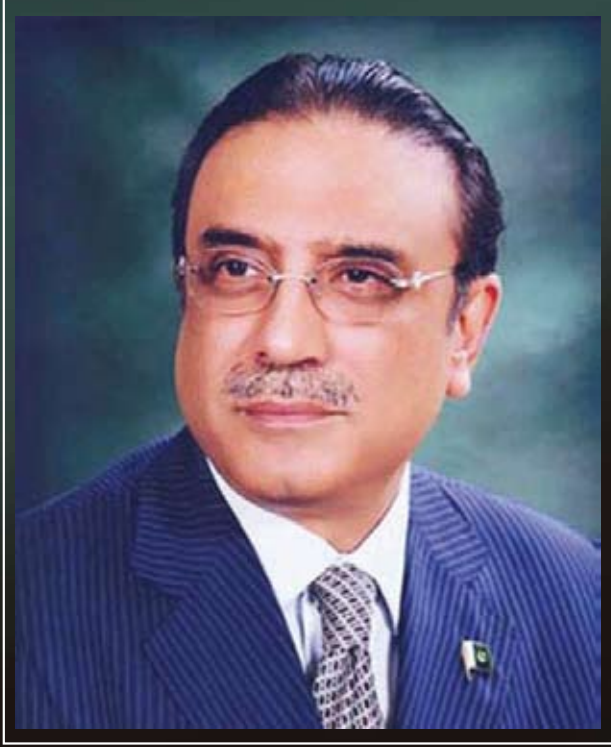
PEMRA

Annual Report 2009

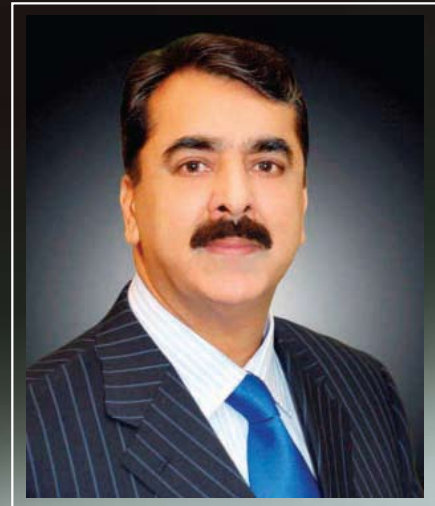


Pakistan Electronic Media Regulatory Authority

To Facilitate free and fair Media



President
Asif Ali Zardari



Prime Minister
Syed Yusuf Raza Gilani



**Minister for Information
and Broadcasting**
Qamar Zaman Kaira



PENMIRA



A Word from the Chairman

Pakistan Electronic Media Regulatory Authority (PEMRA) has entered into 7th year of its existence. It is indeed a privilege to work for the organization which has done a tremendous service to the country for promotion of free media through induction of private sector in a big way on merit.

The electronic media which once was in shackles of the government control is absolutely free paralleled with any other democratic country. A great number of television channels and radio stations have been allowed in the country which offers diversified choice to the people for access to current affairs, education and entertainment.

The change in social, cultural and political make-up of the society brought in by the media is evident from the fact that even an ordinary person living in a far-flung area having previously no access to the information is presently as much abreast with the current political, social, and economic developments

taking place at the regional, national and international level as a person living in a highly urbanized city. This level of awareness in the society of socio political economic rights is mainly due to massive growth of electronic media.

All the civilized societies believe that freedom of speech and expression needs to be exercised in such a fashion that sentiments of any segment of the society are not hurt. This applies not only to our own society but also to the international community. The rights and privileges of vulnerable classes of the society such as women and minorities should be respected and protected at all costs. Fabric of social and religious harmony in the society has to be kept intact.

I am confident that with the support of the democratic government and maturity of the media industry in place on the learning curve, we will have self-regulatory regime very soon to reach these noble goals.

Above all, I am grateful to the honourable Minister for Information and Broadcasting for his confidence entrusted upon me that is my bastion and fills me with enough confidence to let me discharge my duties with a greater sense of honesty and fairness.

I am full of hope that in days to come the organization would excel further through reaching more and more milestones of the success and glory. I also pray that PEMRA keeps its reputation intact as one of the vibrant and progressive organizations of the country.

Mushtaq Malik
Chairman

Editor's Note

Dawn of a New Era

This report is being published to familiarize the public with major developments pertaining to media expansion since the last Annual Report was published in 2006. It particularly reflects upon the progress regarding licensing of TV channels, FM Radio Stations and more significantly growth of Cable TV in Pakistan during this period. This report also envisages major improvements in human resource management, finance, administration and delegation of powers.

In the field of finance, one of the major developments include finalization of Accounting Manual and Internal Control System by PEMRA which has now been submitted for approval to Finance Division-Government of Pakistan, after vetting by the Auditor General of Pakistan. Subsequent to promulgation of PEMRA (Employees Service) Regulations 2008, promotion of a number of eligible officers was made to different posts of Director Generals, General Managers and Deputy General Managers. In order to further strengthen skill set of human resource, a campaign for capacity building has also been initiated. Pertinently, development of software on the Licence Management System encompassing financial and regulatory requirements is already in the pipeline and requisite legal requirements in this regard are being completed.

It is imperative to mention here the role and zeal of present Chairman Mr. Mushtaq Malik, whose personal interest and guidance in every aspect of the working of this organization has brought

in drastic improvements. Pertinent emphasis is being done on strict compliance to relevant laws, transparency and accountability. To quote one instance of this guidance, Federal Audit Team of Auditor General of Pakistan was invited by our present Chairman for conducting audit of the accounts of the organization for last five years i.e. from 2002 to 2007, which had not been done previously.

Presently PEMRA Headquarters is located at 6th Floor of Greet Tower Trust Building, Blue Area, Islamabad, which is a rented place. Imbued with pleasure, I break this news that PEMRA Headquarters building is going to be completed in the last quarter of this year (Insha Allah) which will enhance and improve its image as valuable organization. This could have not been possible in the absence of special interest taken by the Administration Wing and guidance provided by the Executive Member Dr. Abdul Jabbar.

Observance of Code of Conduct has been a challenging task for PEMRA and its stakeholders. PEMRA is endeavoring hand in hand with all the stakeholders including Pakistan Broadcasters Association (PBA) to ensure free and responsible media from which general public as well as government may benefit. We rightly view the media as one of the defining instrument of globalization: information is power and media bring access to information.

Mr. Abdul Basit Khan

DG (Admin / Finance / Media & PR)



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Vision Statement

To employ electronic media as a dynamic platform guided by the past, responsive to the present and geared towards the bright future. To uphold the principles of national unity, cultural diversity, equality, freedom of expression, access to information and a level playing field for all media players. This solemn vision will have to be actualized by bridging the digital divide for integration of haves and have nots nationally and globally to reach Millennium Development Goals(MDGs) by the year 2015.

Mission Statement

To facilitate and promote a free, fair and independent electronic media with a dynamic self-regulatory mechanism in Pakistan to protect interests of all the stake-holders.





Our Core Values

- *Professionalism*
- *Teamwork*
- *Integrity*
- *Courtesy*
- *Fairness*
- *Transparency*



Mr. Mushtaq Malik

Chairman



Mr. Ashfaq Ahmed Gondal

Secretary Ministry of Information &
Broadcasting (Ex-Officio Member)



Syed Kamal Shah

Secretary Ministry of Interior
(Ex-Officio Member)



Dr. Najma Najam, Member

(Federal Capital)



Dr. Seemi Naghmana, Member

(Balochistan)



Mr. Asad Jahangir Khan, Member

(Sindh)



Mr. Umer Aziz, Member

(Punjab)

Authority Members



Mr. Sohail Ahmed

Chairman FBR
(Ex-Officio Member)



Dr. Muhammad Yaseen

Chairman PTA
(Ex-Officio Member)



Dr. Abdul Jabbar

Executive Member



Ms. Samar Minallah, Member

(NWFP)



Dr. Kaisar Bangali, Member



Mr. Adnan Khawaja, Member

(Chairman NAVTEC)



An Overview of Electronic Media Development in the country

The journey of electronic media development in the country begins from 14th August, 1947, when Pakistan Broadcasting Corporation was formed after independence. At independence Pakistan possessed three radio stations at Dhaka, Lahore & Peshawar. A major programme of expansion witnessed new stations opened at Karachi and Rawalpindi in 1948 and a new broadcasting house at Karachi in 1950. This was followed by further stations at Hyderabad (1951), Quetta (1956), a second station at Rawalpindi (1960) and a receiving centre at Peshawar (1960). In October 1998, radio Pakistan started its first FM transmission.

The decision to establish a general purpose television service in Pakistan under the general supervision of the government of Pakistan (GOP) was taken in October 1963. Subsequently, the government signed an agreement with the Nippon Electronic Company (NEC) of Japan, allowing it to operate two pilot TV stations in the country. The first of these stations went on air in Lahore on 26th November, 1964. On the completion of the experimental phase, a private limited company, called Television Promoters Limited was set up in 1965 which was converted into a public limited company in 1967. Further television centres were established in Karachi and Rawalpindi / Islamabad in 1967 and in Peshawar and Quetta in 1974.

Since its inception in Pakistan, electronic media in the country remained in government control till 1990, when Shalimar Television Network (STN) and Network Television Marketing (NTM) signed a contract to launch Pakistan's first private sector TV channel. During mid 90s, a growing demand for television entertainment in Pakistan paved way to foreign TV channels through satellite dishes. In the beginning, the phenomenon of having a dish TV was restricted only to the urban elite. However, satellite dish

became a commodity item with penetration across the various socio-economic classes of Pakistani population. Simultaneously, successive governments in the country adopted more liberal media policies by providing masses with the enhanced access to information, education, and entertainment by encouraging public private participation.

In such environment, there was a need to have an effective regulatory framework which could advance freedom of speech and expression, and access of people to information while keeping in mind the larger interests of the state.

With this spirit, an independent statutory body namely “Pakistan Electronic Media Regulatory Authority” (PEMRA) was set up in March, 2002 through an Ordinance **No. xiii** of 2002. As per the Ordinance, the objectives of the organization are to:

- i. Improve the standards of information, education and entertainment;
- ii. Enlarge the choices available to the people of Pakistan in the media for news, current affairs, religious knowledge, art, culture, science, technology, economic development, social sector concerns, music, sports, drama and other subjects of public and national interest;
- iii. Facilitate the devolution of responsibility and power to grass-root at community level and;
- iv. Ensure accountability, transparency and good governance by optimizing the free flow of information.



Formation

of the Authority

The Authority comprises of a Chairman and twelve Members of professional eminence, known integrity and competence. Secretary Ministry of Information and Broadcasting, Secretary Interior, Chairman FBR and Chairman Pakistan Telecommunication Authority are ex-officio members of the Authority.

Function

of the Authority

The Authority is ordained to regulate and promote the establishment and operation of all private broadcast media and distribution stations in Pakistan established for the purpose of international, national, provincial, district, local or special target audiences. The Authority also regulates the distribution of foreign & local TV and Radio channels in Pakistan.

Challenges Inherited

by the Authority

Owing to the sudden and rapid impetus of electronic media in Pakistan, PEMRA inherited many challenges. One such challenge was to create realization among the media players that media freedom is coupled with a direct and equal proportion of responsibility.

In a democratic country like Pakistan where freedom of speech and expression is guaranteed to every citizen by the Constitution as a fundamental right, it is the responsibility of all and sundry to exercise this freedom with due care to ensure that it may not incite violence, terrorism, racial, ethnic or religious discrimination, sectarianism, extremism, militancy, hatred, pornography, obscenity, vulgarity or anything offensive to the commonly accepted standards of decency. Similarly, the sanctity of national institutions needs to be respected at all costs. In this regard, PEMRA has formulated a Code of Conduct for the broadcasters (**Annexures 6**). However, the concept of Self-Regulation is promoted to encourage the broadcasters to formulate the rules of the game, themselves.



Another inherited challenge for the Authority was the flooding of foreign satellite television channels into the country without any degree of control. Although initially at the time when many Pakistani satellite television channels were in offing, many foreign TV channels did a commendable job in enhancing a general level of knowledge and information of our people. Simultaneously, some posed grave cultural and political threat to the country.

To tackle this issue, PEMRA formulated a policy of 'Landing Rights' allowing public access to those foreign channels which conform to generally accepted values while barring those that were on contrary.

The burgeoning broadcasting sector could have not sustained itself without the expanded distribution services like Cable TV. The concept of 'Cable' spread like wild fire and gradually became the lifeline for Pakistani satellite channels.

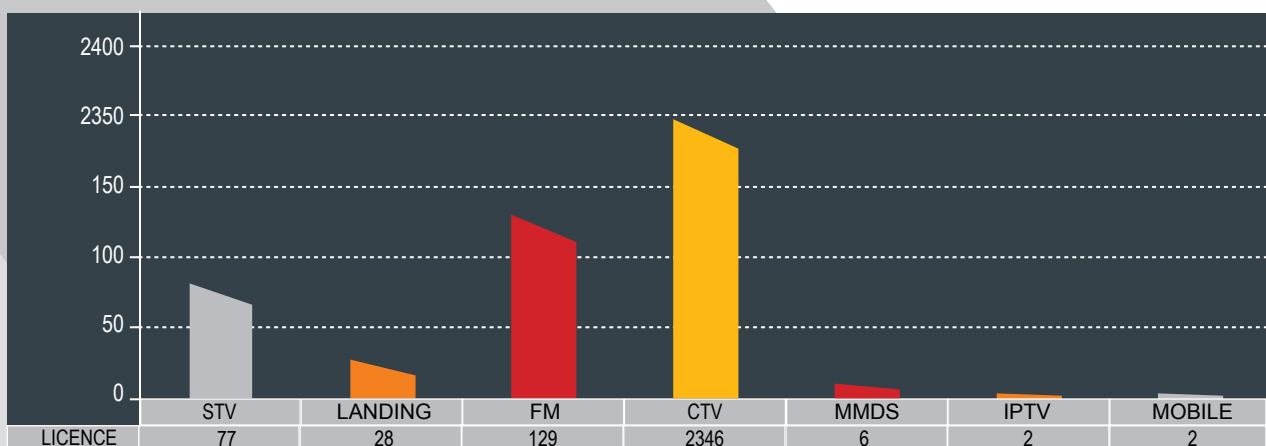
The mushroom growth of cable networks in every nook and corner of the country expedited the information revolution in the country. There some misguided elements in its ranks motivated by sheer opportunism and consumerism severely jolted the foundations of the social, cultural, and religious fabric of the society, many of them were operating illegally without obtaining a licence. It was a challenge for the Authority not only to bring all those into the regulatory ambit but also to imbibe into them the concept of a quality customer service as per standards defined by the Authority.

There was also a major task before the Authority to ensure broad based public participation in the decision making process. In this context where statute requires the significant representation of the public in formation of the Authority and the Council of Complaints, the real challenge was to mobilize general public through creating awareness to express their grievances/ opinions in an organized fashion. In meeting this challenge, the Authority has been quite successful by setting up complaint cells at its all regional, sub-regional offices. These cells also act as the nerve centres of the Authority by assimilating and communicating vital public feedback on policy issues to the decision makers.

Last but not least, there is need that our electronic media plays its pivotal role in social, political and economic development of the country. Keeping in view its vast appeal, electronic media must infuse knowledge into the public while challenging social evils which impede our development.

Present Status of Private Electronic Media

In a short span of almost seven years the country has witnessed unprecedented growth in the number of TV channels, cable TV and FM Radio stations in the private sector which is unmatched in the South Asian region and perhaps elsewhere. This boom is owed to the government's unequivocal commitment to a free media and the proactive role played by PEMRA in facilitating the growth of the electronic media. The tremendous growth of TV channels, Cable TV and FM Radio stations has indeed contributed remarkably in raising the standards of public awareness and literacy. A glance at the following facts and figures on licensing of media amply substantiates the massive growth which has taken place in electronic media in the private sector in last few years.



Today Pakistani Satellite TV channels are providing a wide variety of programmes including news, entertainment and sports in Urdu, regional and English languages. In talk shows and panel discussions, the channels air programmes which portray candid opinion of all segments of society even criticism on the government.

Landing rights permission has been given to 28 channels operating from abroad. These, inter alia, include BBC, CNN, Sky News, HBO, Cartoon Network, Ten Sports, ESPN, Fox News & STAR Channels. In addition, applications from a large number of foreign TV channels for landing rights permission are under consideration.

A total of 129 FM Radio licenses have been awarded for the entertainment and educational purposes in six phases through open and transparent bidding. Of these, 106 FM Radio stations are already on air all over the country. Mainly these stations broadcast programmes on topics specific to the community residing within the reach of such stations on matters related to education, health, civic hygiene and local trade & commerce. The stations are operating in big cities and small towns alike such as Islamabad, Karachi, Lahore, Mardan, Gawadar, Sukkur and Nawabshah.

FM Radio licences include 18 non-commercial licenses given to leading Universities offering courses in the field of Mass Communication. The underlying idea is to promote the development of skilled manpower for the electronic media industry. The Universities having been granted FM licences include University of the Punjab, University of Peshawar, National University of Modern Languages, Lahore College for Women University, Karachi University, Gomal University, Fatima Jinnah Women's University, Allama Iqbal Open University, Islamic University and Bahaud-din-Zakariya University

FM Radio licensing process is aimed at setting up at least one FM Radio Station in each district of the country by the end of year 2009. After adoption of PEMRA Ordinance by the AJ&K Council, PEMRA has also extended its jurisdiction to Azad Jammu & Kashmir by awarding six FM Radio licences in the region.

Like broadcasting sector, the distribution sector has also been witnessing a sustained growth rate in the last few years. Particularly, the growth of Cable TV Sector in the country can be described as phenomenal. It is estimated that over 8 million households are receiving CTV services from 2346 registered cable TV systems all over the country. Notably, the two most important factors influencing the growth of the CTV sector are the insatiable demand of the general public for a greater diversity in TV viewing and above all the willingness of the regulator to keep on facilitating new entrants in this sector.

The overall phenomenal growth rate of Cable TV seems to have however eluded NWFP owing to the peculiar environment prevailing in the province. There have even been some incidents wherein equipment of CTV operators was ransacked and their cables were cut. Specifically, Cable TV systems in Kohat and Swat were affected adversely whereby the operators were forcibly prompted to relay only a limited number of selected channels through their respective networks.

Second half of year 2008 witnessed the advent of another milestone in the media industry when Pakistan Telecommunication Company Limited (PTCL) launched first Internet Protocol TV (IPTV) service in the country. PEMRA had earlier awarded two IPTV licences, one each to PTCL & Sachal Satellite Communication (Pvt) Ltd. in November 2006. Two more applications for IPTV are under process.

Another hallmark was achieved by granting Mobile TV (Content Provision Service) licences one each to M/S CelleVision and M/S Brand Promotion Services for provisioning of services to Mobilink and Telenor respectively. However, the licences are non-exclusive and the licensee may enter into agreement with other MNOs as well.

To encourage further investments in the industry, licence fees for satellite TVs have been rationalized in order to provide them incentive to operate from within the country in contrast to the earlier situation where it was cheaper and convenient to uplink from abroad. As a result almost 19 Media houses have shifted back to Pakistan and many more are planning to come back. News Gathering up-linking permission fee has also been rationalized.

Besides, the licencing procedure has been simplified by removing bottlenecks. To promote local trade and commerce, the distribution networks have been facilitated by reducing fees for In-House channels. It would enable distribution systems to offer competitive rates to local industry for advertisements of their products and services.

Category	Number of Licences
i. Satellite TV Channels	77
ii. Landing Rights Permission	28
iii. FM Radio licenses	129
iv. Cable TV Distribution	2346
v. MMDS	06
vi. Internet Protocol Television (IPTV)	02
vii. Mobile TV licence	02

Economic Contribution of Media Sector

Due to the liberal media policies of the successive governments, the electronic media sector has witnessed phenomenal growth.

According to one estimate, there has been an accumulative investment of approximately US \$ 1.5 Billion in the Electronic Media Industry. New jobs to more than 150,000 people of diversified skills and qualifications have been provided. In addition, over 7 million people have been accommodated through indirect employment.

With the current growth rate of more than 7 % per annum, it is estimated that the accumulative investment in the electronic media industry has surpassed nearly US \$ 2.5 Billion by the end of June, 2009. This expansion in investment would in turn have a multiplier effect to increase job opportunities for skilled media personnel and journalists, improve media production facilities, bolster advertising agencies and support development of performing arts in the country.





VISION FOR THE FUTURE

“Alvin Toffler”, a famous US sociologist and futurologist, once wrote ‘Man has a limited biological capacity for change. When this capacity is overwhelmed, it is in “future shock”. Toffler’s shortest definition of future shock is personal perception of “too much change in too short a period of time”.

Individuals and organizations may however avert a future shock if they envision well in time the social, cultural, technological, and economic developments taking place in their environment and get ready for the change.

The electronic media in the country is prone to change. This change is expected in all spheres. The present influx of investment in this sector is expected to abate if the overall national economic growth rate declines. This would lead to fierce competition among

the players for making possible the survival of the fittest only. It will entail many positive aspects for the industry if the regulator succeeds to ensure that the competition remains healthy and a level playing field is offered to all. It will also be important to gauge that no monopolistic or oligopolistic trends take place in the industry. It will also be required to ensure that the broadcasting sector does not remain concentrated in the field of the news or current affairs only but also broadens its scope to enlarge the choice available to the people in art, culture, science, technology, socio-economic development, and other subjects of public and national interest.

In the present democratic set-up, it would also be necessary that the broadcasting sector itself inculcates the concept of self-regulation among its ranks and files and devises a Code of Conduct in conformity to our social, cultural, and religious values.

Technological advancements will also have an impact on the industry. The Authority has already decided that in pursuance of Millennium Development Goals (MDGs), further licencing for analogue distribution systems shall be discouraged while the systems equipped preferably with the digital technology shall be granted licences. In rural areas, it is planned that the analogue systems will be phased out to be replaced with the digital systems gradually starting from tehsil headquarters to small villages by end of year 2015.

The concept of technological convergence between the telecommunication and the broadcasting facilities will be grasping roots in the country. This will require a close coordination among PEMRA, PTA and other relevant departments. PEMRA has already taken first step in this regard by granting Mobile TV (Content Provision Services) licences.

The expansion of media industry through more investments and entry of new entrants will give rise to the need of more skilled and trained manpower. The Authority has already been sponsoring a programme to grant gold medals and scholarships to the position holders in the field of mass communication. Although, this arrangement is presently limited to a few public sector universities only. There is a dire need that all licencees come forward and join forces with each other and the regulator to evolve a common platform. Recently, one of the licencees of PEMRA, a private satellite television channel entered into an agreement with the Higher Education Commission (HEC) for grant of scholarships to students currently enrolled in Masters in Mass Communication, at all public sector universities/degree awarding institutions across Pakistan. It is required that all other broadcasters also follow the example and actively take part in this endeavor.

As per one research report, it would be safe to assume that less than 1% of the media work-force is media graduate at college level. The primary mode of learning (accumulating knowledge) for the media workforce is a mixture of 'on-the-job training' and learning by doing. Hence, with the growing size of the private media sector, the formal media education will be emerging as a big potential segment.

At last, development of the programming content that meets the qualitative and quantitative requirements of the growing media industry shall be a challenging task. With dilapidated condition of our film industry and the dearth of institutions offering quality courses in performing arts, the vacuum of the quality programming content will amplify. The growing proportion of foreign programming content into the programming mix of Pakistani broadcasters is a stark example of this phenomenon. This vacuum will not be limited to the entertainment sector only but the lack of research and the ad-hocism is anticipated to have an adverse impact on objective reporting in the field of news and current affairs.

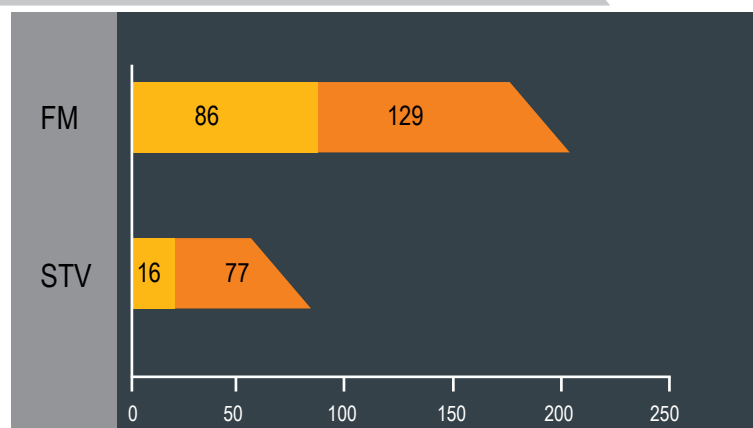
This trend may however be reversed if the private sector works hand in glove with the government to promote cultural activities and formal media education in the country. In recent past, a few public-private initiatives in the field of broadcast media (NAPA-National Academy of Performing Art, Lok Virsa Institute of Media, etc) have come up and are adding value to the sector. It is however required that more such initiatives are taken to meet the growing demands of the sector. Similarly, formal training in the fields of reporting and anchoring will also be required to ensure objectivity.

Performance of Broadcasting Sector in years 2006-09

Broadcasting Sector in Pakistan is one of fastest developing sectors of economy that had remained turf of state run media for more than five decades.

Since its inception, Pakistan Electronic Media Regulatory Authority (PEMRA) has been pursuing investor friendly policies wholeheartedly encouraging the private sector to put in their energies, investments, and expertise for the development and expansion of the broadcasting sector in the country.

By the end of financial year 2009, 77 satellite television channels and 129 FM radio station licences have been awarded. There were previously 16 satellite television channels and 86 FM radio licences at the end of year 2005. The substantial rise in number of awarded licences for satellite television channels may be mainly ascribed to two factors; firstly relaxation in cross media ownership restrictions by the legislature and secondly the significant expansion in the national advertising budget owing to the advent of many FMCGs on the national horizon.



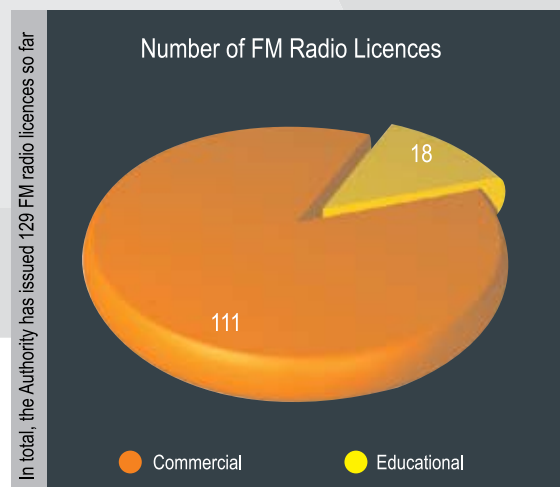
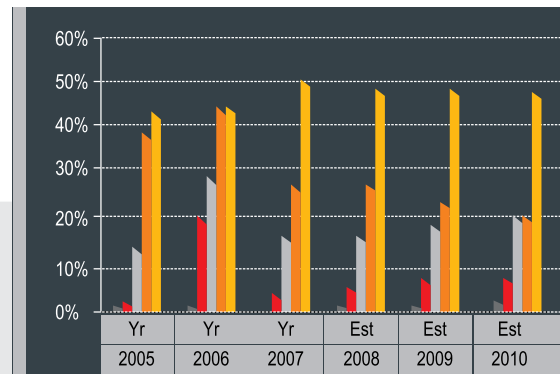
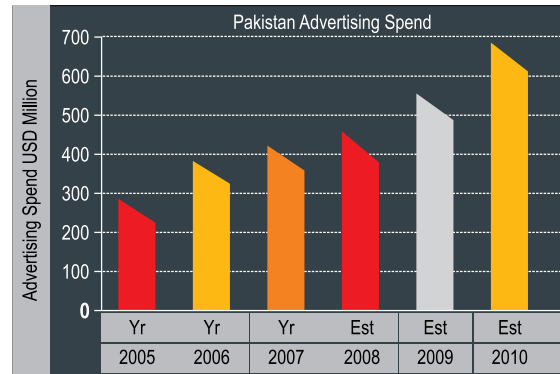
The only source of revenue for the satellite television channels and FM radios remained advertising. The advertising market in 2007 was estimated at around \$431 million and is expected to grow at CAGR of 25% to \$691 million by 2010.

The recent media boom has changed the face of advertising in Pakistan. By shift of focus of the consumer goods companies from distribution to more advertising, the nascent broadcasting sector of Pakistan has benefited a lot. With regards to advertising share by media, television has dominated the overall advertising pie and is also expected to continue with this trend in coming years.

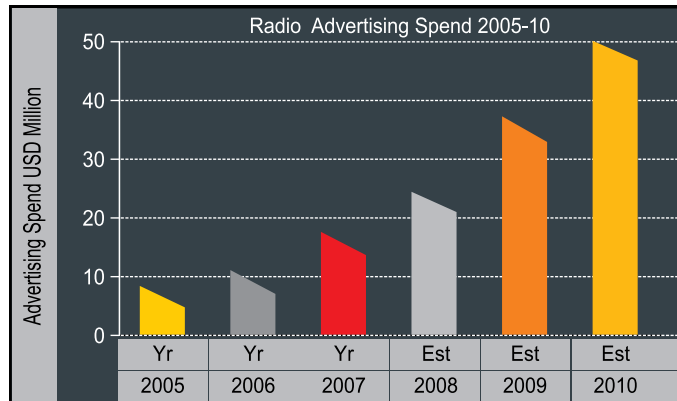
All local satellite television channels are mainly 'free to air' and developing the market for TV networks to collect subscription revenue is a real challenge. The TV distribution market in Pakistan is dominated by unorganized cable operators. The local satellite television channels have so far been unable to jointly organize the local distribution market.

Besides local satellite television channels, 28 foreign satellite television channels have been granted landing rights permission by the Authority for distributing their programming in Pakistan. These channels are mostly subscription based. However, only a handful of foreign satellite bouquets are able to collect subscription revenue from the local market. The total subscription market for satellite television channels in Pakistan is estimated to be around US \$ one million.

Last few years have seen unprecedented growth in the number of radio stations, catering to the different segments of the society. From July 2006 to June 2009, the Authority has issued 39 FM radio licences for 32 cities of Pakistan & AJ&K including 07 non-commercial FM radio licences for the statutory educational institutions/universities to accomplish their educational needs. Out of 39, 19 FM radio stations have started their broadcast services.



In total, the Authority has issued 129 FM radio licences so far. Out of which 106 are operational. This also includes 18 non-commercial licences awarded to leading national universities offering courses in the field of Mass Communication. These campus radios would serve as catalyst of change for future's media personnel.



The popularity of FM radios is on constant rise owing to new technology where people can now listen to it even on their cell phones and computers via the internet as well. For the busy housewives, traders, shopkeepers, students, or office workers, radio is a source of an inexpensive entertainment with customized programming and non-stop music. The radio listenership in urban Pakistan currently stands at 23%. (Source: Emteltech).

The prime source of revenue for FM radio stations in Pakistan is the advertising only. The trend of advertising on FM Radios has grown significantly in the recent past. The average FM radio audience falls within the core target markets of upscale and mass market brands. The radio advertising market in Pakistan stood at around \$17 million in 2007-08, having grown at a CAGR of 53% from 2004-05. The radio advertising is expected to reach \$50 million by 2010 at a CAGR of 54 %

The emergence of satellite television channels & FM radio stations has brought many social, economic and political changes in the society. People are more aware today about their political and constitutional rights. They are more informed about contemporary developments taking

place around the world. Major financial and economic decisions are taken on the basis of information fed round the clock by the business news channels.

Albeit, there is still much to be desired from these channels. Entertainment channels are required to provide people with good healthy entertainment. They also owe onerous responsibility to highlight various socio-economic problems which are afflicting common people. Over emphasis of media on opulent life style being enjoyed by handful of privileged class leaves rest of the society sulk in despair. Similarly, news channels have every right to inform people from second to second happenings in their surroundings. Responsible ones of these channels though need to realize that un-edited splash of horrible scenes of a terror attack across the TV screens serves the purpose of the terrorists only and that is to instill fear into the society to force it bow down before bigoted agenda of the former. At the same time, FM radio channels may use their immense popularity among youth to acquaint them with our unique social, cultural and religious values. The desired task may however be achieved by none other than the broadcasters themselves. The broadcasting sector itself needs to evolve a set of 'Do's and Don'ts' and to imbibe the philosophy of self-regulation into its ranks and files.

Another critical issue PEMRA is obsessed with for the last few years is cropping up of illegal FM radio stations in various parts of NWFP that are airing hate material against rival sects, thus fuelling religious disharmony. With the cooperation of other government organizations, PEMRA in its drive managed to close down and seize the equipment of more than a 100 illegally operating FM radio stations. In areas which lack social and economic development, such radio stations are promoting their contentious ideas, anti-state and subversive propaganda and have the potential of harming national sovereignty. Such FM radio stations are mostly installed in the premises of local mosques or seminaries which makes action against them a highly sensitive issue. Even once removed, such FM stations have the tendency to resurface due to obvious connivance of some local fanatic elements and availability of relevant equipment at a very low price.



Future Plans in Broadcasting



PEMRA

Pakistan Electronic Media Regulatory Authority

Digital Terrestrial Broadcasting (DTB)

PEMRA intends to introduce digital terrestrial broadcasting at national, provincial and district level of Pakistan subject to the availability of the frequencies. The initiative is aimed at gathering the advantages of digital broadcasting and at the same time keeping up with the millennium development goals of the World Summit on the Information Society.

Presently, Analog Terrestrial Broadcasting (video) is dominated by Pakistan Television Corporation (public entity) in Pakistan while private sector is relying on satellite delivery platform for broadcasting the content. Introduction of digital terrestrial broadcasting by PEMRA will certainly provide an opportunity to other players thereby increasing competition and consequently will present more variety and better quality content to the viewers.

Digital Terrestrial Broadcasting (DTB) is an implementation of digital technology to provide better quality of picture and sound using aerial broadcasts to the antennas instead of satellite dish or cable connection. Most renowned DTB standards that are being adopted by various countries are:

- ATSC (Advanced Television Systems Committee) is the group that developed the ATSC digital television standard for the United States and was also adopted by Canada, Mexico, Taiwan, and South Korea. It is being considered by other countries as well.
- ISDB-T was adopted in commercial transmissions in Japan in December 2003.
- DVB-T (Digital Video Broadcasting – Terrestrial) is the DVB European consortium standard for the broadcast transmission of digital terrestrial television. DVB standards are widely operational in Europe, Australia and several Asian countries and to a smaller extent in USA.
- DVB-H (Digital Video Broadcasting – Handheld) is a technical specification for bringing broadcast services to handheld receivers.

Digital broadcast is transmitted on radio frequencies that are similar to standard analog television, with the primary difference being the use of multiplex transmitters to allow reception of multiple channels on a single frequency range (such as a UHF or VHF channel). The amount of data that can be transmitted (and therefore the number of channels) is directly affected by the modulation method of the channel. The modulation method is COFDM with either 64 or 16 state Quadrature Amplitude Modulation (QAM). In general, a 64QAM channel is capable of transmitting a greater bit rate, but is more susceptible to interference. The digital data is compressed with MPEG-2.

The benefits of DTB are clear. Signals transmitted as discrete bits of information improve picture and sound quality and reduce problems such as ghosting and interference that affect viewers in a hilly environment or areas with high-rise buildings. In comparison with analogue broadcasting, digital broadcasting makes more efficient use of the available spectrum. The same bandwidth for transmitting one analogue programme channel can accommodate at least four digital standard definition television (SDTV) programme channels. Furthermore, digital television broadcasting will bring benefits to viewers, including the possible increase in the number of television programme channels, introduction of HDTV programmes, television reception on the move and new interactive multimedia applications.

Several countries around the globe have adopted DTB or in transition phase from analog to digital broadcasting. The broadcasting of digital terrestrial transmission has lead many countries to phase out existing analog broadcasts.

Following table shows the launch of DTB:

Country	Official Launch	System Used
Albania	2005	DVB-T
Australia	2001	DVB-T
Austria	2006	DVB-T
Belgium	2002 / 2003	DVB-T
Brazil	2007	ISDTV (based on ISDB)
Canada		ATSC
China	2007-2008	DMB-T/H
Croatia	2001	DVB-T
Czech Republic	2004	DVB-T
Denmark	2006	DVB-T
Estonia	2006	DVB-T
Faroe Islands	2002/2003	DBV-T
Finland	2001	DVB-T
France	2005	DVB-T
Germany	2002	DVB-T
Hong Kong	2007	DMB-T/H
Ireland	August 2006 (trial)	DVB-T
Italy	2004	DVB-T
Japan	2003	ISDB-T
Luxembourg	2006	DVB-T
Malaysia	September 2006 (trials)	DVB-T
Mexico		ATSC
Netherlands	2003	DVB-T
New Zealand	2008	DVB-T
Norway	2007	DVB-T
Philippines	2006 / 2007	DVB-T
Portugal	2006	DVB-T
Romania	2005	DVB-T
Russia		DVB-T
South Africa	2006	DVB-T
South Korea	2001	ATSC
Spain	2000	DVB-T
Sweden	1999	DVB-T
Switzerland	2001	DVB-T
Taiwan	2006	DVB-T
Turkey	2006	DVB-T
United Kingdom	1998	DVB-T
United States		ATSC

During ITU's Regional Radio Conference 06, representatives from 104 countries met in Geneva to adopt the treaty agreement that will replace analog broadcasting plans with digital plans based on DVB-T covering a wide area of the world including Europe, Africa, Middle East and Iran.

Frequency Considerations for Digital Terrestrial Broadcasting

According to ITU-R Recommendation BT. 798-1, DTB should fit in the channels intended for analog transmission in VHF/UHF bands. Most suitable bands are III, IV and V of VHF/UHF. However, L- band is also recently recognized for digital transmission particularly for DVB-T. The channel bandwidth for DVB-T and DVB-H ranges from 6-8 MHz.

In Pakistan the VHF\UHF bands are already occupied by different services mostly by Analog Terrestrial Broadcasting 160 MHz (21 Channels), which is the exclusive domain of PTVC & STN (public entities) in Pakistan, while private sector is relying on satellite delivery platform for broadcasting the content.

Internationally in most of the developed countries terrestrial TV broadcasting is not exclusively reserved for public sector broadcasters rather it is mostly done by the commercial operators. The introduction of Digital Terrestrial Broadcasting in Pakistan will certainly provide opportunities to commercial operators which will result in more revenue

generation. Digital Terrestrial Broadcasting will highly increase the competition in the broadcasting industry by providing diverse range of services and better quality of content to the viewers. DVB-T network can be Single Frequency Network (SFN) or can be Multiple Frequency Network; there are certain pros and cons of both SFN & MFN networks which need to be considered very carefully. SFN network is spectrum efficient but more complex as all transmitters of the same network will be using same frequency channel for transmission, thus allows greater number of operators\services in the narrow spectrum. However, SFN network do not allow regional programmes to be transmitted and need to be strictly synchronized for proper operation. MFN network is the old traditional method currently used for terrestrial broadcasting and uses multiple frequency channels for transmission in adjacent areas and allows regional programs broadcasting. MFN network approach gives much more operational flexibility and is widely adopted world wide for DVB transmissions.

PEMRA is planning to introduce DVB-T & DVB-H at national, provincial and district level. For this purpose the primary requirement is the availability of the frequencies in the desired bands as mentioned in table "A" below.

A detailed proposal for allocation of frequencies has been prepared by the Authority which is under consideration by the Frequency Allocation Board which has recently informed about availability of the same in certain parts of the country. More deliberations will be conducted and it is hoped that digital terrestrial broadcasting will be introduced at priority in Pakistan.

Table A

Broadcast Standard	Frequency	Modulation	Channel Bandwidth
DVB-T	174-230 MHz, 470-862MHz, L-band(1452-1492 MHz)	QPSK,16-QAM, 64-QAM.	6,7 or 8 MHz
DVB-H	174-230MHz,470-862 MHz, L-band(1452-1492 MHz)	QPSK, 16-QAM COFDM	5,6,7 or 8 MHz



Distribution Services



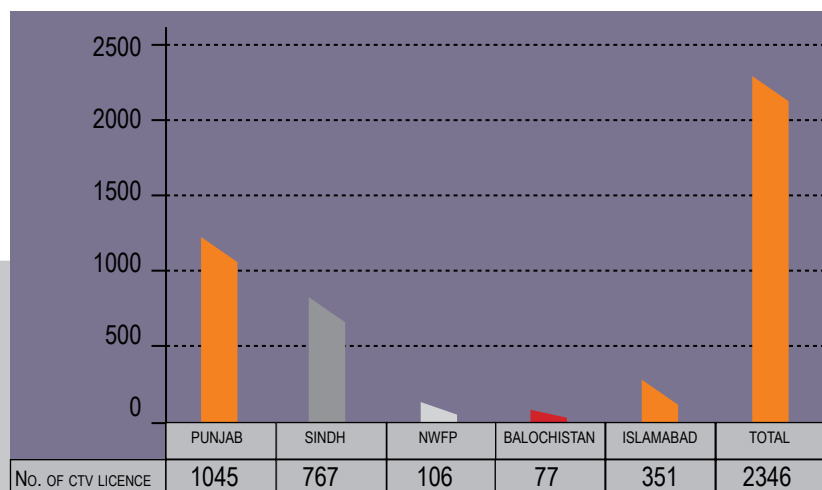
PEMRA

Pakistan Electronic Media Regulatory Authority

Distribution Services

Cable TV

The most popular form of receiving TV signals in Pakistan is through cable and 74% of the urban population has access to it. Cable networks in Pakistan have expanded at a rapid pace. The Authority has so far issued 2346 cable TV licences all over the country. The number of CTV licences issued by the Authority since 1st July, 2002 till end of financial year 2009 is however given as below:



With the expansion of cable networks to far-flung areas of the country, a substantial increase in number of cable subscribers has occurred. Although there is no reliable data which may lead to exact calculation of cable subscribers in the country, it is however estimated that more than 08 million house-holds are connected to cable networks. If on average a Pakistani house-hold comprises five persons, it may be estimated that around 40 million people watch cable television daily. The cable TV is also the largest in the media industry in terms of revenue collection. The monthly cost to consumers for cable subscription is at a very low average price of PKR 150[source: [EMTELTECH]]. There is a significant potential to double this monthly charge, which could allow the distribution market to grow phenomenally.



A significant move in preceding years was the commencement of cable TV licencing in AJ&K. Although Azad Jammu & Kashmir Council had adopted the PEMRA Ordinance 2002 in June, 2005; the September 2005 earthquake in the valley brought massive destruction in the area and also flattened the cable TV infrastructure there. Showing its solidarity with people of AJ&K, PEMRA allowed the cable TV operators of AJ&K to re-build their infrastructures and keep on working under permission by the home department of AJ&K government. After a series of meetings and discussions with the representatives of the AJ&K's cable operators and the government, PEMRA commenced its cable licencing process in the state from 1st July, 2007. So far, 49 cable operators in 7 districts of AJ&K have been granted PEMRA cable TV licence.

To transmit the benefits of the cable TV to rural areas of the country, PEMRA had already devised quite a concessional fee structure for the rural areas. i.e. Rs.15,000. In year 2008, the fee for rural area cable TV licence has further been reduced from Rs.15,000 to Rs.10,000 while the annual renewal fee has been reduced from Rs.7,500 to Rs.5,000.

Reduction in rural area cable TV fee is believed to promote penetration of cable TV in rural areas. Hence, this would bring the rural areas of the country at par with the urban areas in development of cable TV sector.

Another important field duly emphasized by the Authority during years 2006-09 was the policy for

registration of In-House channels. The purpose to allow In-House channels and advertisements on cable TV was to cater the tastes and interests of local community, trade and commerce. The policy however required that cable TV operators seeking permission for In-House channels shall be bound to get copyrights of the programmes to be relayed over such channels and also obtain prior clearance of their programmes/bouquet of advertisements from the Authority. The adherence of the policy from the cable TV networks in true letter and spirit remained much desired as various complaints regarding relaying of pirated movies over these channels kept on cropping up. In addition to this, In-House channels provided local shopkeepers, entrepreneurs, traders and industry with an economical platform to advertise their goods and services. To further boost local trade and commerce, PEMRA has considerably reduced its permission fees for In-House channels.

A major shift in cable TV was seen with the growing trend for replacement of previously predominant coaxial cables with the fiber optic cables. Most of the cable operators in urban areas have already deployed fiber optic while the trend is also taking its roots in the rural areas gradually. This shift helped significantly in reducing number of complaints regarding service quality of the cable operators. The use of fiber optic also made it possible to carry a greater number of channels to the end consumers. Several cable operators particularly in metropolitan cities have deployed Hybrid Fiber Coaxial (HFC) head-ends, capable to relay 90-100 channels.

Cable TV Fee for Rural Areas

	Licence Fee	Renewal Fee
Old Cable TV Fee for Rural Category	Rs.15,000	Rs.7,500
Revised Cable TV Fee for Rural Category	Rs.10,000	Rs.5,000

Digitalization of Cable TV Network

International Telecommunication Union (ITU) has set the year 2015, as a deadline for complete transition of analog broadcast networks to digital. Some countries initiated the process of digitalization way back in late 90's.

Digital technology has broadened the service capabilities of all electronic media including cable TV industry. It is now technically possible to supply television, voice and data services on digital cable networks with better quality of service as compared to analog technology.

In line with overall changing trends, it is felt that cable TV networks also need to be upgraded towards next stage of growth i.e. digitalization.

Benefits of Cable TV Digitalization

- Greater channel carrying capacity as compared to existing analog cable TV system
- Improved quality of service.
- Provision of value added/interactive services like parental control, pay TV, video on demand etc.
- Easy integration of new services in the network.
- Easier technical maintenance

International Practices

Digitalization of distribution system/cable TV network (CTV) is already in advanced stages of deployment in developed and developing countries. Many countries have adopted a time line for converting broadcast and distribution networks (including cable TV) from analog to digital. Transition plans are summarized below:

Country	Launch	Conversion
Brazil	2006	Not determined
China	2003	2015
Hong Kong	2001	2012
Germany	2006	2010
Japan	2007	2011
Korea	2006	2010
Taiwan	2002	2008
UK	1998	2006 – 2012
US	1998	2009
India	2007	2015

Phase Wise Planning For Digitalization in Pakistan

Considering lack of infrastructure with existing cable operators and investment requirements for immediate transition to digital, following phase-wise transition plan has been proposed by the technical wing:

Phase-I	<ul style="list-style-type: none"> i. Issuance of digital cable TV licences in the metropolitan cities. ii. Conversion of existing head-ends in metropolitan cities/ cities in which fiber optic and HFC networks have already been deployed like Karachi, Lahore, Islamabad/Rawalpindi, Peshawar, Quetta, Multan and Faisalabad.
Start	First quarter 2009
Completion	December 2011

Phase-II	New licensing of digital CTV networks and conversion of existing CTV licences at district level.
Start	January 2010
Complete Transition	December 2015

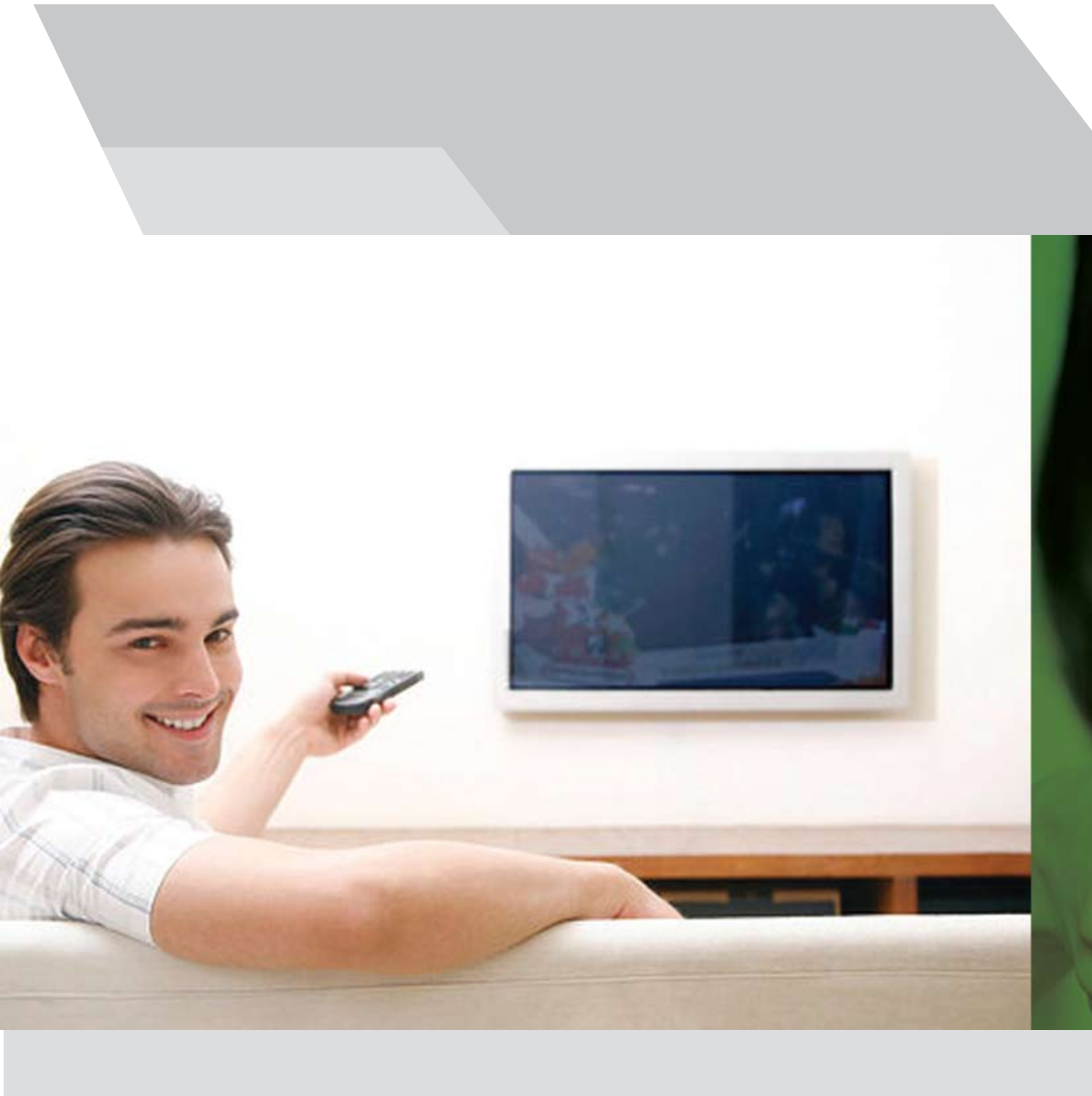
The above proposal has recently been approved by the Authority and implementation will commence as highlighted in the timelines above.



MMDS

MMDS is a digital technique for wireless distribution of TV channels to the customers. So far MMDS Networks are operational at Lahore, Karachi, Islamabad, Sahiwal & Okara under PEMRA licences issued to M/s Southern Networks Limited, and M/s Ranjha Enterprises (Pvt) Ltd. Frequency Allocation Board has conveyed the availability of MMDS frequencies for 33 more cities. PEMRA is in close coordination with Ministry of IT and PTA to finalize the proposal for sharing of fee between PEMRA and FAB as licence fee and spectrum fee respectively for further MMDS licensing. Licensing procedure will be initiated on finalization of the proposal.

As per an estimate, around 70,000 - 80,000 households are connected with MMDS operators while around 2000 people are directly or indirectly employed by this medium.





IPTV

Internet Protocol TV (IPTV) is a value added service for viewing of broadcast content using a telecom/broadband infrastructure. IPTV in conjunction with voice & data services fulfills the concept of triple play service delivered to the customers. The broadcast content is streamed from the head-end to the provider's centered office from where it is distributed over the 'last mile' to the end users using IP based mechanism & addressing.

The Authority took initiative to include this state-of-art utility in its regulatory regime. The licensing framework was chalked out with following salient features:

- i. IPTV licences to be issued only to Local Loop Operators licensed by PTA.
- ii. IPTV licences to be issued on Zonal basis for 14 telecom regions.

The response from telecom operator (Local Loop Licensees of PTA) was very encouraging. IPTV licences were awarded to M/s PTCL & M/s Sachal Satellite Communication (Pvt) Ltd. after completion of codal formalities and documentary requirements in November 2006. M/s PTCL (Pvt) Ltd. has launched its service in second half of 2008. Whereas, licence issued to M/s Sachal Communication (Pvt.) Ltd. was revoked due to non commencement of operation within stipulated time frame. Two more applications for IPTV licences are under process.



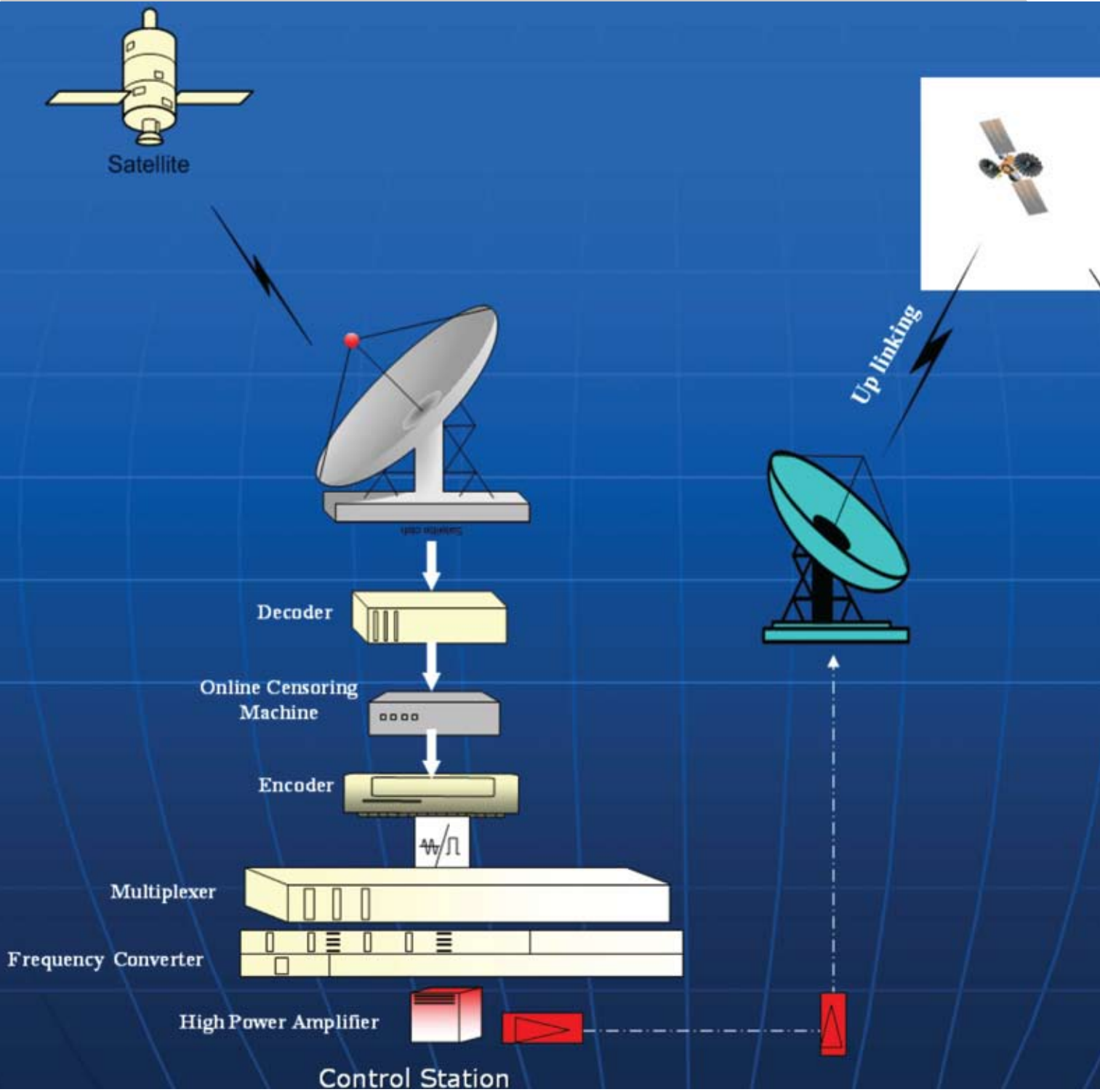
Mobile TV

Inclusion of Mobile TV (Content Provision Service) licence in PEMRA regulatory framework was yet another milestone achieved by Authority during the reporting period. The content provider (licensee), under an agreement, provides broadcast content to Mobile Network Operator through video streaming technology over data networks. The Mobile Network Operator in turn distributes the content to its subscriber through GPRS/EDGE network.

Two licences have been issued to M/s CelleVision (Pvt.) Ltd and M/s Brand Promotion Services (Pvt.) Ltd for providing of services to Mobilink and Telenor respectively. However, the licences are non-exclusive and the licensee may enter into agreement with other MNOs as well.

It is worth mentioning that IPTV and Mobile TV licences are believed to cater the phenomenon of convergence happening around the world and to facilitate latest technology and trends to be implemented in Pakistan under regulatory framework of PEMRA.





Direct to Home (DTH)

DTH is a distribution platform for multi-channel TV programmes using a geo-stationary satellite system that transmits the programmes/ TV signals directly to subscribers' premises. The reception of these signals/programmes requires a small dish antenna and a Set Top Box containing software, which together with the viewing card unscrambles the digital TV signals and allows the viewer to watch the TV channel transmission. The viewing card acts as a key to access any DTH platform for authorizing the service.

DTH is considered a substitute to cable distribution services which are generally an unorganized set-up, widespread geographically and offering limited channel options to the subscribers. On the contrary, DTH would provide a digital distribution services to the TV viewers. Some of the significant benefits of DTH are as follows:

- Superior audio/video quality
- Pay-per-view channels
- Internet access
- Video on Demand
- Parental control
- Enhanced channel carrying capacity

DTH services are operating successfully in number of developed as well as developing countries such as Canada, America, UK, Germany, South Africa, UAE, Australia and India. Pakistan has unfortunately lagged behind in this technological warfare. Despite all the challenges, PEMRA has all the intentions for introducing DTH technology in the sector to enlarge quality & choice to the viewers.



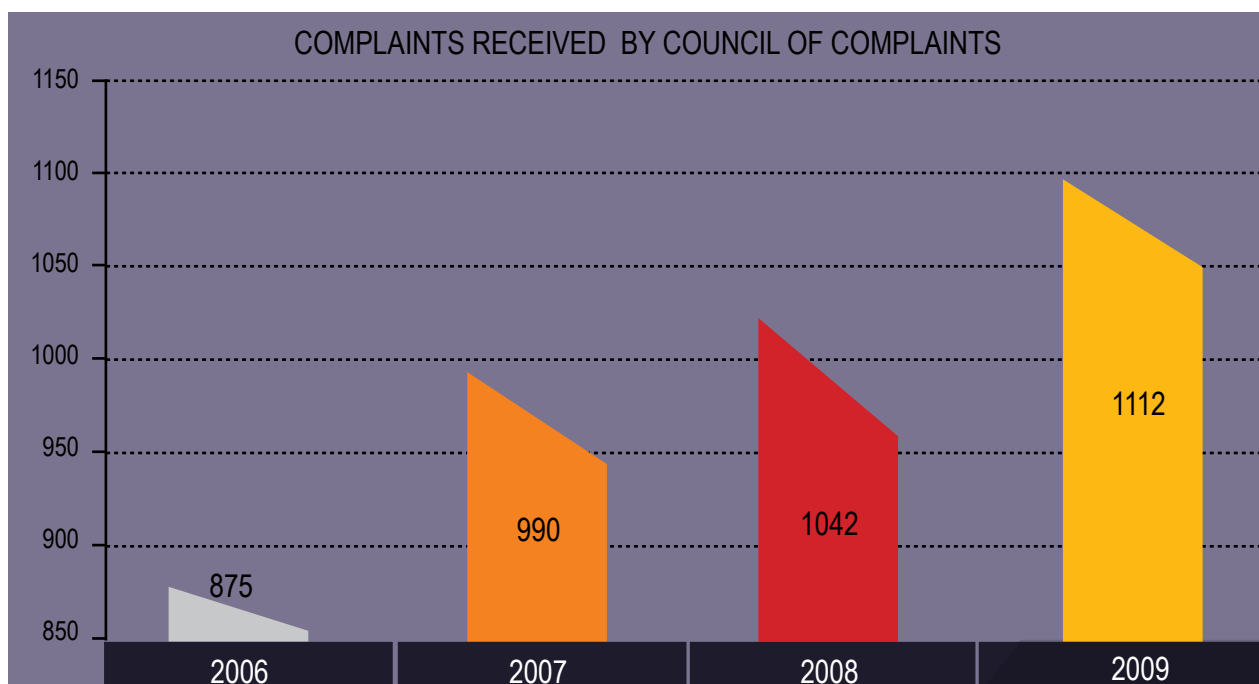
Complaint Handling Mechanism & Councils of Complaints

To address public grievances relating to various aspects of broadcasting and distribution services, PEMRA has evolved an effective complaint handling mechanism. All regional and sub-regional offices of PEMRA have complaint cells which work round the clock, seven days a week to receive and resolve complaints of the general public. Public complaints may be lodged through PEMRA's Universal Access

Number 111-736-111 while its website www.pemra.gov.pk also offers the public to register their complaints electronically.

The Federal Government has also established the Councils of Complaints (under section 26 of PEMRA Ordinance 2002) at Islamabad and at all the provincial capitals i.e. Karachi, Lahore, Peshawar and Quetta. The councils' members are nominated by Federal Govt which consists of representative from the general public based on their eminence in the field of journalism, mass-communication, media, law, civil rights, etc. The Councils enjoy full autonomy and a great deal of freedom in discharge of functions. The Councils have powers to summon the concerned parties and recommend appropriate action to the Authority. Concerned RGM acts as Secretary to the Council.

The complaints received and rectified by the Council of Complaints in year 2006-09 are depicted as below:



The Authority is trying to make the representation of the Council of Complaints more broad-based. This would enhance efficiency and effectiveness of the Councils and help in resolving problems of the general public.



Pictorial Review

2006-09



PEMRA

Pakistan Electronic Media Regulatory Authority



Award Ceremony of Gold Medals/ Scholarship to the outstanding students of Mass Communication conferred by Chief Guest Sheikh Rashid Ahmed, Federal Minister for I&B held at Marriott Hotel Islamabad



Licence Awarding Ceremony for IPTV by Chairman PEMRA, Mr. Iftikher Rashid to Mr. Mohamed Abdulla Ali Bamakharama, President & CEO of PTCL at PEMRA HQs Islamabad



The US Ambassador, Anne W. Patterson, visiting PEMRA Headquarters



Licence Awarding Ceremony of satellite TV "Dunya TV"



Licence Awarding Ceremony to Punjab TV



Licence Awarding Ceremony to Sama TV



Award of FM Radio Licence to Kinnaird Collage for Women Lahore at PEMRA Headquarters, Islamabad



Public hearing for IPTV Licences, held at PEMRA Headquarters, Islamabad



Farewell party in honour of outgoing Executive Member, Mr. Shahid Humayun



Federal Minister for Information and Broadcasting Mohammad Ali Durrani addressing media after awarding licences to satellite TV Channels at PEMRA Headquarters



Bidding Ceremony of FM Radio Licence Phase VI, held on July 22, 2008 at the Margalla Hotel, Islamabad



52nd Authority Meeting convened at PEMRA Headquarters on May 08, 2009



Bidding Ceremony of FM Radio Licence Phase VI, held on July 22, 2008 at Margalla Hotel, Islamabad



47th Authority Meeting convened at PEMRA Headquarters on February 28, 2008



The Chairman PEMRA presenting gifts to Christian employees on Christmas



Federal Minister for Information and Broadcasting Sherry Rehman presenting Souvenir to the Malaysian delegation visiting PEMRA Headquarters



54th Authority Meeting convened at PEMRA Headquarters on May 27, 2009



Federal Minister for Information and Broadcasting Mr. Qamar-uz-Zaman Kaira addressing media after visiting PEMRA Headquarters



Federal Minister for Information and Broadcasting after his first visit at PEMRA Headquarters



Chairman PEMRA Mushtaq Malik Chairing Meeting at the site of the new PEMRA Headquarters Building at Mauve Area, G-8 Islamabad



Federal Minister for Information & Broadcasting chairing the meeting with representatives of Pakistan Broadcasting Association (PBA)



State Minister for Information and Broadcasting Syed Samsam Ali Bukhari addressing the licencees after awarding FM Radio licences at PEMRA Headquarters



State Minister for Information & Broadcasting Syed Samsam Ali Bukhari awarding FM Radio Licences in a ceremony held at PEMRA Headquarters Islamabad



Scholarship awarding ceremony to Students of Mass Communication by Sama TV and HEC in June, 2009



PEMRA
Internal Performance
2006-09



PEMRA

Pakistan Electronic Media Regulatory Authority

PEMRA

Internal Performance

2006-09

Financial Developments

PEMRA aims at adding value to the organization by effectively & efficiently managing its funds and controlling its expenditure.

Some of the highlights of the financial activities of the years 2006-2009 are as under:

Approval of financial Rules

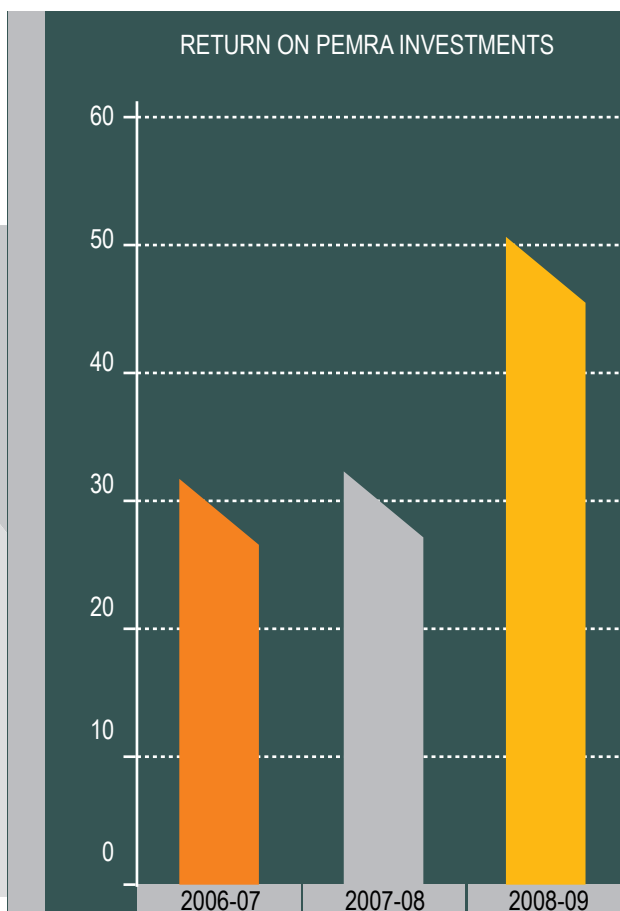
In financial year 2006-07, PEMRA formulated its Financial Rules and got them approved from AGP. These rules provide clear guidelines for adoption of Standard Operating Procedures (SOPs) relating to procurement, Fixed Assets Management, Personnel and Payroll Functions, Revenue and Accounts Receivable, Accounting and Funds Management.

Approval of contributory provident fund

The Authority approved Contributory Provident Fund for regular employees of PEMRA. The proceeds of the CP Fund are being invested in life insurance policy for the benefit of employees. A deduction of 10% of basic pay from the employee's salary is made while equal contribution from PEMRA is being made. Thus each employee has been provided adequate insurance coverage, followed by post-retirement plans.

Funds Management

PEMRA ensures that the revenue generated through operations is optimally utilized and maximum return



on surplus funds is earned in order to add value to the operations of the organization. For this purpose, PEMRA has formulated an active investment strategy for placing the funds with commercial banks through a competitive process. Special care has been taken to minimize the risk of investment but not at the cost of return.

Conduct of Audit of the Authority

Due attention was paid to control the operations by ensuring the financial discipline in conformity with PEMRA Accounting Manual and Internal Control System. Therefore both external and statutory audit were conducted up to year 2008.

Implementation of Accounting Manual and Internal Control System

Standard Operating Procedures relating to book keeping and accounting and Internal Control System, revenue collection, procurement, and funds management have been documented in the shape of PEMRA Accounting Manual and Internal Control System. All possible facilitation to the Regional Offices was assured in the implementation of SOPs relating to accounts and internal control.

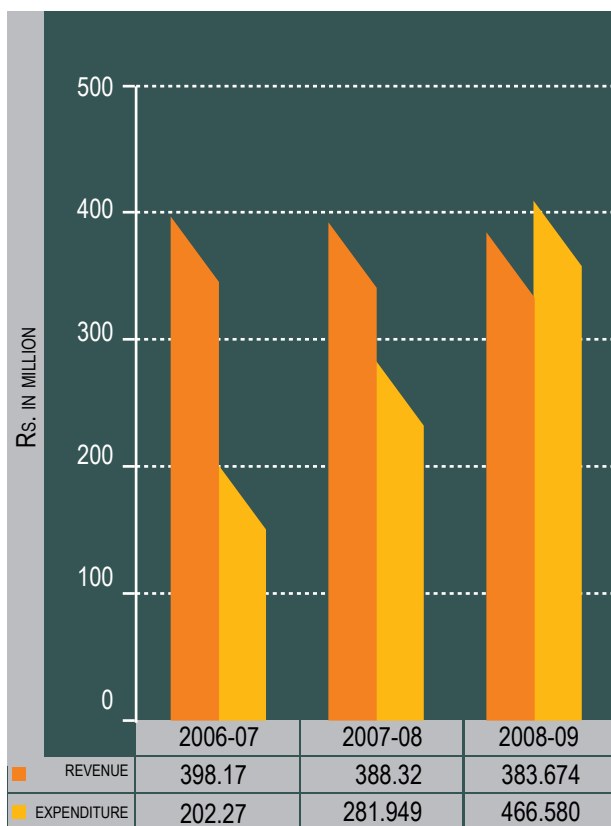
Budgeting and Controlling

Revenue and expenditure budgeting is important since it provides a benchmark against which an entity's performance is measured for the period under review. Without controlling, mere budgeting is not sufficient to achieve targets. Periodic review of realized revenues and expenditures ensures whether organization is close to its targets, below or exceeding the target. Along with budgeting, PEMRA kept a close eye on the revenues and expenditures and took corrective measures accordingly. During financial year 2006-7, Rs.398.170 Million was received on account of total revenue against estimated revenue of Rs. 499.399 Million. Total out lay for year 2006-7 was Rs.202.270 Million against budget estimate of Rs.418.24 Million.

In financial year 2007-2008, Rs.388.32 Million were received on account of total revenue against estimated revenue of Rs.368.7 Million. Total out lay for year 2007-2008 was Rs.281.94 Million against budget expenditure of Rs.353.6 Million.

In financial year 2008-2009, Rs.383.674 Million were received on account of total revenue. An expenditure of Rs.466.580 Million was incurred during the F.Y. 2008-09.

Estimated and actual figures of revenue and expenditure can be viewed at a glance below:





Human Resource Development

Human Resource Development

PEMRA supports principles of human resource and organizational development that sustain the achievements of the individual Wings and PEMRA goals and objectives. PEMRA, at all levels, has a responsibility for the training and development of its human resources for organizational effectiveness.

The mandate of Training and Development arises primarily from an organizational commitment to:

- Support the intellectual, professional, and personal development of staff within a fair, progressive, and caring environment that stimulates open-mindedness, adaptability, creativity, and imaginative thinking and is committed to equity and affirmative action.
- Prudent and effective utilization of material and human resource, securing the continuing trust of benefactors, both public and private.

The organization is dedicated in providing the highest quality training and development opportunities, resources and services to PEMRA staff that leads towards achieving optimized results, better job performance, organizational effectiveness, and personal job satisfaction.



Training and Development Services

Every year, PEMRA initiates a series of training programmes for managers and support staff. These programmes vary in content and methods of delivery in response to identified training needs. Programmes range from information and discussion sessions on current Government and regulatory policies and practices to staff development programmes.

Various organizations like Pakistan Institute of Management, Staff Training Institute and Pakistan Manpower Institute offer a series of professional development sessions for the officers and officials to enhance management effectiveness skills. The course contents and form of the sessions depend on the current needs and concerns of employee and the current direction or priorities of PEMRA. Sessions are available on different topics relevant to the PEMRA needs and assessments. Human Resource Wing of PEMRA maintains a list of all employees who attend training programs, as well as materials and evaluations.

Staff Development

PEMRA arranges a series of sessions designed to enhance the skills of officers and support staff in their role, in order to contribute to the efficiency of the organization. The content of the program sessions vary according to the current needs and concerns of the staff and the organization. Workshops and information sessions are generally arranged on topics such as Communication Skills, Problem Solving, Service Matters and Stress Management.



PEMRA

Building Project

Pakistan Electronic Media Regulatory Authority started its journey from some hired rooms within PTV headquarters, Islamabad. By the grace of Almighty and sheer hard work of its employees and vision of its successive managements, PEMRA's dream of having its own building is fast transforming into reality.

Summary of the project is given below;

Summary of the Project

The Project:	PEMRA HQs building at Mauve Area G-8/1, Islamabad
Construction Period:	23 Months
Contract Value:	Rs. 262.20 Million
Date of Commencement:	25th November, 2007
Due date of Completion:	31st October, 2009

Progress as on 30th June, 2009

Structural:	95%
Architectural Works:	81%
Electrical Works:	75%
Plumbing Works:	85%
HVAC:	20%



Annexures

1. Addresses and contact numbers of PEMRA Headquarters, Regional & Sub-regional Offices
2. List of Satellite Television Channels
3. List of Landing Rights Holders
4. List of FM Radios
5. List of Distribution Networks (Cable TV, MMDS, IPTV & Mobile TV).
(The list can be downloaded from website: www.pemra.gov.pk)
6. Code of Conduct for media broadcasters/cable TV operators
7. Revenue / Expenditure Statement
8. Comparative Analysis (Revenue)



Mr. Mushtaq Malik
Chairman



Dr. Abdul Jabbar
Executive Member



Rana Altaf Majid
DG (Operations)

Management

Mr. Abdul Basit Khan
DG (Admin / Finance / Media & PR)



Sardar Arfan Ashraf Khan
DG (Licensing)



Ms. Fareena Mazhar
DG (Policy & Promotion)



PEMRA Headquarters

6th Floor, Green Trust Tower, Blue Area
Islamabad.

Main Exchange Line

Numbers. 051 922320,40,45,50

Addresses and Contact Numbers

PEMRA Headquarters, Regional and Sub-regional Offices

S.No	Name	Designation	Contact No.	Fax No.
1.	Mr. Mushtaq Malik	Chairman	051-9202174-9220282	051-9219634
2.	Dr. Abdul Jabbar	Executive Member	051-9201906-9219713	051-9207419
3.	Mr. Abdul Basit Khan	DG (Admin / Finance)	051-9220280	051-9221878
4.	Ms. Fareena Mazhar	DG(Policy & Promotion)	051-9222305	051-9222343
5.	Mr. M. Ishaque Mahar	GM(Admin)	051-9222306	051-9222332
6.	Mr. Gul Baig	GM(Finance)	051-9208289	051-9222332
7.	Mr. Muhammad Safdar Rehman	GM(HR)	051-9222304	051-9221878
8.	Mr. Sohail Asif Ali Khan	Secy. to Authority	051-9220283	051-9222332
9.	Mr. Fakhur-ud-Din Mughal	DGM (EM Office)	051-9206809	051-9207419
10.	Mr. Muhammad Pervaiz Alam	DGM (HR)	051-9219711	051-9220281
11.	Mr. Muhammad Tahir	DGM (Media / PR)	051-9219633	051-9220281
12.	Mr. Nasir Ayaz	DGM (Legal)	051-9206178	051-9220281
13.	Ms. Zeba Tabassum	DGM (Tech)	051-9222352	051-9222332
14.	Mr. Ikram Barkat	DGM (Finance)	051-9222319	051-9222332

S.No	Name	Designation	Contact No.	Fax No.
15.	Mr. Tariq Mahmood	DGM (Admin)	051-9219712	051-9222343
16.	Haji Adam	PSO to Chairman	051-9208566	051-9219634
17.	Mr. Muhammad Rafiq	AGM (HR)	051-9202781	051-9222343
18.	Mr. Shakir Khan Zai	AGM (IT)	051-9222326/9202867	051-9220281
19.	Mr. Najam Iqbal	DDO	051-9206828	051-9222332
20.	Dr. Azfar Saeed	M.O PEMRA	051-2878153	-
21.	Dr. Ahmed Shahab	M.O. PEMRA	051-8255891	-
22.	Mr. Muhammad Qasim Malik	PS to Chairman	051-9202174-9220282	051-9219634
23.	Mr. Tariq Jamil	PS to Executive Member	051-9201906-9219713	051-9207419
24.	Mr. Mazhar Mahmood	AGM (finance)	051-9208285	-
25.	Mr. Saeed A. Soomro	AGM (Tech)	051-9202768	051-9222332

PEMRA Regional and Sub-Office

46, Main Margalla Road, F-8/2, Islamabad.

S.No	Name	Designation	Contact No.	Fax No.
1.	Sardar Arfan Ashraf Khan	DG(Licensing)	051-9262208	051-9263500
2.	Mr. Hafeezullah Sheikh	RGM Islamabad	051-9260799	051-9262209, 9261527
3.	Mr. Javed Iqbal	GM (CTV)	051-9262181	051-9262209
4.	Mr. Omer Waqas Qureshi		051-9234807	0512263500
5.	Mr. Amjad Ali Afridi	DGM (Operations)	051-9262180	051-9262209
6.	Mr. Ali Raza	DGM (CTV)	051-9234815	051-9263500
7.	Mr. Rahat Ali	DGM Monitoring Cell	051-9261108	051-9262209
8.	Field Inspector	(on duty)	051-9262273	-

Regional and Sub Office, Punjab

S.No	Name	Designation	Contact No.	Fax No.
1.	Mr. Zulfiqar Ali Chaudhry 25, Bridge Colony Abid Majeed Road, Lahore Cantt.	RGM (Punjab)	042-9220530	042-9220534
2.	Mr. Hassan Sardar. PEMRA Sub-Office, House No.480-8, Peoples Colony, Near Lissan School, Faisalabad	AGM	041-9220033	041-9220034
3.	Rana Ahmad Mustafa 46-8, Firdos Colony Near Al-Jannat Homes, Gul Gasht, Multan	AGM (Multan)	061-9210005	061-9210444
4.	Rana Rashid Haez PEMRA Sub-Office, House No. C8-1 Street No.1, Quaid-e-Azam Road Near Raheali Gate, Gujranwala Cantt.	AGM	055-3828487	055-3828487

Regional and Sub Office, Sindh

S.No	Name	Designation	Contact No.	Fax No.
1.	Rana Altaf Majeed D-71, Block-7, Boat Basin Clifton, Karachi	D.G.(Operations) / RGM Sindh	021-9250903-4	021-9250902
2.	Mr. Siraj Ahmad Awan PEMRA Sub-Office, Bungalow No. 22/1, Govt. Housing Society, Shikarpur Road, Sukkur	AGM	071-5633317	071-5633316

Regional and Sub Office, NWFP

S.No	Name	Designation	Contact No.	Fax No.
1.	Mr. Muhammad Farooq House No.101, Shami Road, Peshawar Cantt.	RGM	091-9211407	091-9211408
2.	Mr. Faqir Afzal Masoom House No.24, Aziz Bhatti Road, D.I.Khan	AGM	0966-9280002	

Regional and Sub Office, Balochistan

House No. B-125/168, Jinnah Town, Sumangli Road, Quetta

S.No	Name & Designation	Designation	Contact No.	Fax No.
1.	Mr. Gul Muhammad Kakar	RGM	081-2870224, 081-2870204-5	081-2870206

Authority Members

Name of Officer	Designation	Telephone / Fax Office
Mr. Mushtaq Malik	Chairman	051-9202174, 9220282, Fax: 051-9219634
Dr. Abdul Jabbar	Executive Member PEMRA	051-9201906, Fax: 051-9207419
Mr. Ashfaq Ahmad Gondal	Secretary M/o Information & Broadcasting, Islamabad Ex-Officio Member	051-9212009, 9204368, Fax: 051-9201350
Syed Kamal Shah	Secretary M/o Interior Islamabad Ex-Officio Member	051-9205137, 9204128, Fax: 051-9201472
Mr. Sohail Ahmad,	Chairman, FBR Ex-Officio Member	051-9201938, 9209723, Fax: 051-9205307
Dr. Muhammad Yaseen	Chairman PTA Ex-Officio Member	051-2878143, 9225326, Fax: 051-2878155
Professor Dr. Najma Najam	Member (Federal Capital)	05811-960440, Fax: 05811-960039
Dr. Seemi Naghmana Tahir	Member (Balochistan)	081-9211322, 8826712, Fax: 081-9211277
Mr. Umar Aziz	Member (Punjab)	042-5757051, 5754807, Fax: 042-5710980

Name of Officer	Designation	Telephone / Fax Office
Ms. Samar Minallah	Member (NWFP)	051-2271868
Mr. Asad Jahangir Khan	Member (Sindh)	051-5349559, Fax: 021-5349882
Mr. Adnan A. Khawaja	Member Chairman NAVTEC	051-9213450, Fax: 051-9213453
Dr. Kaiser Bengali	Member	0300-8203043



Satellite TV Licences



PEMRA

Pakistan Electronic Media Regulatory Authority

Satellite TV Licences

S.No	Name of Company	Name of the Station	Date of Award of Licence	Contact No.
1.	Virtual University, Lahore	V TV -1	25-Jan-03	Ph: 042-9200408-9
2.		VTV-2	25-Jan-03	Fax: 042-9202174
3.	M/s International Marketing & Trading Company (Pvt.) Ltd. Lahore.	Hope	15-Jul-03	Ph: 051-2274018, UAN: 051-111-444-333 Fax: 051-2870341
4.	M/s Mashriq Television Pvt. Ltd. Lahore	Mashriq TV	27-Sep-03	Ph:042-6309731
5.	Virtual University, Lahore	V TV -3	30-Aug-04	Ph: 042-9200408-9 Fax: 042-9202174
6.		V TV -4	30-Aug-04	
7.	M/s AVT Channels Pvt. Ltd., Islamabad.	Khyber TV	23-Feb-04	Ph: 051-2271485-6 Fax: 051-2276913
8.	M/s Top End Network (Pvt.) Ltd., Lahore.	Ravi TV	23-Feb-04	Ph: 021-6038079
9.	M/s Indus TV Network (Pvt.) Ltd., Karachi	Indus Vision	25-Mar-04	Ph: 021-5693801-05
10.		Indus Music	25-Mar-04	Fax: 021-5693813
11.	M/s ARY Communications (Pvt.) Limited, Karachi.	ARY One World	13-Apr-04	Ph: 021-5212815-18
12.		ARY Digital	13-Apr-04	Fax: 021-5655700
13.	M/s Eye TV Ltd., Karachi	HUM TV	30-Oct-04	Ph: 021-5374258, UAN: 021-111 486 111 Fax: 021-2628840
14.	M/s Vision Network TV Ltd., Karachi	CNBC-Pakistan	30-Oct-04	Ph: 021-2270850 UAN: 021-111 2622 75 Fax: 021-2270852

S.No	Name of Company	Name of the Station	Date of Award of Licence	Contact No.
15.	M/s 24-Seven Media Network Pvt. Ltd. Karachi	Play	3-Nov-04	Ph: 021-5426573
16.	M/s Southern Networks Limited, Islamabad	SUN BIZ	4-May-05	Ph: 021-2215131 Fax: 2215196
17.	M/s Galaxy Networking (Pvt.) Ltd. Karachi	HAQ	26-Jul-06	Ph: 021-5865035, Fax: 021-5361410
18.	M/s Rohi Entertainment Company	Rohi	18-Oct-06	Ph: 051-2201345 Fax: 051-2201302
19.	M/s Labbaik (Pvt.) Ltd.	Labbaik TV	27 -Dec-06	Ph: 021-5883853-4 Fax: 021-5380208
20.	M/s Sports Star International (Pvt Ltd.	ATV	23-Jun-07	Ph: 042-5886195, 042-5880504
21	M/s National Communication Services (SMC-PVT) Ltd .	Dunya TV News	23-Jun-07	Ph: 042-5870192-6 Fax: 042-5712637
22.	M/s Classic Entertainment (Pvt.)Ltd.	Oxygene	23-Jun-07	Ph: 051-2810039
23.	M/s Pakistan Herald Publication (Pvt.) Ltd.	Dawn News	23-Jun-07	Ph: 021-111-11-44-55
24.	M/s Eye Television Network (Pvt.) Ltd.	Masala TV	23-Jun-07	Ph: 021-5374258, 2628840, 2219642
25.	M/s JAAG Broadcasting Systems (Pvt.) Ltd.	Samaa TV	9-Aug-07	Ph: 021-111-262-275 Fax: 021-2270848
26.	M/s Tricom Entertainment (Pvt.)Ltd.	R-World	9-Aug-07	
27.	M/s Air Waves Media (Pvt.) Ltd.	TV ONE	15-Aug-07	Ph: 021-4559314,
28.		WASEB TV	15-Aug-07	021-4559320
29.	M/s ZAM Television Network (Pvt.) Ltd. Karachi	ZAM TV	29-Aug-07	Ph: 021-4818904-5 Fax: 021-4818906
30.	M/s APNA TV Channel (Pvt.) Ltd. Karachi	APNA News	29-Aug-07	Ph: 021-5392596-98 Fax: 021-5888851

S.No	Name of Company	Name of the Station	Date of Award of Licence	Contact No.
31.	M/s Airwaves Media (Pvt.) Ltd. Karachi	News One	29-Aug-07	Ph: 021-4559314 Fax: 021-4559366
32.	M/s Kashish Television Network (Pvt.) Ltd. Karachi	KTN News	29-Aug-07	Ph: 021-111-586-111 Fax: 021-5800526
33.	M/s AVT Channels (Pvt.) Ltd. Islamabad	Khyber News	29-Aug-07	Ph: 051-2271485-6 Fax: 051-2276913
34.	M/s Dolphin Media (Pvt.) Ltd. Karachi	Sindh TV News	29-Aug-07	Ph: 021-4390835-6 Fax: 021-4391713
35.	M/s Nidai Millat (Pvt.) Ltd. Lahore	WAQT	7 -Sep-07	Ph: 042-6367551-54 Fax: 042-6367616
36.	M/s Interact (Pvt.) Ltd. Lahore	Channel 5	7 -Sep-07	Ph: 042-6309795-6 Fax: 042-6374343
37.	M/s Kashish Television Networks (Pvt) Ltd	Kashish	23-Jan-08	Ph: 021-111-586-111 Fax: 021-5800526
38.	M/s Kashish Television Networks (Pvt) Ltd	KTN	23-Jan-08	Ph: 021-111-586-111 Fax: 021-5800526
39.	M/s IRIS Communications (Pvt) Ltd.	Punjab TV	23-Jan-08	Ph: 042-111-213-213 Fax: 042-6373762
40.	M/s Star Asia (Pvt) Ltd.	Star Asia	23-Jan-08	Ph: 042-111-213-213 Fax: 042-6373762
41.	M/s Mehran TV (Pvt) Ltd.	Dharti TV	23-Jan-08	Ph: 021-5639507-8 Fax: 021-5639509
42.	M/s Indus Link Media Communications (Pvt) Ltd.	Mehran TV	23-Jan-08	Ph: 021-5683236 Fax: 021-5688179
43.	M/s Television Media Network (Pvt) Ltd.	Express News	23-Jan-08	Ph: 021-5800051-58 Fax: 021-5800050 & 66
44.	M/s Recorder Television Network	AAJ TV	23-Jan-08	Ph: 021-111-010-010 Fax: 021-2237067
45.	M/s East Films (Pvt) Ltd.	SabzBaat TV	23-Jan-08	Cell: 0321-9533929
46.	M/s Royal Media Network (Pvt) Ltd.	Royal TV	23-Jan-08	Ph: 042-5882144 Fax: 042-5861301

S.No	Name of Company	Name of the Station	Date of Award of Licence	Contact No.
47.	M/s APNA TV Channel (Pvt) Ltd.	APNA Channel	22-May-08	Ph: 021-5392596-98
48.		Kook	22-May-08	Fax: 021-5888851
49.	M/s Independent Newspapers Corporation (Pvt) Ltd Karachi	AAG	22-May-08	Ph: 021-2637111-9 Fax: 021-2638000
50.	M/s Independent Media Corporation (Pvt) Ltd Karachi.	Geo News	22-May-08	Ph: 021-2637111-9 Fax: 021-2638000
51.	M/s Independent Media Corporation (Pvt) Ltd Karachi.	Geo Entertainment	22-May-08	Ph: 021-2637111-9 Fax: 021-2638000
52.	M/s Fortune Marketing (Pvt) Ltd. Lahore	Din News	22-May-08	Ph: 042-5883540-9 Fax: 042-5839951-3
53.	M/s City News Network (Pvt) Limited Lahore	City -42	22-May-08	Ph: 042-6128100 Fax: 042-6672584
54.	M/s Total Media Limited, Lahore	Business Plus	26-Jun-08	Ph: 042-111-603-603 Fax: 042-5870892
55.	M/s Total Media Limited, Lahore	Wikkid Plus	26-Jun-08	Ph: 042-111-603-603 Fax: 042-5870892
56.	M/s ARY Communications (Pvt) Limited, Karachi	ARY Zouq	1-Jul-08	Ph: 021-5212815-9 Fax: 021-5655700
57.	M/s Media Unlimited (Pvt) Ltd.	N-Vibe	7 -Nov-08	Ph: 021-5687479 Fax: 021-5684679
58.	M/s Central Media (Pvt) Ltd	Value TV	14-Jan-09	
59.	M/s Fun Infotainment Network (Pvt)	Fun TV	23-Jan-09	Ph: 042-5421674 Fax: 042-5314914
60.	M/s Television Media Network (Pvt) Ltd.	Express English	23-Jan-09	Ph: 021-5800051-58 Fax: 021-5800050 & 66
61.	M/s AVT Channels (Pvt.) Ltd.	K-2	29-Aug-07	Ph: 051-2271485-6 Fax: 051-2276913
62.	M/s National Communications Services (SMC-PVT) Ltd .	Dunya TV Entertainment	23-Jan-08	Ph: 042-5870192-6 Fax: 042-5712637
63.	M/s Asia News Network (Pvt) Ltd.	Jinnah TV	23-Jan-08	Ph: 051-111-44-88-44 Fax: 051-2203025

S.No	Name of Company	Name of the Station	Date of Award of Licence	Contact No.
64.	M/s Recorder Television Network (Pvt) Ltd. Karachi	AAJ Entertainment	22-May-08	Ph: 021-111-010-010 Fax: 021-2237067
65.	M/s Independent Newspapers Corporation (Pvt) Ltd Karachi	GEO English	25-Jun-08	Ph: 021-2637111-9 Fax: 021-2638000
66.	M/s Sachal Satellite Communications (Pvt) Ltd.	Sachal TV	26-Jun-08	Ph: 051-111-373-373 Fax: 051-4446647
67.	M/s Aruj TV (Pvt) Ltd. Lahore	Aruj TV	27-Jun-08	Ph: 042-5393125-6 Fax: 042-5393127
68.	M/s Roze (Pvt) Limited Islamabad	Raze TV	30-Jun-08	Ph: 051-2855961-2 Fax: 051-2855963-4
69.	M/s Visionary Baluchistan Media Corporation (Pvt) Ltd.	VSH TV	1-Jul-08	Ph: 021-111-947-111 Fax: 021-5824009
70.	M/s Television Media Network (Pvt) Ltd.	Express Music	23-Jan-09	Ph: 021-5800051-58 Fax: 021-5800050 & 66
71.	M/s Television Media Network (Pvt) Ltd.	Express Entertainment	23-Jan-09	Ph: 021-5800051-58 Fax: 021-5800050 & 66
72.	M/s Ziauddin Enterprises (Pvt) Ltd.	Health Channel	7 -Apr-09	Ph: 021-6649700
73.	M/s Sachal Music (Pvt) Ltd.	Sachal Music TV	15 -May- 09	Ph: 042-7555611-2 Fax: 042-7555613
74.	M/s Sports Star International (Pvt) Ltd.	A Plus	28 -May- 09	Ph: 042-5886195, 042-5880504
75.	M/s Aurora Broadcasting Services (Pvt) Ltd.	Herald News	29 -June- 09	Ph: 021-111-11-44-55 Fax: 021-2330960
76.	M/s Aurora Broadcasting Services (Pvt) Ltd.	Herald Entertainment	29 -June- 09	Ph: 021-111-11-44-55 Fax: 021-2330960
77.	M/s Leo Communication (Pvt) Ltd.	Film World	30 -June- 09	Ph: 042-5162096 Fax: 042-5162097
78.	M/s Ariel Broadcasting Corp. (Pvt) Ltd.	SAARC TV	04-June-09	Fax: 051-2225207

List of Landing Rights Permission Holders

S.No	Channel	Distribution Company	Contact No.
1.	CNN	Information & Systems Corporation Pvt. Ltd. Karachi	Ph: 021-4545912,4536348 Fax:021-4545905,4548809
2.	Cartoon Network	Information & Systems Corporation Pvt. Ltd. Karachi	Ph: 021-4545912,4536348 Fax:021-4545905,4548809
3.	Halmark	Information & Systems Corporation Pvt. Ltd. Karachi	Ph: 021-4545912,4536348 Fax:021-4545905,4548809
4.	AXN	Information & Systems Corporation Pvt. Ltd. Karachi	Ph: 021-4545912,4536348 Fax:021-4545905,4548809
5.	Discovery	Information & Systems Corporation Pvt. Ltd. Karachi	Ph: 021-4545912,4536348 Fax:021-4545905,4548809
6.	Animal Planet	Information & Systems Corporation Pvt. Ltd. Karachi	Ph: 021-4545912,4536348 Fax:021-4545905,4548809
7.	Nickelodeon	ARY Communication Pvt. Ltd. Karachi	Ph: 021-2564724,1259,5496 Fax: 021-2578060,7899
8.	HBO	ARY Communication Pvt. Ltd. Karachi	
9.	Ten Sports	M/s Tower Sports Pvt. Ltd Lahore	Ph: 042-6655422-3 Fax: 042-6666833

S.No	Channel	Distribution Company	Contact No.
10.	STAR World	Max Media Pvt. Ltd. Karachi	Ph: 111-7827-88 Fax: 021-5878781
11.	STAR Movies	Max Media Pvt. Ltd. Karachi	Ph: 111-7827-88 Fax: 021-5878781
12.	Star Sports	Max Media Pvt. Ltd. Karachi	Ph: 111-7827-88 Fax: 021-5878781
13.	ESPN	Max Media Pvt. Ltd. Karachi	Ph: 111-7827-88 Fax: 021-5878781
14.	National Geographic	Max Media Pvt. Ltd. Karachi	Ph: 111-7827-88 Fax: 021-5878781
15.	Adventure 1	Max Media Pvt. Ltd. Karachi	Ph: 111-7827-88 Fax: 021-5878781
16.	Channel [V]	Max Media Pvt. Ltd. Karachi	Ph: 111-7827-88 Fax: 021-5878781
17.	Sky News	Max Media Pvt. Ltd. Karachi	Ph: 111-7827-88 Fax: 021-5878781
18.	Fox News	Max Media Pvt. Ltd. Karachi	Ph: 111-7827-88 Fax: 021-5878781
19.	BBC World	Orbit Advertising Pvt. Ltd. Karachi	Ph: 021-2766351 Fax: 021-2733294
20.	The Musik	ARY Communication Pvt. Ltd. Karachi	Ph: 021-2564724,1259,5496 Fax: 021-2578060,7899
21.	Fashion TV	ARY Communication Pvt. Ltd. Karachi	Ph: 021-2564724,1259,5496 Fax: 021-2578060,7899
22.	Filmazia	Leo Communication Pvt. Ltd. Lahore	Ph:042-5868947 Fax:042-5857068
23.	Ujala TV	Top End Network Pvt. Ltd. Karachi	Ph: 021-6038079
24.	Dhoom TV	Dhoom Television Network Pvt. Ltd.	UAN: 111-77 88 99 Fax: 021-2636688
25.	Sindh TV	Dolphin Media Pvt. Ltd. Karachi	Ph: 021-4390835-6 Fax: 021-4391713
26.	Silver Screen	Value Entertainment (Pvt.) Ltd. Lahore	Ph.: 042-5290896-8 , Fax No. 042-5303386
27.	Starlite	Starlite Global Corportation (Pvt.) Ltd. Lahore	Ph .042-5145861, Fax No. 042-5145863
28.	Geo Super	Birds Pvt Ltd. Islamabad.	Ph: 021-2215390-4 Fax:021-2215378-79

List of FM Radio Licences Issued by PEMRA

S.No	FM Radio Station	Name of the Company with address	Contact No.
1.	Islamabad (FM 99)	M/s The Communicators (Pvt) Ltd. Islamabad	Ph: 051-2107762 Fax: 051-2107763
2.	Abbottabad (FM 99.4)		Ph: 051-2107762 Fax: 051-2107763
3.	Vehari (FM 99)		Ph: 051-2107762 Fax: 051-2107763
4.	Karachi (FM 89)	M/s Kohinoor Airwaves (Pvt) Ltd. Karachi	Ph: 021-2331095-9
5.	Islamabad (FM 89)		Ph: 021-2331095-9
6.	Lahore(FM 89)		Ph: 021-2331095-9
7.	Faisalabad (FM 89)		Ph: 021-2331095-9
8.	Sarai Nurang (FM 88) (Lakki Marwat)	M/s SAIF International Combined (Pvt.) Ltd. Islamabad.	Ph: 051-2823924 Fax: 051-2277843
9.	Gujrat (FM 105)	M/s Future Tech Engineering & System (Pvt) Ltd. Islamabad	Ph: 051- 4436690 Fax: 051-2264782
10.	Gujranwala (FM 106)		Ph: 051- 4436690 Fax: 051-2264782
11.	Sheikhupura (FM 107)		Ph: 051- 4436690 Fax: 051-2264782
12.	Sadiqabad (FM 106)		Ph: 051- 4436690 Fax: 051-2264782
13.	Khanpur (FM 105)		Ph: 051- 4436690 Fax: 051-2264782



S.No	FM Radio Station	Name of the Company with address	Contact No.
14.	Karachi (FM 107)	M/s Syndicate Entertainment (Pvt) Ltd. Islamabad.	Ph: 021-7782258
15.	Sialkot (FM 104)	M/s Radio Burraq (Pvt) Ltd. Islamabad	Ph: 051-7101014 Fax: 2652519
16.	Peshawar (FM 104)		Ph: 051-7101014 Fax: 2652519
17.	Mardan (FM 105)		Ph: 051-7101014 Fax: 2652519
18.	Islamabad (FM 106.2)	M/s Shamal Media Services, Karachi	Ph: 021-5381800 Fax: 021-5397476
19.	Karachi (FM 106.2)		Ph: 021-5381800 Fax: 021-5397476
20.	Lahore (FM 106.2)		Ph: 021-5381800 Fax: 021-5397476
21.	Sukkur (FM 106.2)		Ph: 021-5381800 Fax: 021-5397476
22.	Peshawar(FM 106.2)		Ph: 021-5381800 Fax: 021-5397476
23.	Karachi (FM 91)	M/s SALAAR Engineering & Trading Enterprises, (Pvt). Ltd Karachi.	Ph: 021-4525190, Fax: 021-4522253
24.	Islamabad (FM		Ph: 021-4525190, Fax: 021-4522253
25.	Lahore (FM 91)		Ph: 021-4525190, Fax: 021-4522253
26.	Gawadar (FM 91)		Ph: 021-4525190, Fax: 021-4522253
27.	Karachi (FM 96)	M/s Vectracom Broadcasting Services (Pvt) Ltd.	Ph: 021-4543301-2 Fax: 021-4543310
28.	Karachi (FM 103)	M/s Tradeserve International, Lahore	Ph: 042-6308576 UAN: 111-111-103 Fax: 042-6308359
29.	Faisalabad (FM)		

S.No	FM Radio Station	Name of the Company with address	Contact No.
30.	Lahore (FM103)		
31.	Multan (FM 103)		
32.	Layyah (FM 88)	M/s Thal International Airwaves (Pvt) Ltd, Layyah	Ph: 0606 - 305424, 0606 - 410007
33.	Muzaffargarh (FM 88)		Ph: 0606 - 305424, 0606 - 410007
34.	Campus Radio (104.6)	Department of Mass Communication, University of the Punjab, Lahore	Ph: 042-9231225 Fax: 9231182
35.	Campus Radio (90.6)	Dawah Academy, International Islamic University, Islamabad	Ph: 051-9261751-4
36.	Lodhran (FM 98)	M/s Asian Broadcasting (Pvt) Ltd, Bahawalpur	Ph: 062-2882737, Fax: 0622-880156
37.	Ahmedpur East(100)		Ph: 062-2882737, Fax: 0622-880156
38.	R.Y. Khan (FM 99)		Ph: 062-2882737, Fax: 0622-880156
39.	Khanewal (FM 97)		Ph: 062-2882737, Fax: 0622-880156
40.	Hyderabad (FM	M/s Sachal Satellite Communications (Pvt) Ltd. Islamabad.	Ph: 051-4446647 Fax: 051-4538349
41.	Nawabshah (FM 105.4)		Ph: 051-4446647 Fax: 051-4538349
42.	Larkana (FM 105)		Ph: 051-4446647 Fax: 051-4538349
43.	Karachi (FM 105)		Ph: 051-4446647 Fax: 051-4538349
44.	Quetta (FM 105)		Ph: 051-4446647 Fax: 051-4538349

S.No	FM Radio Station	Name of the Company with address	Contact No.
45.	Peshawar (FM 107)	Department of Journalism, University of Peshawar , Peshawar	Ph: 091-9216833
46.	Jehlum (FM 95)	M/s Biz Broadcasting (Pvt.) Ltd., Islamabad	Ph: 051-2290294 Fax: 051-2264959
47.	Sargodha (FM 96)		Ph: 051-2290294 Fax: 051-2264959
48.	Islamabad (FM 97)		Ph: 051-2290294 Fax: 051-2264959
49.	Sahiwal (FM 96)		Ph: 051-2290294 Fax: 051-2264959
50.	Kalar Kahar (FM 88)	M/s Tele Film (Pvt.) Ltd. Islamabad.	Cell: 0331-4024899
51.	Bhai Pharo (FM 88)		Cell: 0331-4024899
52.	Khairpur (FM 91.4)	M/s Sound Waves (Pvt.) Ltd. Karachi.	Ph: 021-4391559 Fax: 021-4392243
53.	Nooriabad (FM 91.4)		Ph: 021-4391559 Fax: 021-4392243
54.	Tando Adam (FM 91)		Ph: 021-4391559 Fax: 021-4392243
55.	Jacobabad (FM 98)	M/s Solar Communication Pvt. Ltd. Islamabad.	Ph: 051-4446873-4 Fax: 051-4444536
56.	Mir Pur Khas (FM 98)		Ph: 051-4446873-4 Fax: 051-4444536
57.	Hyderabad (FM 99)		Ph: 051-4446873-4 Fax: 051-4444536
58.	Dadu (FM 99)		Ph: 051-4446873-4 Fax: 051-4444536
59.	Chitral (FM 97)		Ph: 051-4446873-4 Fax: 051-4444536

S.No	FM Radio Station	Name of the Company with address	Contact No.
60.	Toba Tek Singh (FM 95)	M/s Omer Razzaq Enterprises (Pvt) Ltd. Islamabad.	Ph: 051-2262977 Fax: 051-2262966
61.	Campus Radio (FM 104.6)	Head of Mass Communication Department, National University of Modern Languages, Islamabad	Ph: 051-9257646
62.	Campus Radio (FM 92.6)	Department of Mass Communications, Islamia University, Bahawalpur	Ph: 0621-9250317
63.	Gujar Khan (FM 102)	M/s TANI Communication Pvt. Ltd. Rawalpindi	Ph: 051-3511021
64.	Bhalwal (FM 104)	M/s Mattech Engg. Pvt. Ltd. Rawalpindi	Ph: 051-2264710 Fax: 051-2264782
65.	Campus Radio (FM 96.6)	Department of Mass Communications Lahore College for Women University, Lahore	Ph: 042- 9203801 Fax: 042-9203077
66.	Campus Radio (FM 90.6)	Deptt. Of Journalism & Mass Communication, Karachi	Ph: 021-9243131-7
67.	Campus Radio (FM104.6)	Deptt. Of Journalism & Mass Communication, Gomal University, D.I.Khan	Ph: 0966-750364
68.	Campus Radio (FM 96.6)	Fatima Jinnah Women University, The Mall, Rawalpindi.	Ph: 051-9271167
69.	Renala Khurd (FM 92)	M/s Ranja Enterprises (Pvt) Ltd. Lahore	Ph: 042-5757156, Fax 042-5757158

S.No	FM Radio Station	Name of the Company with address	Contact No.
70.	Kasur (FM 90)		
71.	Kharian (FM 97)	M/s E-WAZ Communication Pvt. Ltd. Islamabad.	Ph: 111-222-101 Fax: 051-4491845
72.	Mandi Bahuddin (FM 98)		
73.	D.I. Khan (FM 91)	M/s Global Broadcast Networks Pvt. Ltd. Lahore	Ph: 042-5870230-6 Fax: 042-5877596
74.	Jhang (FM 105)	M/s Sachal Technical Services (Pvt) Ltd. Islamabad	Ph: 051-4441413 Fax: 4447288
75.	Faisalabad (FM 90)	M/s AMZee Media Marketing & Production (Pvt) Ltd. Karachi	Ph:021-2470220
76.	Campus Radio (FM 91.6)	Allama Iqbal Open University, Islamabad	Ph: 051-9250111
77.	Chakwal (FM 88)	M/s Gul Enterprises (Pvt) Ltd. Islamabad	Tel: 051-2854925
78.	Rajanpur (FM 104)	M/s E.S.S. (Pvt.) Ltd. Islamabad	Tel: 4436690 Fax 2264782
79.	Pakpattan (FM 107)		Tel: 4436690 Fax 2264782
80.	Ghotki (FM 91)	M/s Alive Broadcasting Company (Pvt.) Ltd. Hyderabad	Tel: 022-2728280 Cell: 033-2621333
81.	Campus Radio (FM 104.6)	Chairman, Dept. of Mass Communication, Bahauddin Zakariya University, New Campus, Multan	Tel: 061- 9210095
82.	Mansehra (FM 104)	Ms/ Radio Buraq (Pvt.) Ltd. Islamabad.	Tel: 051-7101014 Fax 051-2652519

S.No	FM Radio Station	Name of the Company with address	Contact No.
83.	Bannu (FM 104)		
84.	Charsada (FM 93)	M/s Hi-Waves Communications (Pvt.) Ltd. Peshawar	Tel: 091-5284159 Fax 091-5278627
85.	Swabi (FM 94)		Tel: 091-5284159 Fax 091-5278627
86.	Bahawalnagar (FM 91)	M/s H.S. Broadcasting (Pvt.) Ltd. Vehari	Tel: 067-3362262-3 Fax 067-3361245
87.	Karachi (FM 99)	M/s Xena Satellite Communications (Pvt.) Ltd. Karachi	Tel: 021-5848495
88.	Mirpur (FM 90.0)	M/s Rose Media (Pvt.) Ltd. Islamabad.	Tel: 051-2806301-7 Fax 051-2806309
89.	Bhimber (FM 90)		UAN 111-11-7673
90.	Dheerkot (FM 105.600)	M/s Power Plus (Pvt.) Ltd. AJK	Tel: 058720-44902 Fax 058720-44903
91.	Rawalakot (FM 105.800)		Tel: 058720-44902 Fax 058720-44903
92.	Muzaffarabad (FM 105.400)		Tel: 058720-44902 Fax 058720-44903
93.	Kotli (FM 96)	M/s Geo Kashmir Enterprises (Pvt.) Ltd. Mirpur AJK	Tel: 058610-44491, Fax: 058610-44491
94.	Campus Radio (FM 106.600)	Shaheed Zulfiqar Ali Bhutto Institute of Science & Technology (SZABIST) Karachi	Tel: 021- 111-922-478
95.	Chakri (96.00 MHz)	M/s WebCom (Pvt) Ltd Islamabad	Tel: 051-22123223, 2102030

S.No	FM Radio Station	Name of the Company with address	Contact No.
96.	Campus Radio (FM 97.600)	Department of Mass Communications Kinnaird College for Women Jail Road, Lahore	Tel: 042-9203781-4
97.	Badin (FM 105)	M/s Mehran Media (Pvt.) Limited, Islamabad	Tel: 051-2103698
98.	Sanghar (FM 105.2)		Tel: 051-2103698
99.	Shikarpur(FM 105.4)		Tel: 051-2103698
100.	Nosheroferoze (FM 105.6)		Tel: 051-2103698
101.	Mianwali (FM 90)	M/s Busy Bee Private Limited, Faisalabad	Tel:041-2632783
102.	Khoshab (FM 92)		Tel:041-2632783
103.	Bhakkar (FM 90)		Tel:041-2632783
104.	Narowal (FM 90)		Tel:041-2632783
105.	Tharparker (FM105)	M/s Media Solutions (Pvt.) Ltd. Islamabad.	Tel: 051-2233396
106.	Campus Radio (FM 102.2)	Riphah International University Islamabad	Tel:051-5469637-8, 051-5469641-7
107.	Campus Radio (FM 106.600)	Shaheed Zulfiqar Ali Bhutto Institute of Science & Technology (SZABIST), Larkana Campus 90 Clifton, Karachi.	Tel: 021- 111-922-478

S.No	FM Radio Station	Name of the Company with address	Contact No.
108.	Campus Radio (FM 98.200)	Ziauddin University 4/B Sharah-e-Ghalib, Block# 6, Clifton, Karachi	Tel: 021-5833673
109.	Campus (FM 98.200)	Department of Communication Studies University of Sargodha, Sargodha	Tel: 048- 9230061
110.	Campus Radio (FM 98.600)	F.G Margalla College for Women F-7/4, Islamabad	Tel: 051-9205426
111.	Campus Radio (FM 88.800)	Traffic Training Institute Punjab Traffic Police Qurban Lines, Lahore	Tel: 042-9202102
112.	Campus Radio (FM 106.600)	Hafiz Hayat Campus University of Gujrat Gujrat	Tel: 053-3643229
113.	Bahawalpur (105MHz)	M/s Media Alliance (Pvt.) Ltd. Lahore	Tel: 042-5940097
114.	Kashmore (104MHz)	M/s Kashmore Communication (Pvt.) Karachi	Tel: 021-5821101
115.	Umarkot (95.400MHz)	M/s Allahwala Iblagh (Pvt.) Ltd Hyderabad	Cell: 0300-3094616
116.	Tando Muhammad Khan (100.200MHz)	M/s Alive Broadcasting Company (Pvt.) Ltd. Hyderabad.	Tel: 022-2728280
117.	Mastaung (88MHz)	M/s Asmaan Radio (Pvt.) Ltd. Quetta	Tel: 081-2821442
118.	Kasur (99 MHz)	M/s Flare (Pvt) Ltd Islamabad	Tel: 051-8235067
119.	Campus Radio (98.200 MHz)	Kohat University of Science & Technology Indus Highway, Kohat	Tel: 0922-554578
120.	Campus Radio (92.400MHz)	Senior Superintendent of Police Traffic, Islamabad Traffic Police. Islamabad	Tel: 051-9260072 Tel: 051-2650330
121.	Attock	M/s LOCAL Pvt. Ltd. Islamabad.	Tel: 051-2650330
122.	Wazirabad	M/s LOCAL Pvt. Ltd. Islamabad.	Tel: 051-2650330

S.No	FM Radio Station	Name of the Company with address	Contact No.
123.	Bahawalpur	M/s KATS Communication Pvt. Ltd. 1131-C, Mumtazabad, Multan.	Tel:061-230055
124.	Dera Gazi Khan (88)	M/s Thal International Airwaves (Pvt) Ltd, Layyah	Ph: 0606-305424
125.	Gujranwala (FM 88)	M/s Tele Film (Pvt.) Ltd. Islamabad	0331-4024899
126.	Mangla (FM 88)	M/s Tele Film (Pvt.) Ltd. Islamabad	0331-4024899
127.	Chiniot (FM 88)	M/s Tele Film (Pvt.) Ltd. Islamabad	0331-4024899
128.	Ubaro (FM 92)	M/s Sound Waves (Pvt.) Ltd. Karachi	Ph: 021-4391559
129.	Karachi (FM 98)	M/s Digital Effect Pvt. Ltd. Islamabad	Ph: 051-2826276

Code of Conduct

For media broadcasters/cable tv operators

(See rule 24)

Programmes:-

- (1) No programme shall be aired which:
 - (a) Passes derogatory remarks about any religion or sect or community or uses visuals or words contemptuous of religious sects and ethnic groups or which promotes communal and sectarian attitudes or disharmony;
 - (b) contains anything pornographic, obscene or indecent or is likely to deprave, corrupt or injure the public morality;
 - (c) contains an abusive comment that, when taken in context, tends to or is likely to expose an individual or a group or class of individuals to hatred or contempt on the basis of race or caste, national, ethnic or linguistic origin, colour or religion or sect, sex, sexual orientation, age or mental or physical disability;
 - (d) contains anything defamatory or knowingly false;
 - (e) is likely to encourage and incite violence or contains anything against maintenance of law and order or which promotes anti-national or anti-state attitudes.
 - (f) contains anything amounting to contempt of court.
 - (g) contains aspersions against the Judiciary and integrity of the Armed Forces of Pakistan;
 - (h) maligns or slanders any individual in person or certain groups, segments of social, public and moral life of the country.
 - (i) is against basic cultural values, morality and good manners.
 - (j) brings into contempt Pakistan or its people or tends to undermine its integrity or solidarity as an independent and sovereign country.
 - (k) promotes, aids or abets any offence which is cognizable under the Pakistan Penal Code.
 - (l) denigrates men or women through the depiction in any manner of the figure, in such a way as to have the effect of being indecent or derogatory;
 - (m) denigrates children;
 - (n) contains anything which tends to glorify crime or criminals;

- (o) contains material which may be detrimental to Pakistan's relations with friendly countries; or
- (p) contains material which is against ideology of Pakistan or Islamic values.
- (2) Particular care should be taken to ensure that programmes meant for children do not contain objectionable language or are disrespectful to their parents or elders.
- (3) Programmes must not be directed against the sanctity of home, family and marital harmony.
- (4) While reporting the proceedings of the Parliament or the Provincial Assemblies, such portion of the proceedings as the Chairman or the Speaker may have ordered to be expunged, shall not be broadcast or distributed and every effort shall be made to release a fair account of the proceedings of the Parliament or the Provincial Assemblies.

Advertisements:-

- (1) Advertisements aired or distributed by a broadcast or cable TV station shall be designed in such a manner that it conforms to the laws of the country and is not offensive to morality, decency and religious sects of the people of Pakistan.
- (2) No Advertisement shall be permitted which:
 - (i) Promotes or supports sedition, anarchy or violence in country;
 - (ii) Is against any provisions of the Constitution of Pakistan or any other law for the time being in force;
 - (iii) Tends to incite people to crime, cause disorder or violence or breach of law or glorifies violence or obscenity in any way;
 - (iv) Glorifies adultery, lustful passions or alcoholic drinks or the non-Islamic Values;
 - (v) Distorts historical facts, traditions of Pakistan or the person or personality of a national leader or a state dignitary;
 - (vi) Fans racial, sectarian, parochial, regional or class hatred;
 - (vii) Promotes social inequality, militates against concepts of human dignity and dignity of labour.
 - (viii) Is directed against sanctity or home, family and marriage.
 - (ix) Is wholly or mainly of a religious or political nature;
 - (x) contains references that are likely to lead the public to infer that the product advertised or any of its ingredients has some special property or quality which is incapable of being established;
 - (xi) contains indecent, vulgar, or offensive themes or treatment; or
 - (xii) contains material which is repugnant to ideology of Pakistan or Islamic values.
- (3) The goods or services advertised shall not suffer from any defects which are harmful to human health. Misleading claims about the goods shall not be made.
- (4) No advertisement which is likely to be seen by children in large numbers should urge children directly to purchase goods of a particular brand or ask their parents to do so.
- (5) All advertisements must be clearly distinguishable as such and be separate from the programmes and should not in any manner take the form of news or documentary.



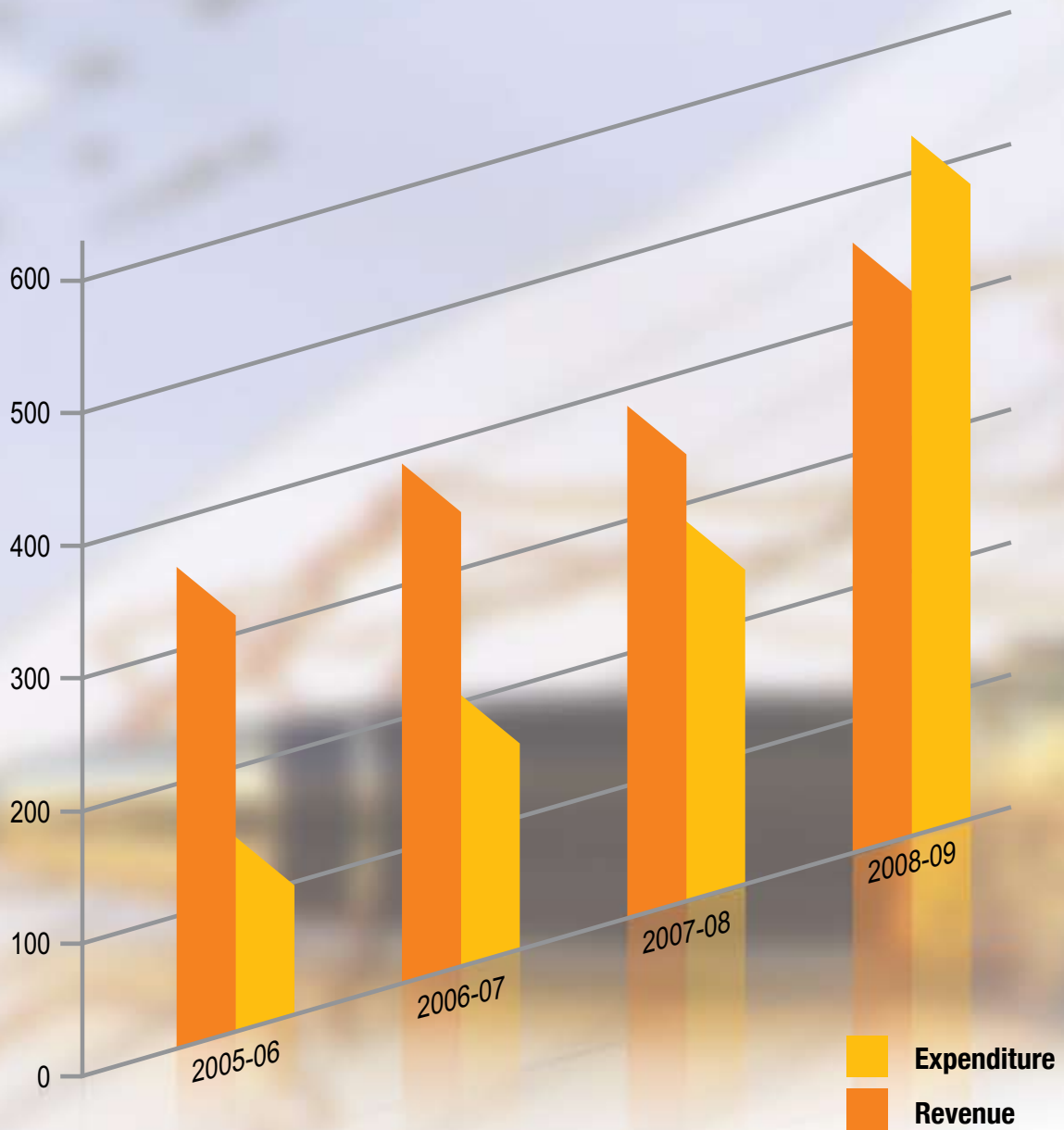
Comparative Analysis (Revenue)

Comparative Analysis (Revenue)

Revenue Sources	2005-06	2006-07	2007-08	2008-09
Cable TV	139.828	132.582	172.432	195.672
Satellite TV	31.978	40.075	96.080	54.195
FM Radio	30.351	62.998	26.087	41.836
MMDS	2.879	2.950	2.496	3.030
IPTV	0	10.470	2.700	2.70
Uplinking Fee	25.453	24.777	22.862	11.471
Landing Rights	24.859	46.276	18.324	9.585
Mobile TV	0	0	2.115	0.0198
DTH	88.063	32.805	0	0
Teleport	14.000	0	0	0
Misc.	0.119	13.161	0.137	1.728
Profit on Bank Accounts/ Investment	11.508	32.076	45.086	62.810
Total	369.037	398.171	388.319	383.047

“These are un-audited accounts. Audited Financial Statements will be published in the next annual report as the accounts are being audited by the auditors.”

Budget Trend Analysis (Rs. in million)



Financial Year	Actual Receipts	Actual Expenditure	Surplus / (Deficit)
2005-06	369.036	145.880	223.156
2006-07	398.170	202.270	195.900
2007-08	388.319	281.949	106.37
2008-09	383.046	466.580	(83.534)



PEMRA

Pakistan Electronic Media Regulatory Authority

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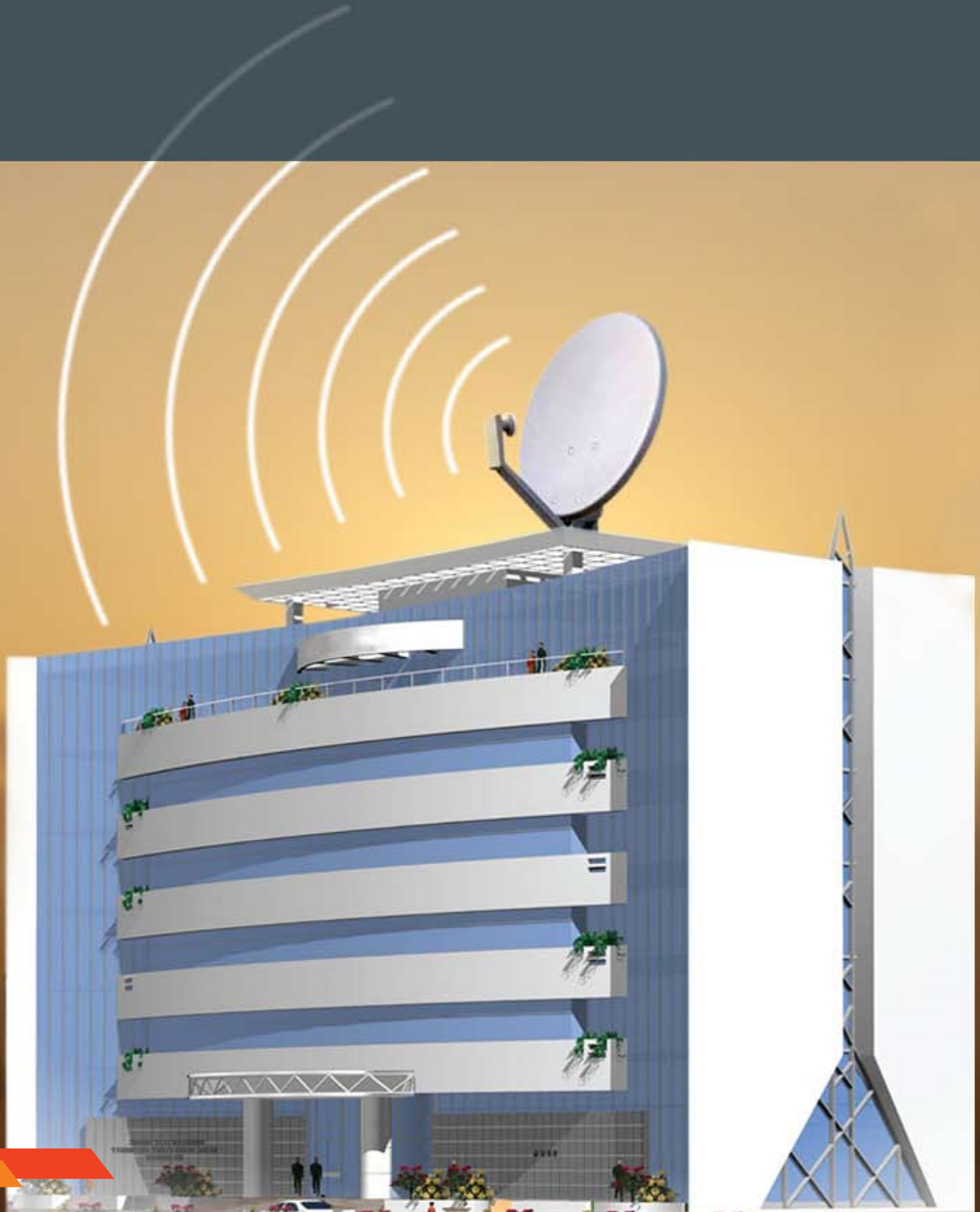


Ms. Saba Sohail

(Coordinator)







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