



2010
Annual Report

FOR THE YEAR ENDED JUNE 30, 2010

TO FACILITATE GROWTH OF FREE & FAIR MEDIA

PEMRA ANNUAL REPORT 2010



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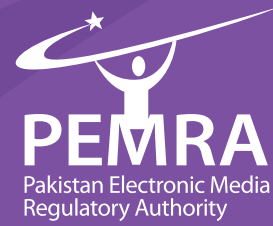
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The present government is fully committed to translate the vision of Shaheed Mohtarma Benazir Bhutto in all realms of life, under the able leadership of President of Pakistan, Asif Ali Zardari and Prime Minister Syed Yousaf Raza Gillani. This commitment is being fulfilled by ensuring great openness, fair play and liberty to Pakistan's pulsating & vibrant media – a media that is the harbinger for change and transformation in the society. Every Pakistani is rightly proud of this great achievement.



Undoubtedly, the massive boom in private electronic media, that Pakistan is witnessing today, is owed to the government's unequivocal commitment to free media and the proactive role played by PEMRA in this regard.

PEMRA remains in the forefront in playing its role and responsibilities under the able captainship of Minister for Information & Broadcasting, Dr. Firdous Ashiq Awan.

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V · I · S · I · O · N

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.

M · I · S · S · I · O · N

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.



FROM THE C·H·A·I·R·M·A·N

In a world influenced by satellite and cyber-space technology, electronic media has a highly significant role to play in shaping the life and destiny of nations. The visual media, notably television, has a stupendous, impact upon moulding human minds and opinion. In the given scenario the electronic media has an onerous responsibility in addressing the socio-economic problems of societies and disseminating unbiased information. This responsibility can be effectively shouldered if the media treads the path of accuracy and objectivity in transmission of its programmes.

Pakistan Electronic Media Regulatory Authority (PEMRA) has completed 8 years of its existence. During the year 2009-10, PEMRA continued to play its role as a liberal regulator committed to facilitate and promote free, fair and independent media and to protect the interests of all stake holders including the general public. With the democratic Government in place, the role of media has become even more important. It is believed that information is the oxygen of democracy and dissemination of information helps build public opinion.

Over the last few years the media industry has attracted a lot of private investment and has also made a significant contribution in the GDP of the country. According to an estimate there has been a cumulative investment of approximately U.S dollar two billion in the electronic media industry in Pakistan. New jobs to more than 200,000 people of diversified skills and qualifications have been provided. In addition, over 7 million people have been accommodated through indirect employment. This expansion in investment would in turn have a multiplier effect on increasing job opportunities for skilled media personnel and journalists, expanding work of media production houses, advertising agencies and proliferation of the performing arts.



Mr. Mushtaq Malik
Chairman

Although there is a debate in the country as to what media should telecast and what it should avoid, I think the issue will always remain controversial. We at PEMRA believe in the power of television and new technologies to bridge information divide, promote diversity, and encourage respect for all segments of society. It has been noted that the degree of responsibility that the media was expected to demonstrate is missing. Quest to break news and taking edge over other channels sometime results in false and inaccurate reporting. There has been improvement but it will take some time for our media to exhibit the extent of maturity that is expected of it.

Self regulation is the need of the day, we have always encouraged TV channels to exercise self regulatory regime. It was in this background that some of the major news channels devised a voluntary code for the coverage of certain activities including acts of terrorism. They are no longer telecasting gory scenes and airing clippings of injured people with amputated limbs. At the same time we are quite mindful of the fact that channels should respect public opinion with a greater sense of responsibility and responsiveness to socio-economic and political needs of the country.

I see a bright future of the organization in the days to come and pray for its growth to become even more vibrant and dynamic in providing media regulatory services to the country. I also take this opportunity to thank the Government, the members of the Authority and all my fellow colleagues for their continued guidance, patronage and support.

THE AUTHORITY

THE AUTHORITY

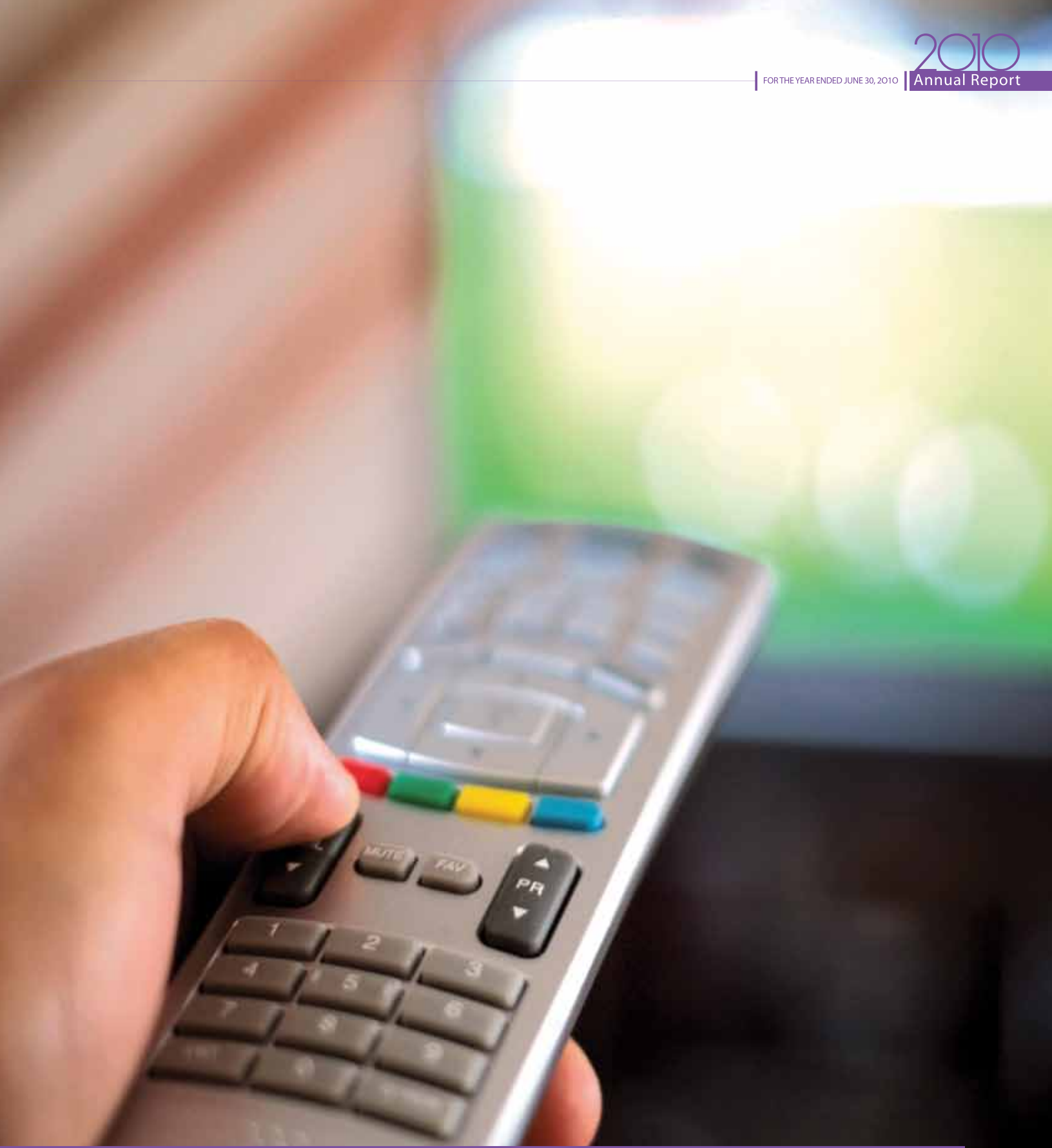
► COMPOSITION AND FUNCTIONING

Pakistan Electronic Media Regulatory Authority (PEMRA) is an authority established under PEMRA Ordinance, 2002 to regulate private electronic media in Pakistan. The authority is headed by a Chairman appointed by President of Islamic Republic of Pakistan. It consists of twelve Members and the Chairman. The Executive Member of the Authority is a permanent Member. In addition four of the Authority members are ex-officio members including Secretary, Ministry of Information and Broadcasting, Secretary, Interior Division, Chairman, Pakistan

Telecommunication Authority (PTA) and Chairman, Federal Board of Revenue (FBR). Seven Members are appointed from amongst the general public. In this context, eminent citizens having expertise in the field of media, law, human rights and social services are chosen. Representation from all the provinces is ensured while nominating these members besides selecting minimum two female members to ensure women representation in the Authority. These Members including the Chairman are appointed for a period of four years.



56th Authority Meeting



AUTHORITY MEMBERS



Mr. Mushtaq Malik
Chairman

Chairman, PEMRA Mr. Mushtaq Malik is a well known financial expert having represented Pakistan at several international finance/ monetary forums.

He has served several Provincial and Federal Government Departments in the capacity of Federal Secretary, for Investment (BOI), Additional Secretary, External Finance, Financial Advisor, Economic Minister, Embassy of Pakistan, Washington D.C, Managing Director and Deputy Secretary before taking charge as Chairman PEMRA on February 9, 2008.

He holds a Masters Degree in Economics with majors in International Trade and Finance from Boston University, USA besides an MBA in International Business Management and Marketing from the same University.

Mr. Mushtaq Malik has attended several International Conferences and has represented Pakistan, Afghanistan and Nepal in IDA forum of the World Bank.

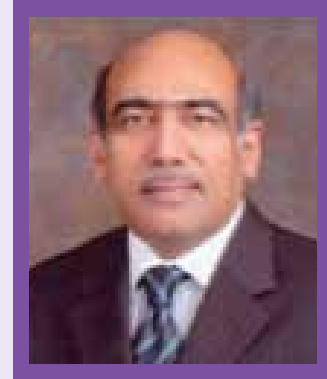


Dr. Abdul Jabbar
Executive Member

Dr. Abdul Jabbar is performing his duties as Executive Member of PEMRA since September 29, 2008 besides holding charge as Director General of Technical and Operation Wings. He received his Ph.D. (Superconducting Electronics) from Shanghai University of Science and Technology, China in 1992. He got his Masters in Business Administration (MBA) in Utility Regulation Management from The University of Lahore. He holds Professional Diploma in Human Resource Management from NUST.

Before joining PEMRA he served Pakistan Telecom Authority (PTA) as Director, International Liaison, Director, Technical Studies, Director, Radio Based Services, and Director, Engineering.

He has participated in several national and international training workshops and conferences. His research work has been published in well known international journals.



Mr. Mansoor Suhail
Ministry of Information and Broadcasting

Mr. Mansoor Suhail, assumed his role as an Ex-Officio Member of PEMRA on October 28, 2010. He is an officer of the Information Service currently holding the charge of Secretary, Information and Broadcasting. He has a rich and distinguished career spanning over 33 years working on diverse range of information positions within Pakistan and abroad.

Some of his important assignments as an officer include his position as Additional Secretary, Ministry of Information & Broadcasting, Director General of the External Publicity Wing, Director General Public Relations, Punjab and Director Media, Pakistan Cricket Board (PCB).

Mr. Mansoor Suhail has also served as Press Minister and Counselor in Pakistan Mission to the United Nations, New York, where he got elected as Chairman of the UN Committee on Information for two years besides holding its vice-chairmanship for five years and thus has played a major role in formulation of international media policy.



Major (R) Qamar Zaman Ch.
Ex-Officio Member/ Secretary Interior

Major (R) Qamar Zaman Ch. is a seasoned Civil Servant who has served as Additional Secretary Interior before being promoted to Secretary Interior on September 5, 2009. Since then he is an ex-officio Member of the Authority.

He carries with him the honour to be an Alamgirian, being a cadet of renowned and prestigious Military College, Jhelum.

Mr Qamar Zaman, in his capacity as Pakistan's Additional Secretary at the Interior Ministry, has been working for the SAARC member countries to remove hurdles in the way of traveling to member states and to promote the idea of greater respect for those SAARC citizens who have been cleared to get an open travel permit to the member states which include officially accredited journalists, Chief justices, MPs and some other categories.



Mr. Sohail Ahmad
Ex-Officio Member/ Chairman, FBR

Mr. Sohail Ahmad is an Ex-Officio Member of PEMRA since May 18, 2009.

He joined the 1979 batch of Civil Servants in the District Management Group. Since then he has held various field, staff and policy assignments.

He holds Masters Degree in English Literature from University of The Punjab. He has been teaching at Gordon College, Rawalpindi before joining the Civil Services. He completed his Masters in Public Management from Carnegie-Mellon University, Pittsburgh PA, USA in 1986.

Some of Mr. Sohail Ahmad's important assignments include his posting as Secretary Planning & Development, Secretary Health and Secretary Finance in the Punjab Government. On his promotion to BS-21 he continued as Secretary Finance in the Punjab Government, where he led two annual budget preparations. He subsequently became Chairman, Planning and Development Board, Punjab.



Dr. Mohammad Yaseen
Ex-Officio Member/ Chairman, PTA

Dr. Mohammad Yaseen Chairman Pakistan Telecommunication Authority (PTA) is also the Ex-Officio Member of PEMRA since July 24, 2008.

He received his Ph.D. from University of Essex, England, with specialization in Telecommunication Systems in 1992. He won Ministry of Science and Technology scholarship in 1987 after graduating from DCET (NED). He has been working as Senior Research Officer, at the Essex University and as System and Project Engineer at Alcatel Submarine Networks in Australia.

He has also been working in PTCL as Director, Strategy and with PTA as Member, Technical before becoming its Chairman. Dr. Yaseen has 30 international and national publications on Telecom technologies, ICT growth, and Strategic design of telecommunication. He has won "Best Telecom Regulatory Leader of the Year" award in 2010.



Prof. Dr. Najma Najam
Member

Prof. Dr. Najma Najam is the founding Vice Chancellor of Fatima Jinnah Women University having more than thirty years of experience in teaching and research. She has remained Chairperson and professor at the Applied Psychology Department, University of the Punjab, Lahore. She has supervised over 75 students conducting Masters, Post Masters and Ph.D. research thesis. She is the only trained neuro-psychologist in Pakistan. She received her Ph.D. in Neurosciences from Bowling Green State University, Ohio, USA. She has also worked as a researcher at the Vision Research Centre, University of Georgia, Athens Georgia, USA. She has been awarded membership to Division 45 of American Psychological Association. Besides winning Senior Fulbright Fellowship in 1995-96, she has also bagged President's Medal by the prestigious Chatham College, Pittsburgh, USA.



Dr. Seemi Naghmana Tahir
Member

Dr. Seemi Naghmana Tahir is honourable Member of the Authority from July 18, 2006. She is currently serving as Chairperson, Department of Mass Communication University of Karachi. She has also served as Dean, Faculty of State Sciences and Mass Communication University of Baluchistan. She has been teaching journalism and mass communication since long and has written research oriented articles in Pakistani newspapers and magazines on media, its education, training, role of universities, and other related issues. In her capacity as a teacher and a visionary media observer she has been raising the issues pertaining to Pakistani journalism especially sensationalism on all available forums. She also remained an important member of Higher Education Commission's (HEC) curriculum formulation committee on the subject of Mass Communication for BA (Hons) and Master level in Pakistan.



Mr. Umar Aziz
Member

Mr. Umar Aziz was born on August 31, 1950. After graduating from the prestigious Government College, Lahore he completed his LLB from University Law College, Punjab University. He is a Member of PEMRA since its inception in 2002. His tenure is going to expire on July 17th, 2010. He has established well-known chain of English medium schools namely 'Lahore Lyceum' in 1984. He is also the Executive Director of a software development company. He has won Lifetime Awards twice, in 1992-93 and 2001-2002, in the field of education. He has been awarded Punjab Education Foundation Award in recognition of his meritorious services in education. He remained member of Who is Who (The Virtual Professional Directory) for the year, 1998.



Samar Minallah
Member

Samar Minallah is a well-known social worker, documentary filmmaker, freelance journalist, human rights activist and an anthropologist. Through various means and mediums, she has been fighting and bringing to attention the unseen images and unheard voices of the disadvantaged groups of Pakistan, especially women. She holds a degree in Anthropology and Development from the University of Cambridge, UK. Her presence there led her to focus on a culturally sensitive approach to development and social change. Samar has been documenting the Vanni and Swara traditions in Pakistan through her registered NGO called Ethnomedia. She makes documentaries on social and cultural issues. She is member of PEMRA from July 18, 2006. Samar has been documenting various aspects of Pukhtun culture through print and electronic media. She was awarded the "Perdita Human Rights Activist Award" for her contribution in advocating against the custom of 'Swara' (where girls are given as compensation to end age old disputes)



Asad Jahangir Khan
Member

Mr. Asad is a retired PSP officer and has served as IGP Sindh. He comes from a renowned family of cricketers who have served Pakistan cricket for a long time as players as well as administrators. Mr. Asad is the son of Mr. Jahangir Khan, brother of Majid Khan and cousin of Javed Burki, Imran Khan, Humayun Zaman and Javed Zaman. He himself, has played 40 first-class matches for Lahore, Punjab and Oxford universities.



Mr. Adnan A. Khawaja
Member

Mr. Khawaja, comes from a business community that deals in textiles related product manufacturing and trading. His distinguished profile made him a first generation entrepreneur, who has, thorough vision and dedication carved a niche for himself in the domestic industrial environment and also sculpted a global reputation. He has also worked as a Senior Management Advisor to a local prestigious company dealing in Oil & Gas sector. Mr. Khawaja has traveled widely across the globe, having meetings with persons of eminence in Asia, Europe and Gulf. Mr. Khawaja's progressive thinking has made him conscious of the need to develop institute-industry linkages and this led to inception of competency based training in Pakistan with active involvement of private sector.



Dr. Kaiser Bengali
Member

Doctor Kaiser Bengaliwala commonly known as Kaiser Bengali is one of the most distinguished economists of Pakistan. Dr. Kaiser has headed institutions like Social Policy and Development Center (SPDC), Karachi and Sustainable Development Policy Institute (SDPI), Islamabad. He remained associated as a Professor with Applied Economics Research Centre (AERC), University of Karachi and is currently teaching at SZABIST. He has also been involved in editing and managing publications. His areas of interest are macroeconomics and development issues with respect to inequality, poverty, unemployment, and social justice, regional accounts, regional and urban development issues, decentralization and local governance and finance; issues in ethnic, sectarian and religious militancy and violence. He received his Ph.D. in Economics from Karachi University in 1997. He holds Master's degrees in Economics from Boston and Karachi Universities.

MEETINGS/ FUNCTIONING

The Chairman or, in his absence, the member elected by the members for the purpose, presides over the meeting of the Authority.

One-third of the total members constitute quorum for meetings requiring a decision by the Authority.

The honorable members are informed well before time about the time and place of the meeting and the matters on which decisions by the Authority are supposed to be taken.

The honorable members' input is also invited on the agenda and on working papers prior to holding the meeting.

After a discussion on the meeting points, Draft Minutes of the previous meeting are presented to the members, which become Minutes of the meeting after their approval.

If any member shows any objection or difference of opinion, it is taken in writing in the Draft Minutes of the meeting.

The honorable members attending the meeting are also updated on the progress being made on the decisions taken in the previous meeting.

The decisions of the Authority are taken by the majority of its members present and in case of a tie, the member presiding over the meeting has the power to cast his deciding vote. The Authority may delegate its powers to the Chairman under PEMRA Ordinance, 2002.



59th Authority Meeting



61th Authority Meeting

IMPORTANT DECISIONS TAKEN BY THE AUTHORITY

Nine meetings of the Authority were held between July 2009 to June 2010 in which many important and constructive decisions were taken some of which are given below.

(a) The Authority in order to negate monopolies in the private electronic media has decided not to issue more than

four (04) STV licenses, four (04) FM Radio licenses and two (02) Landing Rights Permissions, to a single company.

(b) The Authority after due considerations has also approved the tariff, terms and conditions for the In-House channels for IPTV services and MMDS licenses.

(c) The Authority has imposed heavy fines on non-compliance with the terms and conditions regarding maintenance of minimum standards, set by the Authority to air advertisements by the satellite TV channels to protect viewers' rights.

(d) The Authority has also approved to decrease the

Landing Rights Permission fee from Rs. 50 million to Rs. 20 million.

(e) In order to bring PEMRA Rules inline with the amendments introduced in PEMRA Ordinance, 2002 by the Parliament of Pakistan in April 2007, the Authority, with the approval of the Federal Government, has formulated PEMRA Rules, 2009.

(f) In order to make the complaint mechanism more efficient and effective, Council of Complaints (Organization & Functions) Regulations 2002 have been reviewed. In this regard a draft of PEMRA (Council of Complaints) Rules, 2010 as approved by the Authority has been sent to the Federal Government for necessary approval and promulgation as provided under the Rules of Business, 1973. On notification of these Rules, the Council of Complaints (Organization & Functions) Regulations, 2002 shall stand repealed.

(g) The Authority approved the insertion of following clause in the terms and conditions of the new Cable TV licenses, revalidation, renewal and up-gradation cases;

'In the case of metropolitan cities, the license is revalidated inter alia on the condition that the licensee shall convert its system from analog to the digital technology to the satisfaction of the Authority by the end of year 2011. Whereas, in case of other cities, time frame for digitalization of Head-ends/ distribution system is to be completed by the end

of year 2015. In case, the licensee fails to shift from analog to digital technology as required, the license shall be deemed to have been withdrawn/ cancelled by following the process of revocation of the license'.

(h) The Authority has decided that under Section-23 of PEMRA Ordinance 2002/ PEMRA (Amendment) Act 2007 no person shall be entitled to be benefitted from any monopoly or exclusivity in the matter of broadcasting or the establishment and operation of broadcast media. The Authority has approved following restrictions on the acquisition of broadcast media and distribution services:

(i) No distribution licensee including Direct-to-Home (DTH), Cable TV (CTV) Networks, IPTV, Multi-Channel Multi-Point Distribution Service (MMDS) etc. will be allowed to own, control or operate any type of broadcast media or/ and Landing Rights Permissions.

(ii) No media broadcast licensee

including Satellite TV, FM Radio Licensee or Landing Rights Permission Holders will be allowed to own, control or operate distribution services such as Direct-to-Home (DTH), Cable TV (CTV) Networks, Multi-Channel Multi-Point Distribution Service (MMDS), IPTV etc.

(i) The Authority under Delegation of Power (DOP) has granted powers to Regional Councils of Complaints to levy fine up to one hundred thousand on all broadcast and distribution service licensees in accordance with the magnitude of their violations.

(j) The Authority has approved the distribution/ provision of different channels of the same category/ genre in the form of bouquet/ cluster to the subscribers to ease up channel browsing.

(k) The Authority has decided not to issue any new Satellite TV licenses, especially to current affairs category until the market demands so.



62nd Authority Meeting

POWERS AND FUNCTIONS

Pakistan Electronic Media Regulatory Authority (PEMRA) was set up under an Ordinance in 2002 as an autonomous statutory body. It is responsible for regulating the establishment and operations of private electronic media in Pakistan except national Broadcaster i.e. PTV, PBC. Broadcast media means, the media which originates and propagates broadcast signals by terrestrial means or through satellite for radio or television and includes teleporting, provision of access to broadcast signals by channel providers and such other forms of broadcast media as PEMRA specifies.

PEMRA also regulates distribution services for broadcast in Pakistan established for the purpose of international, national, provincial, district, and local or special target audiences.

Distribution Service denotes to the receiving of broadcast and pre-recorded signals from different channels and distributing them to subscribers through cable, wireless or satellite options including Cable TV, Local Multi-point Distribution Service (LMDS), Multi-channel Multi-point Distribution Service (MMDS), Direct to Home (DTH) and such other similar technologies.

Another important function of the PEMRA is to regulate the distribution of foreign and local TV and radio channels in Pakistan.

PEMRA also prescribes standards for the establishment of broadcast media stations, installation of broadcasting, distribution service or teleporting equipment, transmitters, receivers, boosters, converters, distributors and common antennas.

To promote a healthy competitive environment and discourage monopolies, PEMRA prescribes terms and conditions for the broadcast media and distribution service operators. For instance, no one can own more than four TV channels. Unfortunately cross media ownership is allowed since 2007 in contradiction to international practices.

PEMRA issues licenses for broadcast media and distribution services in the following categories:-

- i. International and National scale stations
- ii. Provincial scale broadcast
- iii. Local Area or Community based Radio and TV Broadcast
- iv. Specific and specialized

subjects

v. Distribution services

vi. Up-linking facilities including teleporting and Digital Satellite News Gathering (DSNG).

The Authority may authorize any of its officers to enter the premises of any broadcast media or distribution service operator for inspection, as these offices/head-ends are bound to remain open to facilitate the inspections.

After issuing show cause notices, the Authority or the Chairman may impose fine upto one million, seal the premises or seize the equipment on violation of rules by the broadcasters or the distribution service operators.

The Authority may revoke or suspend the license on non-payment of renewal fee or on the violation of any of the provisions of PEMRA Ordinance. The Authority has the exclusive right to vary any of the terms and conditions of the license or grant exceptions where it finds it appropriate in the public interest.



Award of FM Radio License (FM 100)

AN
OVERVIEW
OF CURRENT
STATUS OF
ELECTRONIC
MEDIA
IN PAKISTAN

AN OVERVIEW OF THE CURRENT STATUS OF ELECTRONIC MEDIA IN PAKISTAN

SATELLITE TELEVISION CHANNELS

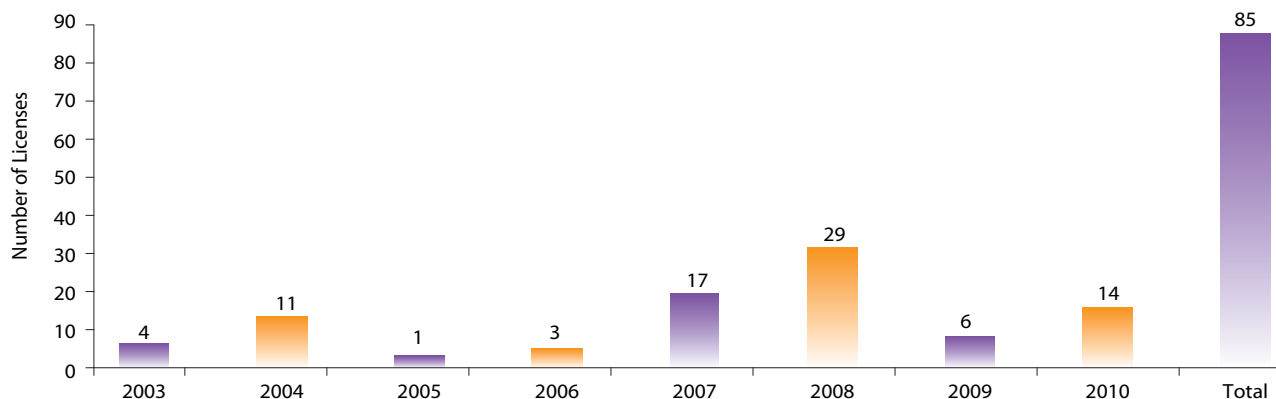
Satellite television is the provision of broadcast services through satellite. It provides a wide range of channels and services, often to areas that are out of reach of terrestrial transmission. Two kinds of frequency bands namely C band and Ku band are used for satellite TV. Pakistan, in recent years has become a hub of media growth, where not only local TV channels have emerged but the foreign TV

channels have also witnessed a rapid growth in their viewership. The foreign channels intending to relay their transmissions in Pakistan have to obtain landing rights permission against a prescribed fee ranging from Rs. 0.3 million to Rs. 5.0 million depending on the category of the channel. Currently 85 private Satellite TV channels have been granted licenses by PEMRA. 69 channels out of 85 are operational while

remaining 16 are non-operational. Five public sector channels are also on-air. All these channels are available in the form of a bouquet to the subscribers. Meanwhile eleven registered companies hold the landing rights permission for marketing and distributing 26 Satellite TV Channels across Pakistan.

The table below shows total number of private Satellite TV channels holding licenses from PEMRA.

Satellite TV licenses, Pakistan, 2003-2010



CATEGORY OF CHANNELS, PAKISTAN, 2010

Category	Channels for Landing Rights	Satellite TV Channels
Regional Language	00	19
News & Current Affairs	05	20
Health	00	01
Entertainment	16	38
Agriculture	-	01
Sports	04	04
Education	01	02
Total	26	85

▶ UP-LINKING

Uplinking means the transmission of a signal from a ground station on Earth to a satellite. Short-term and long-term uplinking permission has also been granted to different companies in Pakistan. Currently three news agencies

namely; M/s Asian Television Press Network Pvt Ltd, M/s Eastern News Pvt Ltd, and Classic Entertainment Pvt Ltd, hold long-term uplinking permission for one year while following four companies have been granted short-term

permission, M/s Faizan Production Pvt. Ltd.(Madni Channel), M/s GAAZA Broadcasting System Pvt. Ltd.(GKABOOM), M/s Indus TV Networking Pvt. Ltd. (Indus News) and M/s Birds Pvt. Ltd. (Geo Super)



▶ CABLE TV

Over the past decade Pakistan has been flooded with new cable and satellite television channels. The cable TV trend in Pakistan dates back to 1990 when, a house owning a satellite dish started sharing broadcasting signals to its neighbours.

Pakistan Electronic Media Regulatory Authority (PEMRA) took over the role of regulator, in 2002, from Pakistan Telecommunication Authority (PTA).



CABLE TV LICENSING REGIME

Pakistan Electronic Media Regulatory Authority (PEMRA) under the provisions of PEMRA Ordinance, 2002 and PEMRA Amendment Act, 2007 issues the licenses to the eligible applicants. Any company registered with the Securities and Exchange Commission of Pakistan (SECP) having paid-up Capital of Rs. 3.0 million can obtain license after submitting their application to the Cable TV licensing Wing of PEMRA directly, or through its regional offices on a prescribed form against a prescribed fee. CTV fee varies depending on the size of the network in terms of area and number of subscribers

which is around Rs. 60,000/- to Rs. 1,700,000/-. CTV licensee has to pay annual renewal fee equal to 50% of the license fee and annual subscribers fee at a specific rate of Rs.12/- per subscriber.

Different technologies are used for signal transmission. The basic ones are transmission or re-transmission of audio-video programmes through cable or Multi-Channel, Multi-Point Distribution Services (MMDS). To facilitate the subscribers a Cable TV operator is bound to establish its office (Head-end) in an area, easily accessible to the subscribers and the officers of the Authority. NOC, from the

civic bodies is also required as a Cable TV operator has to ensure a hazard free environment in the locality and has to make arrangements to avoid any public nuisance. Moreover he has to take following measures to facilitate the Authority and the customers;

Service Quality: A Cable TV operator has to take all necessary steps for provision of interruption free distribution of services to all its subscribers.

Maintenance of Record: The Cable TV operator has to maintain record with relevant information to be made available to the PEMRA officers for inspection.

NEW CONNECTIONS

Cable TV operator has to ensure new connection within 24

hours of request after payment of installation fee and

completion of required documents by the customer.

MONTHLY BILLING

A monthly billing procedure has to be adopted. Cable TV operator deliver monthly bills to its subscribers. If there is any

plan to revise fee package, one month advance notice is mandatory to revise the fee. Moreover seven days notice for

disconnection is required in case of defaults for two consecutive months at the customers' end.

PROCEDURE FOR CHANGE OF TV CHANNELS

A Cable TV operator has to give 48-hours notice in writing to the subscribers and inform

Authority to make any changes within eligible television channels, i.e. to change current

location/placement or to add or remove any channel from his distribution set up.

COMPLAINTS HANDLING PROCEDURE

A Cable TV operator has to establish a Customer Service Centre, operational for 24-hours a day with trained staff. Record of all the complaints lodged by

the Cable TV customers has to be maintained and addressed within 48 hours. The CTV operator's representatives have to make sure that they carry

with them their proper identification while working in the area.



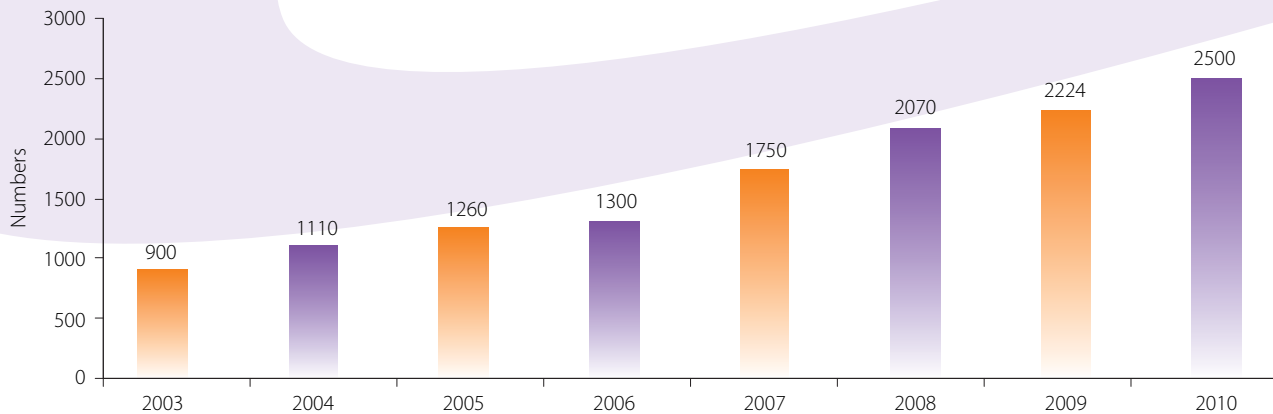
CABLE TV LICENSES

PEMRA has issued 2500 Cable TV licenses to different companies through a transparent process. Pakistani

media industry, over the years has seen a continuous growth pattern in its clientele of cable TV operators. Figure below

shows number of cable TV licenses issued by PEMRA until 2010.

Cable TV Licenses, Pakistan, 2002-03 to 2009-10



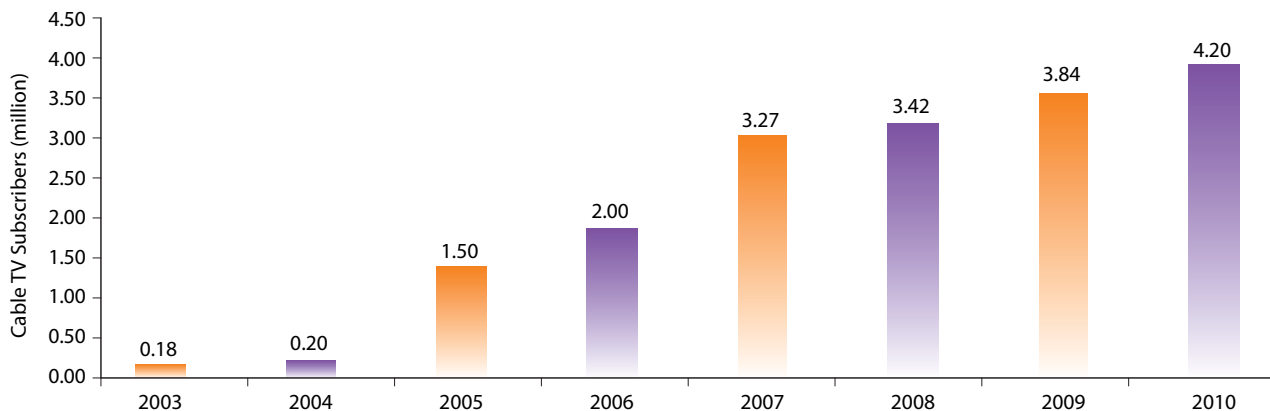
CABLE TV SUBSCRIBERS GROWTH

The Cable Television has proved to be the fastest growing field in the national media domain. A family can access more than hundred channels at a time by paying a subscription fee. PEMRA through a comprehensive plan

has widened the choices available to the public to watch different categories of channels including entertainment, news & current affairs, educational and sports etc. The number of subscribers across Pakistan has

increased sharply since 2004-05, which has touched the level of approximately, 6.2 million in 2009-2010. Figure below shows approximate number of Cable TV subscribers in Pakistan;

Cable TV Subscribers, Pakistan, 2002-03 to 2009-10



FM RADIO BROADCASTING

Frequency Modulation (FM) Radio broadcasting uses a specific range in between 88 to 108 MHz band and has the capacity to provide high quality Audio programmes within a specific radius of around 40 to

50Kms. Any company having interest in broadcasting FM Radio transmissions has to contest a bidding process besides completing other formalities. The licensee is bound to air public service

programmes free of cost which may be provided by the Authority in the interest of the masses. Any company holding FM Radio license has to ensure an interruption free broadcasting to its listeners.



FM Radio Bidding Phase VIII



FM Radio Bidding Phase VIII

FM RADIO LICENSES

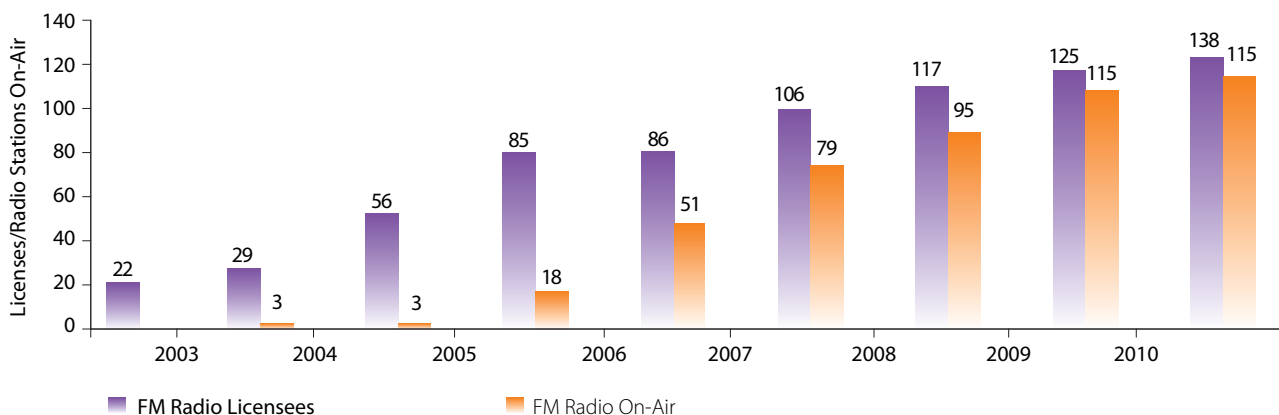
PEMRA has granted 138 FM Radio licenses out of which 114 licenses are commercial while 24 are non-commercial. Amongst the 114 commercial licenses 94 are operational while 20 are still

non-operational. Whereas out of 24 non-commercial licenses, 21 are operational. The table below shows a growing pattern in Private FM licenses over the years in Pakistan.

FM PENETRATION RATE

National Institute of Population Studies (NIPS) in 2006-07 found that 32% households have a Radio set. It is believed that this ratio might be higher because the radio sets in pockets, mobiles, and vehicles usually remain uncounted.

Private FM Radio Licensees/ Radio Stations On-Air in Pakistan, 2010

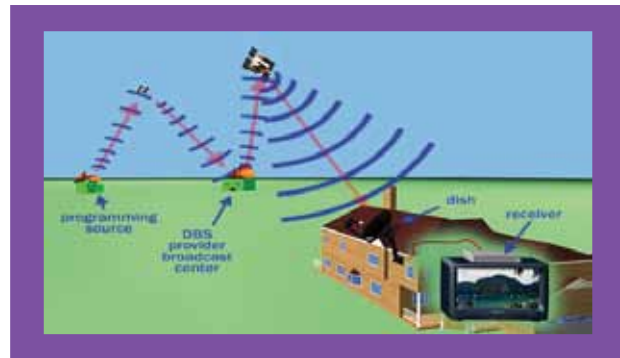


▶ MULTI-CHANNEL MULTI-POINT DISTRIBUTION SERVICE (MMDS)



MMDS is also known as Wireless Cable. It is a wireless telecommunications technology, used for general-purpose broadband networking or, more commonly, as an alternative method of cable television programming reception. Pakistan started this service in 1996 initially with 10 TV channels which was later, upgraded to more than 80 channels. TV transmissions through MMDS are being

watched in Karachi, Lahore, Islamabad, Sahiwal and Okara. Three companies namely; M/s Ranja Enterprises Pvt. Ltd, Lahore for Sahiwal & Renala Khurd, M/s Southern Networks Limited, Islamabad for Lahore, Karachi & Islamabad and M/s Pak Communications (Pvt) Ltd, Islamabad for Nankana-Sahib hold MMDS licenses in Pakistan. Due to rise in subscribers the estimated number of MMDS subscribers has reached to 330,500.



▶ DIRECT-TO-HOME (DTH)

Direct-to-Home satellite television service is the method of direct reception of TV channels. Through this service, subscribers or end users, receive signals directly from geostationary satellites. Signals are broadcast in digital format at microwave frequencies. DTH service enables customers to receive TV programmes directly from the satellite through powerful Ku band transponder. Licensing Regime for the award of DTH licenses including eligibility criteria, terms & conditions, bidding procedure etc. is in process and will be finalized in near future.



▶ INTERNET PROTOCOL TV (IPTV) CHANNEL DISTRIBUTION SERVICES

Internet Protocol Television (IPTV) is a relatively new method of delivering and viewing television programming using an IP

network and high speed broadband access technology. It is a combination of three mediums called triple play service involving TV, internet,

and telephone. M/s Pakistan Telecommunications Company Limited is the only company currently holding IPTV license which is operational in Pakistan.




▶ MOBILE TV

It is latest technology to provide TV services on mobile and hand-held devices. Presently three Mobile TV licenses have been issued to M/s Brands Promotion Centre Pvt. Ltd., M/s Cellevision Pvt. Ltd., and M/s Dialogue Pvt. Ltd. This medium is expected to get a steep boost in Pakistan. Telenor and Mobilink are the two cellular companies currently providing this service to their customers in Pakistan.



▶ TV SETS IN PAKISTAN

The measurement of Electronic Media penetration in a country depends on number of TV sets. The total number of TV sets in Pakistan is approximately 12.0 million.



REGULATORY
PROCESS,
CODE OF
CONDUCT
AND
PEMRA'S
ROLE IN
BROADCAST
DISTRIBUTION
SERVICES

REGULATORY PROCESS, CODE OF CONDUCT AND PEMRA'S ROLE IN BROADCAST/DISTRIBUTION SERVICES

Pakistan Electronic Media Regulatory Authority (PEMRA) has evolved and implemented a transparent, meritorious, easy to follow and simple regulatory process in conformity with the PEMRA Ordinance, 2002, PEMRA (amendment) Act, 2007, and PEMRA Rules 2002 & 2009. To implement this regulatory process PEMRA has considered the interests of all the stakeholders directly or indirectly influenced by the regulations including the public at large.



► BROADCASTING REGULATIONS

PEMRA has opened up manifestation of private electronic media to bring everyone in the ambit of its regulations whoever wishes to establish and operate a broadcasting station if one falls on defined merits. For such purpose licenses are issued to the individuals or the organizations after fulfillment of terms and conditions against certain fee prescribed by the Authority.

No person can establish or



operate any broadcast station without a valid license issued by PEMRA inside Pakistan.

The Authority invites Expressions of Interest (EOIs) or direct applications from the interested Pakistanis to establish and operate the broadcast stations on prescribed forms against non-refundable fee. Frequency Allocation Board (FAB) is also involved to get clearance and allocation of required frequency for such FM stations. After short listing the applicants on their economic viability, technicality, credibility, track record, social development objectiveness, principles of fairness, and equity etc. an open and transparent bidding

is held.

On receipt of the applicable license fee and the prescribed Security deposit, the Authority issues the license to the successful bidders after consultation with the respective province in which the station is going to be established. If the issuance of license is not against the interests of the public, the Authority grants the license within one hundred days from receipt of the application against the license fee and security deposit refundable after the satisfactorily expiry of one year of operations. The licensee is allowed to operate within the specific allocated area only.

Late payment of the license or renewal fee incurs a surcharge of 5% of the fee per month upto a maximum of 15%, failing which the license is deemed to have been cancelled.

No merger or amalgamation with any other person or transfer of shares is permissible without the prior permission of the Authority. Maintenance of accounts and copyright obligations would also be mandatory under local and international laws without incurring any liability on PEMRA or any of its employee in respect of copyright violations. On the contraventions of ethical standards, programming contents, Code of Conduct or the quality of the services the Authority on the recommendations of The Councils of Complaints, or any of its authorized employee can

impose fine or cancel the license after seeking a show cause within fifteen days under section 30 of the PEMRA Ordinance.

The Authority can also seize the equipment of the broadcasting stations on non-compliance with the regulations of the Authority and the local administration is bound to provide full support in this regard.

If non-registered, non-licensed broadcast operation is underway the Authority through its Assistant General Manager (AGM) or any other officer authorized to do so, inspects the station and makes steps with the help of local administration to expel the offender to a fine amounting to Rs. 100,000/- or an imprisonment for a period of six months on first violation and for

three years on the second violation besides seizure of the equipment. A person aggrieved in this regard may appeal to the Authority within thirty days of issuance of order and if he feels violation of PEMRA Ordinance has occurred he can go to the High Court for remedy within 30 days.

The licensee has to broadcast programmes in the public interest specified by the Federal Government or the Authority in the manner indicated by the Government or, as the case may be, the Authority, provided that the duration of such mandatory broadcast programmes shall not exceed ten per cent of the total duration of broadcast by a station in 24 hours except if, by his own volition, a licensee chooses to broadcast such content for a longer duration.



CABLE TV REGULATIONS

Cable TV and Multi-channel Multi-point Distribution Service (MMDS) licenses are granted through an open, transparent bidding to the Pakistani citizens or the organizations for a specific area of operations reaching out to specific number of subscribers' categories after the fulfillment of terms and conditions and allocation of frequency from the FAB along with payment of prescribed fee. The licensee is bound to maintain a record and register of the programmes, channels and the advertisements aired or distributed, on audio or as the case may be on the video tapes, at least for a period not less than thirty days. Moreover these licenses are bound to pay 5% of the gross revenue receipts for airing or distributing the advertisements on his cable television system. The licensee has to provide his services without discrimination against a fee as prescribed by

the Authority.

The Council of Complaints or any authorized officer of Authority may call the licensee for hearing if there is any violation of regulations which may result in the cancellation of the license by the Authority. If a CTV licensee violates the regulation he can be fined one million rupees and an imprisonment for a period not exceeding six months, while the illegal operator can get four year imprisonment plus fine.

The Authority, or an officer so authorized by the Authority, possesses the powers, giving reasons in writing to prohibit any cable TV operator or a licensee from re-broadcasting or distributing any programme or a specific channel, if the Authority, or as the case may be, the officer is of the opinion that such particular programme or the contents of the channel broadcasts are likely to create hatred among the people or is

prejudicial to the maintenance of law and order or is likely to disturb peace and tranquility or is against the Ideology of Pakistan or contains pornographic or obscene material or endangers national security or is violative of the terms and conditions of the license.

Authority may also stop any international broadcasting service from going on-air if the content of that channel is unacceptable.

The licensee is bound to show national channels on priority basis and is not authorized to up-link or down-link services for which it is not licensed while the representatives, agents, vendors, distributors of satellite cable TV broadcasters are incorporated in Pakistan and licensed by the Authority for selling decoders only to the licensed cable TV operators.



▶ CODE OF CONDUCT

A comprehensive Code of Conduct has been devised for the broadcasters and cable TV operators to on-air programmes and advertisements. PEMRA reserves the right to impose penalties to implement this code of conduct in letter and spirit.

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.





NEW
OFFICE
BUILDING
& NEW
MONITORING
SET UP

NEW OFFICE BUILDING & NEW MONITORING SET UP

▶ PEMRA HEADQUARTERS BUILDING

PEMRA has made a landmark achievement in F.Y 2009-10 by moving its headquarters building to new premises situated at Mauve Area, G-8/1, Islamabad. This project started in 2007 and was completed at a cost of Rs. 436 million in January 2010. Before moving to new building, Dua was held at the ground floor of headquarters building. Senior officers and staff offered Quran Khawani and Dua in presence of Mr. Mushtaq Malik, Chairman PEMRA. All the participants prayed for the success of the organization. Headquarters building consists of five stories with two spacious basements for car parking. It contains a mosque, cafeteria, auditorium and a gym covering overall an area of 89,000 sq.ft. HVAC system has been installed in this building to beat scorching heat during summers and chill environment in acute winters. Moreover, power

backup has been ensured by installing 500KVA generator having capacity to support all power requirements in case of emergency.

PEMRA headquarters is equipped with state-of-the-art security equipment as high resolution cameras have been installed at front and back side of the building which keep track of every moment occurring in the vicinity. Office security is further being beefed up with the trained security personnel in different shifts who guard the building round the clock.

On completion of this building all the wings of the headquarters, scattered at various locations in Islamabad were moved to this building. Each wing was allocated sufficient office space for its offices and staff. The new floor plan has been designed to ensure congenial environment

where all the employees could concentrate on their official assignments. State-of-the-art monitoring system has been established in this headquarters building which runs 24/7 without any break and capable of monitoring 50 satellite TV channels. Monitoring Wing generates daily reports and delivers message alerts with regard to any breaking news reported on satellite TV channels.

A state-of-the-art fire alarm system has been installed in the new headquarters building which is sensitive enough to caution inmates of any emergency erupted at any point in time. Moreover, Admin Wing has organized drills for officers and staff to train them to cope with any emergency situation.

Admin Wing during a short span has succeeded in settling all the wings.



Inauguration of PEMRA Headquarters Building

▶ MONITORING SET UP

A state-of-the-art, comprehensive, and modern monitoring set up is in place at PEMRA headquarters replacing the old, conventional one to enhance the monitoring

capability of the PEMRA. The new system has immensely helped PEMRA to monitor and maintain record of each and every channel's content for months. The set up has placed

Pakistan in the list of modern countries where the regulatory process is being beefed up with the modern vigilance/monitoring systems.



A view of PEMRA monitoring setup







OPERATIONAL ACTIVITIES DURING 2009-10

OPERATIONAL ACTIVITIES DURING 2009-10

PEMRA has established regional offices at all five provincial headquarters apart from sub-offices established at Mirpur, Sargodha, Gujranwala, Faisalabad, Multan, Hyderabad, Dera Ismail Khan, Abbottabad and Sukkur. All operational activities are managed through these offices.

The Headquarter has been established in Islamabad in a newly constructed building in G-8/1, Islamabad.

Year 2009-10 has been a year of ongoing progressive strengthened activity for

PEMRA as it launched extensive operation against violating Cable TV operators across the Country. PEMRA enforcement teams raided various CTV networks in various parts of the Country, resultantly equipment / gadgets of various cable networks were impounded being involved in display of illegal channels. Brief enforcement activities are reproduced below to give an overview of operational/enforcement activities of PEMRA.



▶ ACTIONS TAKEN AGAINST CABLE TV NETWORKS

ENFORCEMENT ON EXCESSIVE IN-HOUSE CD CHANNELS / ILLEGAL SATELLITE TV CHANNELS/ EXCESSIVE FOREIGN CONTENT

PEMRA enforcement teams conducted surprise inspection of 430 Cable TV & different Satellite TV networks in various parts of the country during the financial year 2010.

Warning Notices were issued to registered CTV Operators for showing un-authorized In-House CD channels and relaying objectionable content/ movies. Equipment of more than 229 Cable Operators was seized on account of violations. The operators were also called for personal hearing. Since last two years nearly 1,500 notices / warnings on different issues have been served on cable and TV licensees.

Nearly 94 different illegal satellite TV channels being

distributed on various CTV networks of the country were shut down. These illegal channels included unregistered Indian channels, foreign sports channels and some religious channels. However, QTV and Metro are operational as they are provided immunity by Sindh High Court and the matter is sub-judice.

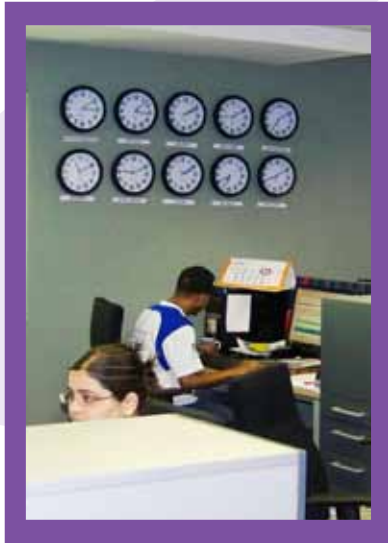
Public Messages containing list of eligible channels alongwith PEMRA complaint numbers have been published in print media for mass awareness. The same information has also been uploaded on PEMRA's web-site, (www.pemra.gov.pk).

All illegal CD Channels have been stopped and constant check is being kept to monitor

any future violations.

Fines / Penalties ranging from Rs. 30,000/- to Rs. 1,000,000/- have been imposed on 51 cable TV operators through the Council of Complaints for repeated violations. Amongst them, Licenses of 03 cable operators namely: MPC, KCS and City Communication cable networks have been recommended to Authority for revocation.

All defaulter Cable TV licensees were issued final warnings to clear all outstanding dues. Licenses of 04 chronic violators from Sindh and Punjab were also cancelled by the Authority. Nearly 300 pending CTV licenses have been issued since 2005 after approval of the



Authority.

The process for issuing CTV licenses through bidding at Tehsil level has been formally initiated after approval from the Authority.

Similarly, 284 cases of in-operative/ dormant cable TV, verified through field staff were also cancelled by the Authority. PTV channels which are mandatory under the PEMRA laws are being managed to be distributed on prime slots in many parts of country.

Conducive meetings with

representatives of cable operators were held at Karachi, Lahore, and Islamabad. The objective was to compel them to follow PEMRA laws in letter and spirit failing which decisive crackdowns would have to be launched against violators which may result in revocation of their licenses.

▶ ACTIONS TAKEN AGAINST SATELLITE TV CHANNELS VIOLATING CODE OF CONDUCT

ILLEGAL UP-LINKING

PEMRA enforcement team visited the business premises of M/s Television News Network, Saddar, Karachi on 14-4-10 and found them illegally up linking signals, whereon immediate action for seizure of equipment was initiated and illegal up linking was stopped.

PEMRA summoned Geo Super for illegally up-linking from Pakistan since it is operating on Landing Rights Permission. Its transmission was stopped for two days and later opened after recovery of US \$ 30,000/- besides forcing them to get an NOC from Ministry of Information & Broadcasting.

All arrears from G-Ka Boom and Indus News channels were recovered amounting to Rs. 3.1 million and the channels are operational on temporary up-linking permission under NOC from Ministry of Information.

ACTION AGAINST CHANNELS AIRING EXCESSIVE ADVERTISEMENTS

Fine of Rs. 100,000/- per channel was imposed on following 15 Satellite TV Channels which were monitored airing excessive advertisements in

contravention to the prescribed duration i.e. 12 min/ hr as defined in PEMRA Rules 2002 and license terms & conditions. These channels were already served reasonable warning

notices to adhere to the provision and subsequently the representative of PBA was also given opportunity of personal hearing in the Authority meeting;

1. GEO Entertainment
2. GEO News
3. GEO Digital
4. ARY Digital
5. ARY NEWS
6. Express News
7. Dawn News
8. Aaj
9. KTN
10. KTN News
11. TV ONE
12. Indus Vision
13. Hum TV
14. APNA CHANNEL
15. Duniya TV



▶ STV CHANNELS AIRING ILLEGAL HEALTH/DRUG RELATED ADVERTISEMENTS

Warning Notices were issued to all STV licensees violating the laws related to advertisement of drugs or other health related products/ services. Five channels were issued legal notices and stopped from airing such ads in violation of section 24 of the Drug Act 1976;

1. M/s Kashish Television Network (KTN) Karachi.
2. M/s Eye Television Ltd, (Masala TV) Karachi.
3. Apna TV

4. Apna News
5. Filmazia
 - Later, following 06 STV licensees were put off-air temporarily as punishment for airing un-ethical and misleading health related advertisements in contravention to section 24 of the Drug Act 1976. The channels were later opened after they stopped health related ads without NOC from Ministry of Health and payment

of all outstanding dues. Fine of Rs. 500,000/- each has been imposed by the Authority on Filmazia and Silver Screen channels and Rs. 1million on Ravi TV for repeating violation.

1. Filmax.
2. Starlite.
3. Film World
4. Silver Screen
5. Filmazia
6. Ravi

▶ OTHER ACTIONS

Advisory letters were issued to all STV channels to propagate health preventive tips of Ministry of Health for awareness and protection of flood victims from epidemics. Number of public service messages of various government departments including PTA regarding fund

raising campaign for flood victims were managed to be distributed on electronic media.

Notices were issued to STV channel e.g. Dunya, Samaa, Geo, Aaj and ARY for propagating the banned outfits / individuals which have been declared proscribed or have

been placed under embargo under Government SROs as per UN Security Council Resolution 1267.

Personal Hearings of 05 channels e.g. Roze TV, Aaj Ent., Sachal TV were held on 17-9-10 for being non-operational despite one year extension granted by the Authority.

WARNING FOR AIRING UNCONFIRMED/ FALSE NEWS

Following 05 channels were issued warning notices after they were observed airing un-confirmed / false news stirring panic.

1. ARY One World
2. GEO News
3. Express News
4. Duniya TV
5. AaJ TV

ACTION AGAINST LANDING RIGHTS HOLDERS

Eleven defaulter Landing Rights Permission holders were detected and they were put off air across the country. Final notices have also been sent to their principals abroad to get them registered failing which the transmission of channels would not be allowed inside Pakistan.

Transmission of FOX NEWS channel originating from USA

was blocked for airing derogatory and defamatory news about Pakistan.

Transmission of Cartoon Network was also blocked across Pakistan for airing sacrilegious cartoon portraying Hazrat Yousuf (Alaihas Salaam) in cartoon movie. The distributor has tendered un-conditional apology and has assured that such intolerable

instances would not be repeated again which instigate religious unrest.

Personal Hearing of 10 channels e.g. The Musik, Fashion TV, HBO, Nicklodean, Ujalaa TV, Dhoom TV, Hallmark, AXN, Starlite and Silver Screen channels were held on account of default payments.

ACTION AGAINST FM RADIO STATIONS

CLOSURE OF ILLEGAL FM STATIONS

In continuation of PEMRA's efforts to stop illegal FM radio operation 20 illegal FM Radio Stations were seized in KPK and 1 in Punjab. These illegal FM radios were also allegedly involved in fanning religious hatred and promoting militancy. This is in addition to 90 illegal FM stations closed by PEMRA in KPK during the last 2/3 years. Most of them were used by militant elements.

CLOSURE OF ILLEGAL BBC/VOA BROADCAST ON FM STATIONS

Illegal foreign broadcast on following 09 FM radio stations was stopped as they were found broadcasting unauthorized BBC / VOA on their networks. All regional offices took immediate action and the programmes were put off air on the following FM stations;

1. M/s Shamal Media Services, FM106.2 Karachi, Lahore, Peshawar, Islamabad, Sukkur.
2. M/s Sound Waves Broadcasting FM92, Khairpur, Tando Adam, Nooriabad.
3. M/s Syndicate (Pvt.) Ltd. Karachi FM107
4. M/s Thal international Airways (Pvt) Ltd. Multan FM 88, Layyah FM 89.
5. M/s Sachal Tech Services (Pvt.) Ltd. Jhang FM105

6. M/s Hi-Waves Communications (Pvt.) Ltd. Swabi FM94
 7. M/s Biz Broadcasting (Pvt.) Ltd. Islamabad FM97
 8. M/s Flare (SMC) Pvt. Ltd. Kasur FM99
- Two illegal FM Radio Stations operated by religious fanatics in Panjpir and Matani, KPK were seized. Total number of closed illegal FM stations in Pakistan during the year 2010 was 30. Whereas, total illegal FM stations closed since 2005 are about 180.
- Personal hearings of 04 non-operational FM stations in Sindh were held. As a result two of them have started their transmission.

PEMRA OFFICES



PEMRA OFFICES





● Head Office

● Regional Office

● Sub Office



LICENSING REGIME

LICENSING REGIME

PEMRA has traversed a long distance in realizing its mandate and achieving the objectives for which it was established by the Government.

Besides facilitating the growth of private TV channels, FM radio stations, and Cable TV it has been a challenge for PEMRA to carve out a healthy broadcast arena shouldering with the developed countries of the world and simultaneously regulating to make them healthy and responsible

elements of socio-political and cultural uplift. The phenomenal growth of private electronic media has indeed laid the foundations of true democratic traditions and norms.

PEMRA as mandated for processing of licensing application and technology analysis of various broadcast services such as Satellite TV, Cable TV, FM Radio, IPTV, MMDS, Mobile TV (Content Provision Service) and Mobile Audio(Content Provision Service), has done a marvelous

job in recent past.

PEMRA has also been involved in facilitating Temporary Up-linking Permission, coordination with Frequency Allocation Board (FAB) on frequencies related issues, technical supports, technical guidance to all stakeholders and companies interested in electronic media business.

A brief account of licensing in various electronic media sectors by PEMRA is summarized below;

▶ SATELLITE TV LICENSING

Satellite TV channel's growth in Pakistan has been unprecedented during the last decade. STV licenses are categorized as International Scale Broadcast Stations under Section 18 (1) of the PEMRA Ordinance 2002. Satellite TV channels can truly be attributed to enlarge the choice available to the people in electronic media for news, current affairs, religious knowledge, technology, entertainment and other subjects of public and national interest.

The major transformation was seen in satellite TV licensing due to (i) lifting cross media ownership restrictions with the promulgation of Amendment Act, 2007 and (ii) permission to convert the Landing Rights Permission to Satellite TV license with the approved of

the Authority. PEMRA has so far issued 85 Satellite TV licenses.

CABLE TV LICENSING

Besides imbibing latest broadcast technologies and media players to Pakistan, the regulation of existing cable TV networks and other allied forms of distribution media has been an enormous task for PEMRA. Despite serious financial, human, technical and logistical constraints, PEMRA has been able to introduce a pragmatic and viable licensing regime that has turned Cable TV industry into one of the core contributing sectors to country's economy.

PEMRA, in respect of regulation and revenue collection has immensely transcended its regime and since inception of the Authority over 2500 CTV

licenses and 579 in-house channel permissions have been granted. These also included illegal operators that were brought under the regulatory ambit through collaborative efforts with the regional enforcement teams. The Authority has also been taking several initiatives from time to time in order to facilitate and promote the cable TV industry in the country. To ensure effective implementation of its organizational policies and encourage expansion of cable TV services to rural areas/villages, PEMRA further extended its network by inaugurating three new sub-regional offices in Abbotabad, Sargodha, and Hyderabad. As a result this year 206 CTV licenses for rural category were awarded.

FM RADIO LICENSING

To achieve its mandate, Authority has triggered a stupendous growth in the field of FM Radio broadcasting, which makes up the foundation of a viable and sound media apparatus. Since July 2009 to June 2010, the Authority has issued 09 FM radio licenses including 03 non-commercial FM radio licenses for the statutory educational institutions and public sector organizations to accomplish

their educational needs. Out of 9, 06 FM radio stations have started their broadcast services. The Authority has issued 138 FM radio licenses so far out of which 115 are operational. In another landmark achievement, PEMRA announced FM radio licensing Phase-VIII in Dec 2009, to award 81 new FM radio licenses in 38 cities of the country. As many as 91 companies applied out of which 80 were shortlisted on

the basis of the eligibility criteria devised under PEMRA laws. Under section 19, qualifying applicants competed for the license through an open and transparent bidding, conducted at PEMRA headquarters on May 5-6, 2010. Resultantly out of 38 cities, bidding concluded for 30 cities and 60 licenses will be awarded after completion of all codal/legal requirements.

LANDING RIGHTS PERMISSIONS

To enlarge the choice available to people to provide information, education and entertainment and to attract foreign investment in the country PEMRA has so far issued 29 Landing Rights Permissions to various channels and brought them under the PEMRA regulations to make the media public friendly. The policy of legalizing the foreign

channels has been instrumental in not only halting the distribution of illegal channels in the country but also number of parties have shown interest in obtaining Landing Rights Permission for legal distribution of other foreign channels. So far Landing Rights Permissions have been granted to channels of different genre i.e. Sports, Educational, General

Entertainment, Film, Music and Regional etc. Sky News, ESPN, Fox News, Star World, Star Movies, DW TV Aisa + etc. are among other channels which have obtained Landing Rights Permission. Recently, DW TV Asia + a national broadcaster of Germany has also been granted Landing Rights Permission.



Award of Landing Rights Permission to DW TV

DIRECT TO HOME (DTH) LICENSING

Direct-to-Home Licensing once adopted would be another milestone in the digitalization of distribution technology. The issue of DTH bidding process earlier completed in 2003 is sub-judice in the Sindh High Court. However, the court has not barred PEMRA from further

licensing. Requests have been received from international companies regarding award of DTH licenses. Accordingly, PEMRA has finalized the licensing regime i.e. terms & conditions, eligibility criteria, Technical Standards, bidding procedure etc. The case for

initiating the licensing was submitted before the Authority in its 60th meeting held on 4th February, 2010. However, Authority decided to forward the proposal to Ministry of Information & Broadcasting for policy directives.

IPTV LICENSING



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

i. IPTV licenses to be issued only to Local Loop Operators licensed by PTA.

ii. IPTV licenses to be issued on Zonal basis for 14 telecom regions.

The response from telecom operator (Local Loop Licensees of PTA) was very encouraging. IPTV licenses 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. have launched its service, however two (02) more applications are under process.

MOBILE TV (CONTENT PROVISION SERVICE) LICENSING

Inclusion of Mobile TV (Content Provision Service) license in PEMRA regulatory framework was yet another mile stone achieved 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 subscribers through any of the video streaming technology e.g. GPRS/EDGE, 3G networks etc.

Two licenses have been issued to M/s CelleVision and M/s Brand Promotion Services for provisioning of services to Mobilink and Telenor

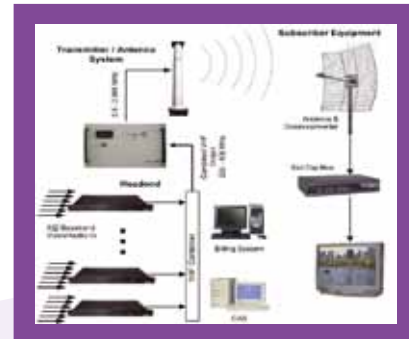
respectively. However, the licenses are non-exclusive and the licensee may enter into agreement with other MNOs as well.

Another Mobile TV (Content Provision Service) license is under process to be issued to M/s Diallog Broadband (Pvt) Ltd.

MULTI-POINT MULTI-CHANNEL DISTRIBUTION SYSTEM (MMDS)

MMDS is a digital technique for wireless distribution of TV channels to the customers. PEMRA has so far issued six (6) MMDS licenses out of which 5 are operational in Karachi,

Lahore, Islamabad, Sahiwal and Renala Khurd and the license of M/s Pak Communication & Media Services (Pvt) Ltd. was cancelled due to non-operation.



▶ SHORT / LONG TERM UPLINKING PERMISSIONS

PEMRA has been issuing short / long term uplinking permission to various broadcasters and news agencies on completion of codal formalities.

During the fiscal year 2009-10 uplinking permissions were granted to seven broadcasters / news agencies.



▶ NOC FOR THE IMPORT OF ELECTRONIC MEDIA RELATED GADGETS

PEMRA has also authority to issue NOCs for the import of broadcast media and distribution services' equipment after fulfillment of prescribed rules and regulations that include literature of equipment,

Invoice, Air Waybill / Bill of Lading, copy of license (in case of PEMRA licensee), NTN certificate, and valid Import License (in case of commercial importers).

During the fiscal year 2009-10, NOCs have been issued to a number of licensees and importers who fulfilled the requirement.



LICENSING PROCEDURE

FOR FM RADIO





FINANCIAL ACTIVITIES DURING THE FY 2009-10

FINANCIAL ACTIVITIES DURING FINANCIAL YEAR 2009-2010

PEMRA as professional regulatory authority aims to add value to the organization by managing its funds, enhancing the avenues of

earnings and controlling the expenditure. To achieve this objective, PEMRA made every possible effort during current year as it did in previous years.

Some of the highlights of the activities performed by PEMRA for the year 2009-2010 are as under

► FUNDS MANAGEMENT

PEMRA ensures that the revenue generated through operations is optimally utilized and maximum return on idle funds is earned in order to add value to the organization. For this purpose, PEMRA's Finance Wing formulated an active investment strategy for investing the funds of

organization. Utmost care was taken to minimize the risk of investment but not at the cost of return. Due to vigilant investment policy, PEMRA earned Rs. 50,425,412/- (Rupees fifty million four hundred twenty five thousand four hundred twelve only). This accounts for 9% of the total

revenue realized in Financial Year 2009-2010. It is worth mentioning that the year 2009-2010 witnessed a decline in discount rate by State Bank of Pakistan resulting in lower profits on term deposits and daily product basis.

Year	Profit on funds
2008-2009	62,810,352/-
2009-2010	50,425,412/-

► REVENUE COLLECTION AT A GLANCE FOR F.Y. 2009-2010

Pakistan Electronic Media Regulatory Authority realized all time high revenue of Rs.591.665 million (Rupees five hundred ninety one million only) during F.Y. 2009-10. This accounts for 55% increase in gross revenue as compared to the last year revenue figure of Rs.383.047 million (Rupees three hundred eighty three

million only). This became possible due to the immense efforts on the part of the operational staff. The table given below provides the comparison of revenue for two years.



REVENUE COMPARISON OF TWO YEARS

Revenue Source	F.Y. 2008-09 (In million Rupees)	F.Y.2009-10 (In million Rupees)	% Increase (decrease)
Cable TV	195.672	196.83	0.9%
FM Radio	41.836	160.67	281%
Satellite TV	54.195	95.75	77%
MMDS	3.030	3.857	41%
UP linking fee	11.471	6.273	(45%)
IPTV	2.70	3.157	17%
Landing Rights(Decoder)	9.585	72.717	659%
Mobile TV	0.0198	1.718	8500%
Profit on bank accounts	62.81	50.42	(20%)
Misc. Income	1.728	0.249	(86%)
Total	383.047	591.66	55%

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 we are close to the target or beyond the target. Along with budgeting, PEMRA

kept a close eye on the revenues and expenditures and took corrective measures accordingly. Budget estimates for the year 2010-2011 were prepared keeping in view the revenue potential and funds requirements for the different wings of the Authority for financial year 2010-2011. Revenue for the year 2010-2011 was forecasted to the tune of Rs.620.601 Million while

expenditure was estimated as Rs. 438.452 Million thus resulting in a surplus of Rs.182.15 Million. In expenditure budget Rs.406.955 have been allocated for non-development expenditure and Rs. 31.497 have been set aside for the development expenditure i.e. purchase of assets and construction of building. Here is an overview of the Budget 2010-11.



Meeting with Regional General Managers at Headquarters

► BUDGET 2010-2011, A BIRD'S EYE VIEW

Revenue Head	Budgeted figure 2010-2011 (In Million Rupees)	Expense Head	Budgeted figure 2010-2011 (In Million Rupees)
Cable TV	216.604	Pay & Allowances	232.557
STV	64.90	Contingent pay, Honarium, Overtime	18.395
FM Radio	264.61	Operating & Welfare	131.903
MMDS	1.8	Income tax	16
IPTV	2.7	Advances to Employees	8.10
Uplinking Fee	2.55	Construction of office building	5
Landing Rights	15.56	Purchase of Machinery & Equipment	11.384
Mobile TV	0.100	Purchase of furniture & fixture	4.161
Mobile Radio	0.30	Purchase of vehicles	9.65
Internet TV	0.45	Software development	1.20
Profit on Investment	59.907	Media City development	0.10
Misc. Income	9.12	Purchase of plot & building	0.002
Total	620.601	Total	438.452



▶ CONDUCT OF EXTERNAL AUDIT

PEMRA under its law is required to get its accounts audited from a Chartered Accountancy Firm. Finance Wing facilitated in the conduct of external audit of the Authority for three years w.e.f 2004-05 to 2006-07. Regional Offices were also visited by the Finance Personnel to assist the Regional Office Staff in Financial Reporting and addressing the audit related queries.

CONDUCT OF FEDERAL AUDIT

In year 2009-2010, a team was deputed by Director General (Federal Audit) to carry out the audit of Authority for F.Y. 2008-2009. The said assignment was facilitated by the finance wing of PEMRA.



CONDUCT OF PRE-AUDIT

PEMRA's Finance Wing carried out the Pre-Audit of all payment related cases, which helps in establishing an internal check on all the payments thus minimizing the chances of errors and frauds.



▶ USE OF MANAGEMENT INFORMATION SYSTEM

The need for timely and accurate information cannot be denied for managerial decision making. PEMRA also urged its Regional Offices to improve the periodic reporting and maintain the record of

Licenses operating Cable Networks. This will help in revenue collection and better revenue reporting for the management. PEMRA has made utmost effort to maintain the Licenses'

Ledger in respect of Satellite TV, FM Radio etc. The task has been successfully accomplished. This effort would help to assess up-to-date information about pending dues and recovery status of the licenses.



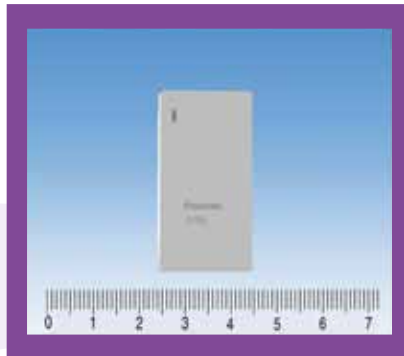
Meeting of Standing Committee of National Assembly on Information & Broadcasting

FUTURE PLANS/ AMBITIONS

FUTURE PLANS/ AMBITIONS

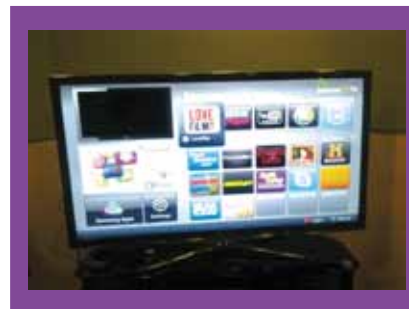
DIGITAL TERRESTRIAL BROADCASTING

PEMRA has prepared a detailed proposal for availability and allocation of frequencies on national, provincial and district level for digital terrestrial TV. The proposal has been forwarded to Frequency Allocation Board for approval of the requisite frequencies after which licensing process will be initiated.



INTERNET TV LICENSING

Internet TV means distribution of content to the end users through internet. The license holder shall provide content only through Internet / URL to viewers / subscribers by means of user ID & password under an agreement with eligible channels.



MOBILE AUDIO (CONTENT PROVISION) SERVICE

Value Added Services have been mature globally and form a considerable portion of the revenues. People are now focusing on mobile entertainment, mobile-commerce, location based services and new enhanced services in next generation network (NGN) environment. Value added services are provided either directly by the telecom

operators themselves or by a third party e.g. Value Added Service Provider (VASP) / Content Provider / Aggregator. Mobile Audio (Content Provision) Service is a technology whereby audio feed of TV channels / FM radios are provided through an Interactive Voice Response (IVR) platform to the end user of MNO. The service is of particular interest to subscribers who are

on the move but cannot afford to miss out their favourite programmes or news items. Licensing regime including terms & conditions, quality of service standards, tariff have been finalized by PEMRA for Mobile Audio (Content Provision) Service license to three applicants for content provision to MNOs Ufone, Mobilink, and Telenor.



TYPE APPROVAL REGULATIONS

In the aftermath of the emergency imposed in November, 2007, an SRO was issued by the Ministry of Commerce in consultation with Pakistan Electronic Media Regulatory Authority. The SRO deals with the import of broadcast media and

distribution services gadgets will only be allowed after a valid NOC from this Authority. There was a need to formulate guidelines in relation to regularize the import of electronic media gadgets in relation with import policy and international practices.

Accordingly, type approval regulations have been finalized by the Authority in accordance with best international practices. Same will be submitted to the Authority for approval.

PAPER-FREE, IT BASED ENVIRONMENT AT PEMRA

Through a concerted effort and support from the IT wing,

PEMRA is heading towards a paper-free, IT oriented

workplace in pursuit to international practices.

LICENSE MANAGEMENT SYSTEM (LMS)

License Management System was introduced for handling License Applications and License Fees. License Management System is online application which can be accessed from any of the regional offices with rights to use it. License Management

System can deal with all types of media applications e.g. Satellite TV, FM Radio, MMDS, Cable TV, Uplinking Permissions, etc. License Management System is deployed in PEMRA Headquarter and employees all over Pakistan can enter their

data via secure login ID. PEMRA's IT Wing successfully deployed License Management System on the web as well as test servers. IT Wing also conducted training sessions for PEMRA employees at Regional Offices of Islamabad, Lahore and Karachi.

HUMAN RESOURCE INFORMATION SYSTEM (HRIS)

Human Resource Information System is the software currently being utilized by HR department of PEMRA. HRIS

deals with all information regarding employees of the organization, personnel data, educational profile and service

details. IT Wing is also responsible for maintenance and troubleshooting of HRIS for its flawless operation.

NETWORK (LAN) UP-GRADATION

A local area network (LAN) is established in PEMRA whereby files / information as well as resources e.g. printers, faxes etc. can be shared. The LAN is used for notification of office order, circulars and inter office

communication and is good step towards e-enviro/paperless environment. Internet facility is provided to entire staff of Headquarter building through powerful firewall. Wireless Routers are

also installed at every floor to link laptops. However to meet the growing requirement of network users, procurement of state of the art router is under way.

WEBSITE UPGRADATION

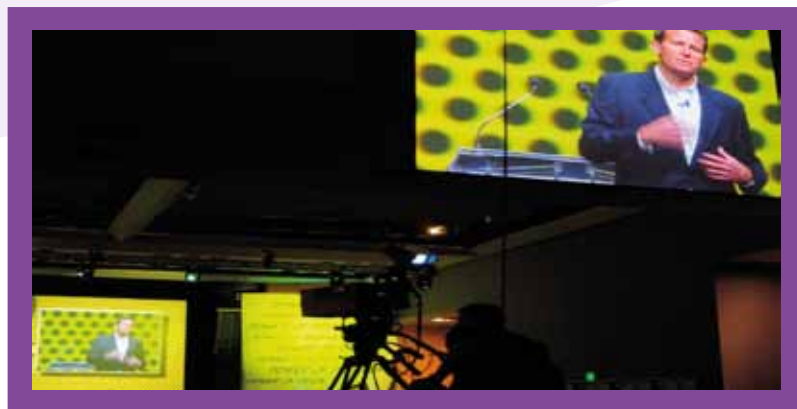
Previous website of PEMRA had main icons for Licensing, Legislation, Complaints, Log-ins and Announcements/Press Releases etc. However in order to make it more interactive,

user friendly and comprehensive encompassing all functionalities of PEMRA and making available as much information to the general public/ stakeholders as

possible, the website has been revamped and a new comprehensive website (www.pemra.gov.pk) has been uploaded.

VIDEO CONFERENCING

IT wing plans to establish a Video Conferencing System whereby all Regional Offices and Sub Offices in the entire country will directly connect to Headquarter via video streaming system. All conferences, meetings, interviews etc. can then be held through video conferencing saving time and resources.



E-ENVIRONMENT

In future efforts will be made to acquaint PEMRA employees with in-house e-mail system to maximize its use in order to move towards paperless environment as per directives of the government.





COMPLAINTS HANDLING MECHANISM

COMPLAINTS HANDLING MECHANISM

COUNCILS OF COMPLAINTS

Under Section 26 of PEMRA Ordinance 2002, the Councils of Complaints have been established at Capital Territory, Islamabad and at the Provincial capitals to provide a proper platform to the public to register their complaints and seek remedies. The regional Councils fully competent to take remedial actions coordinate through a Coordinating Officer, stationed in Islamabad.

The Councils receive and inquire

into the complaints made by persons or organizations from the general public against any aspects of programmes broadcasted by a broadcast station and render opinions on such complaints. The councils are empowered to take actions on complaints directly or through the orders of the Authority, having mandate to recommend revocation of license, confiscate the equipment or to impose fine on the licensee violators of the

Code of Conduct for programmes and advertisements.

The Councils also monitor, at random, all aspects of broadcasts, including the programmes' content, quality of standards of the transmissions of the broadcast stations besides keeping the Authority informed about the feedback and public response to the contents, quality and impact of the programmes and advertisements broadcast.

FORMATION AND ADDRESSES OF COUNCIL COMPLAINTS

Each Council of Complaints comprises of five eminent citizens who have rich experience in their respective fields i.e. law, journalism, electronic media, public relations, etc. At least two females are required to be the members of each Council of Complaints. Regional General Managers of PEMRA act as a Secretary to their respective Councils. Since their inception, Councils of Complaints have done commendable job in the redressal of complaints of all stake-holders.

Islamabad

PEMRA Headquarters G-8/1
Mauve area,
Islamabad
Ph 051-9107120 051-9107120,

Punjab

House # 25, Abid Majeed Road,
Bridge Colony,
Lahore Cantt
Ph 042-9220532, Fax:
042-9220534

Sindh Region

House # D-71, Block-7, Boat
Basin, Clifton,
Karachi.
Ph: 021-9250901-3, Fax:
021-9250902

Khyber Pakhtunkhwa

House#18-AC, Gul Mohar,
University Town,
Peshawar
Ph 091-9218170, Fax:
091-9218207

Balochistan

House No. 53/2, Zarghoon
Road,
Quetta Cantt.
Ph: 081-9201639, Fax:
081-9201158

AJK

House # 119-B, Sector F-2,
Mirpur,
AJK. Ph: 05827-920705, Fax:
05827-920706

Gilgit-Baltistan

Regional Education Office,
Itehad Chowk,
Gilgit Baltistan.
Ph: 05811-920291, Fax:
05811-9202

HUMAN RESOURCE MANAGEMENT

Human Resource Management is believed to be the backbone of any organization. PEMRA's HR Wing has played a pivotal role to transform this relatively new authority/ organization into a vibrant, visionary and highly professional organization in a very short span of time.

HR Wing has not only recruited, trained and developed new talent over the years but has also benefited from the expertise of senior officers performing their duties on deputation. Working in unison with other Wings, HR department has been able to build PEMRA on the strong principles of professionalism, teamwork, integrity, courtesy,

fairness and transparency. PEMRA's goals are to develop great people, create a great place to work, encourage and reward winning performances. PEMRA demonstrated its commitment to its employees by investing significantly in their training and development as we believe that our people are our most important asset. PEMRA is also striving to achieve 'high-performance work practices' at all its offices. Human resource planning is a process by which PEMRA has ensured that right number and kind of people are at the right places to efficiently carry on progressive work in the organization. Through right

planning we would be able to avoid sudden talent shortages and surpluses in future.

PEMRA's human resource department is well versed with the process of locating, identifying and attracting capable applicants and then to perform their screenings to ensure that the most appropriate candidates are hired.

An internationally recognized system of recruitment is adopted in PEMRA which includes submission of application forms, a written test followed by a comprehensive, detailed interview and finally a medical examination.

SHORT-TERM GOALS

PEMRA's biggest strength are its people and HR department values its employees. In this regard HR department had amended PEMRA's service

regulations in conformity with its short-term goals. Similarly delegation of powers is another important aspect in the smooth and effective

functioning of any organization. We have included this aspect in our short-term goals as well.

LONG-TERM GOALS

Use of Internet and innovation in IT has revolutionized the functioning of communication systems within the organizations. HR department

is in line to take full advantage of e-facilities and aims to facilitate its new recruits. For this purpose PEMRA is looking forward to introduce online

recruitment system in near future. PEMRA's long-term goals also include drafting of human resource manual as well.

ACCOMPLISHMENTS

PEMRA after its birth in 2002 has achieved number of milestones.

Being a relatively new organization PEMRA has been passing by an evolution and for an evolving organization, job descriptions don't seem an easy task. But PEMRA's HR

department through exceptional work has drafted job descriptions for its employees.

Implementation of Human Resource Information System (HRIS) in PEMRA is another landmark achievement.

To reward the efficient

employees through promotions is very important to boost up the morale of hard working employees. HR department has promoted 16 Field Inspectors (PS-4) to the post of Senior Field Inspectors (PS-5).

TRAINING & DEVELOPMENT

Employees' training is an important human resource activity. HR department is well aware of this fact and has been arranging training workshops

for its employees regularly to develop human resource in PEMRA.

PEMRA in collaboration with the National Defence University

(NDU), co-hosted an important training workshop for the media owners on the issues involving national defence and national interests.



PICTORIAL REVIEW 2010

PICTORIAL REVIEW 2010



Workshop Organized by BBC & PEMRA



Gathering on Office Warming Eve



Dinner in the honor of Parliamentarians



FM Radio Bidding (Phase VII)



Gathering on Office Warming Eve

PICTORIAL REVIEW 2010



Quran Khawani at New Office



Reception in the Honor of Private Broadcasters



Regional General Manager Conference at PEMRA HQs



Secretary General CBA Elizabeth Smith calling on Chairman PEMRA



Visit of District Correspondents of Pvt. Broadcasters



Visit of Probationers of Information Service Academy



Inauguration of PEMRA Hqs Building



License for STV to Awaz TV



FM Radio License to Hazara University



Briefing on PEMRA to District Correspondants



License to "Oye TV"

PICTORIAL REVIEW 2010



Ex Federal Minister Talking to Media at PEMRA HQs



Ex-Secretary Information Addressing District Correspondents



BBC & PEMRA Workshop



Farewell to Ex Chairman Iftikhar Rasheed



Authority Meeting with Pakistan Broadcasting Association

ANNEXES

List Of Satellite TV License issued
by PEMRA (Annex-1)

ANNEXES

▶ LIST OF SATELLITE TV LICENSE ISSUED BY PEMRA (ANNEX-I)

Sr. No.	Name of the Channel	Name of the Company / Address	Status
1.	VTV-1	Virtual University Aiwan-e-Iqbal, Complex Building 1, 3rd Floor, Egerton Road, Lahore Ph: 042-99200408-9, 99202174-75 Fax: 042-99202174, 99200604	Operational
2.	VTV-2		Operational
3.	VTV-3		Operational
4.	VTV-4		Operational
5.	Hope	M/s International Marketing & Trading Company (Pvt.) Ltd. 3rd Floor, Jang Building, Fazal-e-Haq Road, Blue Area, Islamabad Ph: 051-2274018, 2870343 Fax: 051-2870341	Operational
6.	Indus Vision	M/s Indus TV Network (Pvt.) Ltd. 2nd floor, Shafi Court, Opposite Hotel Meteropole, Merewether Road, Karachi Ph: 021-35693801-05, 35693815 Fax: 021-35693813	Operational
7.	Indus Music	M/s AVT Channels (Pvt.) Ltd. House No. 16, Street No. 85, G-6/4, Islamabad Ph: 051-2271485-6 Fax: 051-2276913	Operational
8.	AVT Khyber	M/s AVT Channels (Pvt.) Ltd. House No. 16, Street No. 85, G-6/4, Islamabad Ph: 051-2271485-6 Fax: 051-2276913	Operational
9.	Khyber News		Operational
10.	K-2		Operational

► LIST OF SATELLITE TV LICENSE ISSUED BY PEMRA (ANNEX-I)

Sr. No.	Name of the Channel	Name of the Company / Address	Status
11.	ARY News	Virtual University Aiwan-e-Iqbal, Complex Building 1, 3rd Floor, Egerton Road, Lahore Ph: 042-99200408-9, 99202174-75 Fax: 042-99202174, 99200604	Operational
12.	ARY Digital		
13.	ARY Zouq		
14.	CNBC Pakistan	M/s Vision Networks TV Limited Techno City Corporate Tower, 17/F, Altaf Hussain Road, Karachi Ph: 021-32270850 UAN: 021-111 2622 75 Fax: 021-32270852	Operational
15.	Play TV	M/s 24-Seven Media Network (Pvt.) Ltd. 84-B, Sindhi Muslim Cooperative Housing Society, Karachi Ph: 021-35426573	Operational
16.	Sun Biz	M/s Southern Networks Limited. 19th Floor, Tower A, Saima Trade Tower, I.I. Chundrigar Road, Karachi Ph: 021-32215131 Fax: 021-32215196	Operational
17.	Haq TV	M/s Galaxy Broadcast Network (Pvt.) Ltd D-80, Haq TV Studios, Block-2, Clifton, Karachi Ph: 021-35865035 Fax: 021-35361410	Operational
18.	Ravi TV	M/s Top End Network (Pvt.) Ltd. Penthouse # 4, Defence Phase-5, Mall Square Building, 8th Floor, Block – B, DHA, Karachi Ph: 021-36038079	Operational
19.	Hum TV	M/s Eye TV Limited Plot No. 10/11, Hassan Ali Street, Off. I.I. Chundrigar Road, Karachi Ph: 021-35374258, 32628840 UAN: 021-111 486 111 Fax: 021-32628840	Operational
20.	Masala TV		Operational

ANNEXES

▶ LIST OF SATELLITE TV LICENSE ISSUED BY PEMRA (ANNEX-I)

Sr. No.	Name of the Channel	Name of the Company / Address	Status
21.	OYE		Operational
22.	Style 360		Operational
23.	Rohi	M/s Rohi Entertainment Company (Pvt.) Ltd. House No. 6 Street No. 7, F-6/3, Islamabad Ph: 051-2201345 Fax: 051-2201302	Operational
24.	Labbaik TV	M/s Labbaik (Pvt.) Ltd. Labbaik Plaza, C-47/C, 15th Commercial Street, Phase II Extension, D.H.A. Karachi Ph: 021-35883853-4, 35380207-8 Fax: 021-35380208	Operational
25.	ATV	M/s Sports Star International (Pvt.) Ltd. 11-F, Model Town, Lahore. Ph: 042-35886195, 042-35880504	Operational
26.	A Plus		Operational
27.	Dawn News	M/s Pakistan Herald Publications (Pvt.) Ltd. 11 Dockyard Road, West Wharf, Karachi Ph: 021-111-11-44-55	Operational
28.	Oxygene	M/s Classic Entertainment (Pvt.) Ltd. Office No. 91, Media City Building, Blue Area, Islamabad Ph: 051-2810039	Operational
29.	Dunya TV News	M/s National Communications Services (SMC-Pvt) Ltd. 64-E/I, Gulberg-III, Lahore Ph: 042-35870192-6 Fax: 042-35712637	Operational
30.	Dunya TV Entertainment		Non-operational
31.	TV ONE	M/s Air Waves Media (Pvt.) Ltd. 94-Jinnah Co-operative Housing Society, Block 7 & 8, Tipu Sultan Road, Karachi Ph: 021-34559314, 34559320 Fax: 021-34559366	Operational

► LIST OF SATELLITE TV LICENSE ISSUED BY PEMRA (ANNEX-I)

Sr. No.	Name of the Channel	Name of the Company / Address	Status
32.	Waseb TV		Operational
33.	News ONE		Operational
34.	Info TV	M/s Tricom Entertainment (Pvt.) Ltd. B-59, Block 2, PECHS, Karachi Ph: 021-34398663-4, Fax: 021-34555279	Non-operational
35.	Samaa TV	M/s Jaag Broadcasting Systems (Pvt.) Ltd. Techno City, Corporate Tower 16th Floor Off. I.I. Chundrigar Road, Karachi Ph: 021-111-262-275 Fax: 021-32270848	Operational
36.	ZAM Television	M/s Zam Television Network (Pvt.) Ltd. LSC, Row 6, Gulshan-e-Iqbal, Block 6, Main Rahsid Minhas Road, Karachi Ph: 021-34818904-5 Fax: 021-34818906	Non-operational
37.	APNA News	M/s APNA TV Channel (Pvt.) Ltd. Corporate Office 12, Mezzanine Floor, West Point Tower, Phase-II, DHA Extension, Karachi Ph: 021-35392596-98 Fax: 021-35888851	Operational
38.	APNA Channel		Operational
39.	KOOK		Operational
40.	Tarka		Non-operational
41.	KTN News	M/s Kashish Television Network (Pvt.) Ltd. 6-9 Mezzanine Floor, West Point Tower, D.H.A. Phase-II, Karachi Ph: 021-111-586-111 Fax: 021-35800526	Operational
42.	KTN		Operational
43.	Kashish		Operational
44.	Sindh TV News	M/s Dolphin Media (Pvt.) Ltd. 3rd Floor Hanan Centre, North 55, Main Shahrah-e-Faisal, Karachi Ph: 021-34390835-6, Fax: 021-34391713	

ANNEXES

▶ LIST OF SATELLITE TV LICENSE ISSUED BY PEMRA (ANNEX-I)

Sr. No.	Name of the Channel	Name of the Company / Address	Status
45.	Sindh TV		Operational
46.	WAQT	M/s Nidai Millat (Pvt.) Ltd. NIPCO House, 4-Shaarey Fatima Jinnah, Lahore Ph: 042-36367551-54 Fax: 042-36367616, 6367583	Operational
47.	CHANNEL 5	M/s Interact (Pvt.) Ltd. 12 Lawrence Road, Lahore Ph: 042-36309795-6 Fax: 042-36374343	Operational
48.	Punjab TV	M/s IRIS Communications (Pvt.) Ltd. 8th Floor LDA Plaza Edgerton Road, Lahore Ph: 042-111-213-213 Fax: 042-36373762	Operational
49.	Star Asia	M/s Star Asia (Pvt.) Ltd. 8th Floor LDA Plaza Edgerton Road, Lahore Ph: 042-111-213-213 Fax: 042-36373762	Operational
50.	Dharti TV	M/s Mehran TV (Pvt.) Ltd D-128/1, Block 4, Clifton, Karachi Ph: 021-35639507-8 Fax: 021-35639509	Operational
51.	Mehran TV	M/s Indus Link Media Communications (Pvt.) Ltd. 401- Trade Tower, Abdullah Haroon Road, Karachi Ph: 021-35683236 Fax: 021- 35688179	Operational
52.	Express News	M/s Television Media Network (Pvt.) Ltd. Plot No. 5, Expressway, Before Defence View Project, Off Korangi Road, Karachi Ph: 021-35800051-58 Fax: 021-35800050 & 66	Operational
53.	Express English		Operational

► LIST OF SATELLITE TV LICENSE ISSUED BY PEMRA (ANNEX-I)

Sr. No.	Name of the Channel	Name of the Company / Address	Status
54.	Express Entertainment		Non-operational
55.	Express Music		Non-operational
56.	Din News	M/s Fortune Marketing (Pvt.) Ltd. 15-L, Gulberg-III, Lahore Ph: 042-35883540-9 Fax: 042-35839951-3	Operational
57.	AAJ News	M/s Recorder Television Network (Pvt.) Ltd. Recorder House, 531, Business Road, Karachi Ph: 021-111-010-010 Fax: 021-32237067	Operational
58.	AAJ Entertainment		Non-operational
59.	SabzBaat TV	M/s East Films (Pvt.) Ltd. Zehri Street, Haji Shafiq Colony, Pathra, Hub City, District Lasbella, Baluchistan Cell: 0321-9533929	Operational
60.	Royal TV	M/s Royal Media Network (Pvt.) Ltd. 95 Tipu Block, New Garden Town, Lahore Ph: 042-35882144 Fax:042-35861301	Operational
61.	Geo English	M/s Independent Newspapers Corporation (Pvt.) Ltd Printing House, I.I. Chundrigar Road, Karachi Ph: 021-32637111-9 Fax: 021-32638000	Non-operational
62.	AAG		Operational
63.	Geo News	M/s Independent Media Corporation (Pvt.) Ltd Printing House, I.I. Chundrigar Road, Karachi Ph: 021-32637111-9 Fax: 021-32638000	Operational
64.	Geo Entertainment		Operational
65.	City -42	M/s City News Network (Pvt.) Ltd. 4-A/1, Shadman-II, Lahore Ph: 042-36128100 Fax: 042-36672584	Operational

ANNEXES

▶ LIST OF SATELLITE TV LICENSE ISSUED BY PEMRA (ANNEX-I)

Sr. No.	Name of the Channel	Name of the Company / Address	Status
66.	N-Vibe	M/s Media Unlimited (Pvt.) Ltd. 1st Floor, Block 111, Shafi Courts, Civil Lines, Karachi Ph: 021-35687479 Fax: 021-35684679	Operational
67.	Business Plus	M/s Total Media Limited 47-Industrail Area, Gulberg-II, Lahore Ph: 042-111-603-603 Fax: 042-35870892	Operational
68.	ZAIQA		Operational
69.	Jinnah TV	M/s Asia News Network (ANN) (Pvt.) Ltd. 5-J, Sitara Market, G-7, Islamabad Ph: 051-111-44-88-44 Fax: 051-2203025	Non-operational
70.	Sachal TV	M/s Sachal Satellite Communications (Pvt.) Ltd. Plot No. 59-E, Street No. 7, I-10/3, Islamabad Ph: 051-111-373-373 Fax: 051-4446647	Non-operational
71.	Health Channel	M/s Ziauddin Enterprises (Pvt.) Ltd. ST-16, Block-B, North Nazimabad, Karachi Ph: 021-36649700	Operational
72.	Aruj TV	M/s Aruj Television (Pvt.) Ltd. Aruj House, 1-KM Raiwind Road, Lahore Ph: 042-35393125-6 Fax: 042-35393127	Non-operational
73.	Roze TV	M/s Roze (Pvt.) Ltd. Patriot Building, Postal Colony, St. No.24, G-8/4, Islamabad Ph: 051-2855961-2 Fax: 051-2855963-4	Non-operational
74.	VSH TV	M/s Visionary Baluchistan Media Corporation (Pvt.) Ltd. The Plaza, Suite # 207, Second Floor, Khayaban-e-Iqbal, Block -9, Clifton, Karachi. Ph: 021-111-947-111 Fax: 021-35824009	Operational

► LIST OF SATELLITE TV LICENSE ISSUED BY PEMRA (ANNEX-I)

Sr. No.	Name of the Channel	Name of the Company / Address	Status
75.	Value TV	M/s Central Media Network (Pvt.) Ltd. 56-E/I, Gulberg-III, Lahore. Ph: 042-35763390 Fax: 042-35764643	Operational
76.	A-Lite	M/s Fun Infotainment Network (Pvt.) Ltd. 12/F, Model Town, Lahore Ph: 042-35880311 Fax: 042-35837555	Operational
77.	Sachal Music TV	M/s Sachal Music (Pvt.) Ltd. 23-A, Waris Road, Lahore Ph: 042-37555611-2 Fax: 042-37555613	Non-operational
78.	Koh-e-Noor TV	M/s Ariel Broadcasting Services (Pvt.) Ltd. Flate # 01, Street # 48, Zaib-un-Nisa Plaza, Raja Market, F-11/3, Islamabad. Fax: 051-2225207	Operational
79.	Dawn News Urdu	M/s Aurora Broadcasting Services (Pvt.) Ltd. 11, Dockyard, Road, West Wharf Industrial Area, Karachi Ph: 021-111-11-44-55 Fax: 021-32330960	Operational
80.	Herald Entertainment		Non-operational
81.	Film World	M/s Leo Communication (Pvt.) Ltd 2C/1, Main Boulevard Faisal Town, Lahore Ph: 042-35162096 Fax:042-35162097	Operational
82.	Sohni Dharti	M/s Tilton (Pvt.) Ltd. Office No. 6, Floor 2nd, Shahnawaz Plaza, G-11 Markaz, Islamabad Ph: 051-2211710, 2611892-3 Fax: 051-2611879	Operational
83.	Awaz TV	M/s Awaz Television Network (Pvt.) Ltd. Suite No. 405, 4th Floor, Panorama Centre-2, Saddar, Karachi Ph: 021-35641019 , Fax: 021-35640999	Operational

ANNEXES

▶ LIST OF SATELLITE TV LICENSE ISSUED BY PEMRA (ANNEX-I)

Sr. No.	Name of the Channel	Name of the Company / Address	Status
84.	Mirror Television Network	M/s Asset Plus (Pvt.) Ltd. 14-X, DHA Lahore Cantt Ph: 042-35749015-21 Fax: 042-35749023	Non-Operational
85.	Dhoom TV	M/s Dhoom Television Network (Pvt.) Ltd., Qaumi Akhbar House, I.I. Chundrigar Road, Karachi Fax: 021-32636688	Operational

ANNEXES

Name of Companies /Channels Holding
Landing Rights Permission (Annex-II)

SHORT TERM UPLINKING PERMISSION (Annex-III)

IPTV Licences Issued By PEMRA (Annex-IV)

Mobile TV (Content Provision Service) Licences Issued (Annex-V)

LIST OF COMMERCIAL FM RADIO LICENCES ISSUED BY PEMRA (Annex-VI)

ANNEXES

▶ NAME OF COMPANIES /CHANNELS OBTAINED LANDING RIGHTS PERMISSION (ANNEX-II)

Sr. No.	Name of Landing Rights Holder Company/ Address	Name of Channel (S)
1.	Information & Systems Corporation Pvt. Ltd. 4-J.C.H.S. Shakra-e-Faysal, Karachi. Ph: 021-34545912,34536348 Fax:021-34545905,34548809	CNN Cartoon Network AXN Discovery Animal Planet
2.	ARY Communication Pvt. Ltd. 6th Floor, Madina City Mall ,Abdullah Haroon Road, Saddar, Karachi. Ph: 021- 111-279-111 Fax: 021- 35657314	Nickelodeon HBO The Musik Fashion TV
3.	Tower Sports Pvt. Ltd. 2nd Floor, 49 Commercial Area, Cavalry Grounds, Lahore Cantt, Lahore, Pakistan. Ph: 042-36655422-3 Fax:042-36666833	Ten Sports
4.	Max Media Pvt. Ltd. 110, 1st Floor, Clifton Center, Block -5,Khayaban-e-Roomi, Clifton, Karachi. Ph: 111-7827-88 Fax: 021-35878781	STAR World STAR Movies STAR Sports ESPN National Geographic Adventure 1 Channel [V] Sky News Fox News
5.	Orbit Advertising Pvt. Ltd. Zafar House, Preedy Street, Saddar, Karachi Ph: 021-32766351 Fax: 021-32733294	BBC World
6.	Leo Communications Pvt. Ltd. C-2/1, Main Boulevard, Faisal Town, Lahore. Ph:042-35162096;35160811 Fax:042-35162097	Filmax
7.	M/S Birds Pvt Ltd, Operational Office, 1st Floor, Akhbar Manzil, Off I.I Chundrigar Road, Karachi. Ph: 021-32628613 Fax:021-32628614	Geo Super

▶ NAME OF COMPANIES /CHANNELS OBTAINED LANDING RIGHTS PERMISSION (ANNEX-II)

Sr. No.	Name of Landing Rights Holder Company/ Address	Name of Channel (S)
8.	Top End Network Pvt. Ltd. Pent House #4, 8th Floor, Mall Square Building, Zamzama, Phase V. Defence Housing Authority (DHA). Karachi Ph: 021-36038079	Ujala TV
9.	Value Entertainment Pvt Ltd. 3-G, Johar Town,Lahore Ph.: 042-35290896-8 Fax No. 042-35303386	Silver Screen
10.	Starlite Global Corporation (Pvt) Ltd 3-G, Johar Town,Lahore Ph.: 042-35290896-8 , Fax No. 042-35303386	Starlite TV
11.	M/s. Open Media Marketing Pvt. Ltd House No. 4-A, Street No. 10, Safari Villas, High Court Road, Chaklala, Scheme III, Rawalpindi. Ph: 051-5595445 Fax No. 051-4864470	DWTV ASIA +

ANNEXES

▶ SHORT TERM UPLINKING PERMISSION (ANNEX-III)

Sr. No.	Broadcaster / Agency Name	Duration of permission
1.	M/s Faizan Productions (Pvt) Ltd.	Upto thirty days with extensions.
2.	M/s Gaaza Broadcast System (Pvt) Ltd.	Upto fifteen days with multiple extensions.
3.	M/s Indus Entertainment (Pvt) Ltd.	Upto fifteen days with multiple extensions.
4.	M/s Independent Music Group (SMC-PVT) Ltd.	For the coverage of local sports event.

▶ IPTV LICENCES ISSUED BY PEMRA (ANNEX-IV)

Sr. No.	Name of Company	Licence Region	Name of Company
1.	M/s Sachal Satellite Communications (Pvt) Ltd	Sindh Zone-II (Hyderabad)	Licence cancelled due to non operation.

▶ MOBILE TV (CONTENT PROVISION SERVICE) LICENCES ISSUED (ANNEX-V)

Sr. No.	Name of the Company with Address
1.	M/s Diallog Broadband (Pvt) Ltd.

▶ MMDS LICENCES ISSUED BY PEMRA (ANNEX-VI)

Sr. No.	City	Name of the Company	Date of Issuance of Licence
1.	Nankana Sahib	Sindh M/s Pak Communications & Media Services (Pvt) Ltd, (Hyderabad)	Licence cancelled due to non-operation.

► LIST OF COMMERCIAL FM RADIO LICENCES ISSUED BY PEMRA (ANNEX-VII)

Sr. No.	FM Radio Station	Name of the Company with Address	Status
1.	Islamabad (FM 99)	Mr. Wasim Ahmed, CEO/Director, M/s The Communicators	Operational
2.	Abbottabad (FM 99.4)	(Pvt) Ltd. Plot # 25, Jannat Arcade, Suite # 12, G-11 Markaz,	-do-
3.	Vehari (FM 99)	Islamabad. Ph: 051-2107762, 2103296, Fax: 051-2107763	-do-
4.	Karachi (FM 89)	Ms. Nirmeen Chinoy, CEO, M/s Kohinoor Airwaves (Pvt) Ltd.	-do-
5.	Islamabad (FM 89)	11th Dockyard Road , West Wharf,	-do-
6.	Lahore (FM 89)	Industrial Area, Karachi	-do-
7.	Faisalabad (FM 89)	Ph: 021-2331095-9	-do-
8.	Sarai Nurang(FM 88) (Lakki Marwat)	Mr. Abdul Hameed Khan, Executive Director, M/s SAIF Holdings Limited. 4th Floor Kulsoom Plaza, B lue Area, Islamabad Ph: 051-2823924, 2829415 Fax: 051-2277843	-do-
9.	Gujrat (FM 105)	Mirza M. Naeem, CEO M/s Future Tech Engineering	-do-
10.	Gujranwala (FM 106)	& System (Pvt) Ltd., H # 302, Street 30, F-11/2,	-do-
11.	Sheikhupura (FM107)	Islamabad	-do-
12.	Sadiqabad (FM 106)	Ph: 051-2264710,4436690	-do-
13.	Khanpur (FM 105)	Fax: 051-2264782	-do-
14.	Karachi (FM 107)	Mr. Sher Asfandyar Khan, CEO, M/s Syndicate Entertainment (Pvt) Ltd. 11th Floor, Technology Park, Shahrah-e-Faisal, Karachi Ph: 021-7782258	-do-
15.	Sialkot (FM 104)	Mr. Shahid Mehmood, CEO Ms/ Radio Buraq (Pvt.) Ltd.	-do-
16.	Peshawar (FM 104)	106-East, 1stFloor, Asif Plaza, Fazal-e-Haq Road, Blue Area,	-do-
17.	Mardan (FM 105)	Islamabad, Tel: 051-7101014 Fax 051-2652519	-do-
18.	Islamabad (FM 106.2)	Mr. S. Jamal, CEO, M/s Shamal Media Services, C-71,	-do-
19.	Karachi (FM 106.2)	Phase-II Extension, Main NationalHighway,	-do-
20.	Lahore (FM 106.2)	Defence, Karachi	-do-
21.	Sukkur (FM 106.2)	Ph: 021-5381800	-do-
22.	Peshawar(FM 106.2)	Fax: 021-5397476	-do-
23.	Karachi (FM 91)		-do-
24.	Islamabad (FM 91)		-do-
25.	Lahore (FM 91)		-do-
26.	Gawadar (FM 91)		-do-
27.	Karachi (FM 96)	Mr. Muhammad Imran Bajwa, CEO,	-do-
28.	Karachi (FM 103)	M/s Tradeserve International,	
29.	Faisalabad (FM 103)	1st Floor, LDA Plaza, Egerton Road, Lahore	

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▶ LIST OF COMMERCIAL FM RADIO LICENCES ISSUED BY PEMRA (ANNEX-VII)

Sr. No.	FM Radio Station	Name of the Company with Address	Status
30.	Lahore (FM103)	Ph: 042-6308576 UAN: 111-111-103	-do-
31.	Multan (FM 103)	Fax: 042-6308359	-do-
32.	Layyah (FM 88)	Mr. Mohammad Pervaiz, CEO,	-do-
33.	Multan (FM 88)	M/s Thal International Airwaves (Pvt) Ltd, House # N/211, TDA Colony Layyah Ph: 0606-305424, 410007	-do- -do- -do-
34.	Lodhran (FM 98)	Tariq Hashmi,CEO	-do-
35.	Ahmedpur East (FM 100)	M/s Asian Broadcasting (Pvt) Ltd, 20/A,	-do-
36.	R.Y. Khan (FM 99)	Commercial Colony, Railway Road, Bahawalpur	-do-
37.	Khanewal (FM 97)	Ph: 062-2882737, 2888765, 2050202, 2050602-3 Fax: 0622-880156, 732456	-do- -do-
38.	Hyderabad (FM 105)	Mr. Abdul Karim Qureshi, CEO,	-do-
39.	Nawabshah (FM 105.4)	M/s Sachal Satellite Communications (Pvt) Ltd.	-do-
40.	Larkana (FM 105)	59-E, Street No. 7, I-10/3, Islamabad	-do-
41.	Karachi (FM 105)	Ph: 051-4446647 Fax: 051-4538349	-do-
42.	Quetta (FM 105)		-do-
43.	Jehlum (FM 95)	Sheikh Zaahid Iqbal, CEO,	-do-
44.	Sargodha (FM 96)	M/s Biz Broadcasting (Pvt.) Ltd.,	-do-
45.	Islamabad (FM 97)	Unit # 2, Plot # 7, Haq Arcade, Allah Wali Market,	-do-
46.	Sahiwal (FM 96)	St. 33, F-8/1, Islamabad Ph: 051-2290294, 2264293 Fax: 051-2264959	-do- -do-
47.	Kalar Kahar (FM 88)	Mr. Zaheer-ud-Deen Ahmed, CEO,	-do-
48.	Bhai Phero (FM 88)	M/s Tele Film (Pvt.) Ltd. House No. 851, Street No. 86, Sector I-8/4, Islamabad. Ph: 051-4861505 Cell : 0331-4024899	-do- -do- -do-
49.	Khairpur (FM 91.4)	Mr. Khawaja Sohail, CEO,	-do-
50.	Nooriabad (FM 91.4)	M/s Sound Waves (Pvt.) Ltd.	-do-
51.	Tando Adam (FM 91)	Office # 711, Anum Blessing, Karachi Co-operative Housing Society, Block 7/8, Shahrah-e-Faisal, Karachi Ph: 021-4391559 Fax: 021-4392243	-do- -do- -do- -do-
52.	Jacobabad (FM 98)	Syed Sharfuddin Shah, CEO,	-do-
53.	Mir Pur Khas (FM 98)	M/s Solar Communication Pvt. Ltd.	-do-
54.	Hyderabad (FM 99)	House # 168, Street # 18, Sector F-10/2,	-do-
55.	Dadu (FM 99)	Islamabad.	-do-
56.	Chitral (FM 97)	Ph: 051-4446873-4 Fax: 051-4444536	-do-

► LIST OF COMMERCIAL FM RADIO LICENCES ISSUED BY PEMRA (ANNEX-VII)

Sr. No.	FM Radio Station	Name of the Company with Address	Status
57.	Toba Tek Singh (FM 95)	Mr. M.A. Razzaq, CEO M/s Omer Razzaq Enterprises (Pvt) Ltd. 5-C, Street 71, F-8/3, Islamabad. Ph: 051-2262977, 2282558 Fax: 051-2262966	-do-
58.	Gujar Khan (FM 102)	Ch. Ghulam Rabbani, M/s TANI Communication Pvt. Ltd. H.No.9-A, Street No. 70, F-8/3, Islamabad Ph: 051-2854986, 2855985	-do-
59.	Bhalwal (FM 104)	Mr. Muhammad Atif Imran Malik, M/s Mattech Engg. Pvt. Ltd. Office No.09, Street # 19, G-8/1, Islamabad Ph: 051-2264710 Fax: 051-2264782	-do-
60.	Renala Khurd (FM 92)	Mr. Omer Nazir, CEO,	-do-
61.	Kasur (FM 90) (FM 90)	M/s Ranja Enterprises (Pvt) Ltd. 7-Aziz Avenue, Canal Bank Road, Gulberg-V, Lahore. Ph: 042-5757156, Fax 042-5757158	-do-
62.	Kharian (FM 97)	Dr. M Haroon MD	-do-
63.	Mandi Bahuddin (FM 98)	M/s E-WAZ Communication Pvt. Ltd. 146 Industrial Triangle Khauta Road, Islamabad Ph: 111-222-101 Fax: 051-4491845	-do-
64.	D.I. Khan (FM 91)	Mr. S.M. Abbas Shah, Director, M/s Global Broadcast Networks Pvt. Ltd. 135-E/1, Stadium Road, Gulberg-III, Lahore Ph: 042-5870230-6 Fax: 042-5877596, 5761591	-do-
65.	Jhang (FM 105)	Mr. Muhammad Ibrahim, MD, M/s Sachal Technical Services (Pvt) Ltd. House 43, St. 83, Sector G-7/4, Islamabad Ph: 051-4441413, 4432292 Fax: 4447288	-do-
66.	Faisalabad (FM 90)	Mr. Sultan Afzal Khan, CEO, M/s AMZee Media Marketing & Production (Pvt) Ltd. Pardesi House, Survey No.2/1, R.Y.16, Old Queens Road, Karachi. Ph:021-2470220	-do-
67.	Chakwal (FM 88)	Mr. Gul Muhammad, CEO M/s Gul Enterprises (Pvt) Ltd. H.No.10, St No. 50, Sector F-8/4, Islamabad Tel: 051-2854925	

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▶ LIST OF COMMERCIAL FM RADIO LICENCES ISSUED BY PEMRA (ANNEX-VII)

Sr. No.	FM Radio Station	Name of the Company with Address	Status
68.	Rajanpur (FM 104)	Ms Bushara Naz, CEO	-do-
69.	Pakpattan (FM 107)	M/s E.S.S. (Pvt.) Ltd. # 302 Street 30, F-11/2, Islamabad Tel: 4436690, 2264710, Fax 2264782	-do-
70.	Ghotki (FM 91)	Ms. Noorulain Hassan Chief Executive M/s Alive Broadcasting Company (Pvt.) Ltd. 17 Circular Building, Hyderabad Tel: 022-2728280, 0333-2621333, 0320-4211333	-do-
71.	Mansehra (FM 104)	Mr. Shahid Mehmood, CEO	-do-
72.	Bannu (FM 104)	Ms/ Radio Buraq (Pvt.) Ltd. 106-East, 1st Floor, Asif Plaza, Fazal-e-Haq Road, Blue Area, Islamabad, Tel: 051-7101014 Fax 051-2652519	-do-
73.	Charsadda (FM 93)	Mr. Mirza Ibrahim Baig, Chief Executive	-do-
74.	Swabi (FM 94)	M/s Hi-Waves Communications (Pvt.) Ltd. House # T-1081, Gulberg No.2, Bamba Road, Peshawar Cantt. Tel: 091-5284159 Fax 091-5278627	-do-
75.	Bahawalnagar (FM 90)	Mr. Asif Raza, CEO M/s H.S. Broadcasting (Pvt.) Ltd. 23-D, Club Road, Vehari. Tel: 067-3362262-3 Fax 067-3361245	-do-
76.	Karachi (FM 99)	Ms Bakhtawar Mazhar , CEO M/s Xena Satellite Communications (Pvt.) Ltd. 3-c 29th Street, Khayban-e-Tauheed, Phase-V, DHA, Karachi. Tel: 021-35848495	-do-
77.	Mirpur (FM 90)	Ch. Muhammad Arif, CEO	-do-
78.	Bhimber (FM 90)	M/s Rose Media (Pvt.) Ltd. 65- W Executive Heights, Mezzanine Floor, Fazal-e-Haq Road, Blue Area, Islamabad Tel: 051-2806301-7, 2654195, Fax 051-2654197 UAN 111-11-7673 www.rosefm90.com	-do-
79.	Dheerkot (FM 105.600)	Sardar Mahmud Iqbal, Director M/s Power Plus (Pvt.) Ltd. Valley Inn Hotel,	-do-

► LIST OF COMMERCIAL FM RADIO LICENCES ISSUED BY PEMRA (ANNEX-VII)

Sr. No.	FM Radio Station	Name of the Company with Address	Status
80.	Rawalakot (FM 105.800)	Syed-ul-Shuhada Chowk, Bagh	-do-
81.	Muzaffarabad (FM 105.400)	Tel: 058720-44902, 44318 Fax 058720-44903	-do-
82.	Kotli (FM 96)	Mr. Pervaiz Barkat M/s Geo Kashmir Enterprises (Pvt.) Ltd. 263- B/5, Kalyal, Mirpur Tel: 058610-44491, Fax: 058610-44491	-do-
83.	Chakri (96.00 MHz)	Mr. Zahid Mehmood Bhatti, Director M/s WebCom (Pvt) Ltd FM Radio Division, 229- Street # 18, F-10/2, Islamabad. Tel: 051-22123223, 2102030	-do-
84.	Badin (FM 105)	Mr. Sajid Ali Qureshi, Chief Executive,	-do-
85.	Sanghar (FM 105.2)	M/s Mehran Media (Pvt.) Limited,	-do-
86.	Shikarpur(FM 105.4)	House # 371, St # 33, Sector F-11/2, Islamabad	-do-
87.	Nosheroferoze (FM 105.6)	Tel: 051-2103698	-do-
88.	Mianwali (FM 90)	Mr. Mohammad Sualeheen, Chief Executive,	Non-Operational
89.	Khoshab (FM 92)	M/s Busy Bee Private Limited,	-do-
90.	Bhakkar (FM 90)	P-756/66 Kot Khan Mohammad, Lane No.2,	-do-
91.	Narowal (FM 90)	Satyana Road, Faisalabad. Tel: 041-2632783	-do-
92.	Tharparker (FM105)	Mr. Majid Ali Qureshi, Chief Executive, M/s Media Solutions (Pvt.) Ltd. Poonch House, Main Simli Dam Road, Bhara Kahu, Islamabad Tel: 051-2233396	Operational
93.	Bahawalpur (105MHz)	Mr. Muhammad Zaman, CEO, M/s Media Alliance (Pvt.) Ltd. Suite # 5, 2nd Floor, RB-1, Awami Complex New Garden Town, Lahore. Tel: 042-5940097	Operational
94.	Kashmore (104MHz)	Mr. Bakhat Ali, CEO, M/s Kashmore Communication (Pvt.) Ltd. Suite No.17, 3rd Floor, Sasi Arcade, Block No.7, Clifton, Karachi, Tel: 021-5821101 Fax: 021-5870980	Non-Operational
95.	Umarkot (95.400MHz)	Mr. Aghees-ul-Salam, CEO, M/s Allahwala Iblagh (Pvt.) Ltd. 13- Sadaf Complex, Saddar, Hyderabad Cell: 0300-3094616	-do-

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► LIST OF COMMERCIAL FM RADIO LICENCES ISSUED BY PEMRA (ANNEX-VII)

Sr. No.	FM Radio Station	Name of the Company with Address	Status
96.	Tando Muhammad Khan (100.200MHz)	Ms. Noorulain Hassan, CEO, M/s Alive Broadcasting Company (Pvt.) Ltd. 17 Circular Building, Hyderabad. Tel: 022-2728280 Cell: 0333-2621333	-do-
97.	Mastaung (88MHz)	Mr. Malik Riffat Ali, CEO, M/s Asmaan Radio (Pvt.) Ltd. C/o Grand Hotel, M.A. Jinnah Road, Quetta Tel: 081-2821442 Cell: 0333-7812122	Operational
98.	Kasur (99 MHz)	Mr. Zubair Ahmed Qasuri, CEO M/s Flare (Pvt) Ltd House# 120 Basement, Main Double Road (Jhelum Road) , G-8/1 Islamabad Tel: 051-8235067	Operational
99.	Islamabad (100MHz)	Mr Aman Ahmed Chief Executive M/s Capital FM, (Pvt) Ltd 1st Floor, Umer Building, 76-West, Blue Area, Islamabad. Ph:051-2829650, 2272800, Fax:051-2271266	Operational
100.	Karachi (100MHz)	Mr Aman Ahmed Chief Executive M/s FMS (Pvt) Ltd, Plot # 43-5, E/3, Block-6. PECHS, Karachi Ph:021-4549055-59, Fax:021-4546851	Operational
101.	Lahore (100MHz)	Mr Aman Ahmed Chief Executive M/s Lahore Broadcasting Corporation (LBC), 18-B, Tariq Block, New Garden Town, Lahore Ph:042-5858100, 5868266 Fax:042-5862702	-do-
102.	Gilgit(99 MHz)	Mr. Abid Hussain Abid, CEO,	Non- Operational
103.	Skardu(99 MHz)	M/s Sanjh Preet (Pvt.) Ltd. 106-Z Housing Colony, Nankana Sahib Tel: 0562-006275 Cell: 0333-4264166	Non- Operational

► NON-COMMERCIAL FM RADIO LICENCES ISSUED BY PEMRA

Sr. No.	FM Radio Station	Name of the Company with Address	Status
1.	Campus Radio (FM 104.6)	Dr. Mughees-ud-Din Sheikh, Chairman, Department of Mass Communication, University of the Punjab, Lahore Ph: 042-9231225, 9230518, Fax: 9231182	Operational
2.	Campus Radio (FM 90.6)	Dr. Khalid Alavi, Director General, Dawah Academy, International Islamic University, Islamabad Ph: 051-9261751-4	-do-
3.	Campus Radio Peshawar (FM 107)	Dr. Shahjehan Syed, Chairman, Department of Journalism, University of Peshawar , Peshawar Ph: 091-9216833	-do-
4.	Campus Radio (FM 104.6)	Amjad Sarfraz, Head of Mass Communication Department National University of Modern Languages, Islamabad Ph: 051-9257646	-do-
5.	Campus Radio (FM 92.6)	Mr. Sajjad Ahmed Paracha, Department of Mass Communications Islamia University, Bahawalpur Tel: 0621-9250317	-do-
6.	Campus Radio (FM 96.6)	Prof. Ms. Anjum Zia, Chairman Department of Mass Communications Lahore College for Women University, Lahore Ph: 042- 9203801-09, 9201950, 9203072 Fax: 042-9203077	-do-
7.	Campus Radio (FM 90.6)	Prof. Dr. Tahir Masood, Chairman University of Karachi, Karachi Ph: 021-9243131-7 Ext. 2278, 2480	-do-

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► NON-COMMERCIAL FM RADIO LICENCES ISSUED BY PEMRA

Sr. No.	FM Radio Station	Name of the Company with Address	Status
8.	Campus Radio (FM104.6)	Dr. Muhammad Aslam Pervaiz Deptt. Of Journalism & Mass Communication Gomal University, D.I.Khan Ph: 0966-750364	-do-
9.	Campus Radio (FM 96.6)	Ms. Rukhsana Aslam Coordinator Fatima Jinnah Women University, The Mall, Rawalpindi. Ph: 051-9271167	-do-
10.	Campus Radio (FM 91.6)	Prof. Dr. Mahmood H. Butt Vice Chancellor, Allama Iqbal Open University, Islamabad Ph: 051-9250111	-do-
11.	Campus Radio (FM 104.6)	Professor Dr. Karim Malik, Chairman, Dept. of Mass Communication, Bahauddin Zakariya University, New Campus, Multan Tel: 061- 9210095	-do-
12.	Campus Radio (FM 106.600)	Dr. Javed Laghari, Shaheed Zulfiqar Ali Bhutto Institute of Science & Technology (SZABIST) 90 Clifton, Karachi, Tel: 021- 111-922-478	-do-
13.	Campus Radio (FM 97.600)	Ms. Shoa Irum Department of Mass Communications Kinnaird College for Women Jail Road, Lahore, Tel: 042-9203781-4	-do-
14.	Campus Radio (FM 102.2)	Col.(R) Abdul Hafeez, Registrar Riphah International University Sector I-14, Peshawar Road Near New Passport office, Islamabad Tel:051-5469637-8, 051-5469641-7	Operational

► NON-COMMERCIAL FM RADIO LICENCES ISSUED BY PEMRA

Sr. No.	FM Radio Station	Name of the Company with Address	Status
15.	Campus Radio (FM 106.600)	Dr. Javed R Laghari, Shaheed Zulfiqar Ali Bhutto Institute of Science & Technology (SZABIST), Larkana Campus 90 Clifton, Karachi, Tel: 021- 111-922-478	Operational
16.	Campus Radio (FM 98.200)	Dr. Asim Hussain Ziauddin University 4/B Sharah-e-Ghalib, Block# 6, Clifton, Karachi 021-5833673, 111-335-111	Non-operational
17.	Campus Radio (FM 98.200)	Dr. Muhammad Nawaz Mahsud Department of Communication Studies University of Sargodha, Sargodha Tel: 048- 9230061	-do-
18.	Campus Radio (FM 98.600)	Principal F.G Margalla College for Women F-7/4, Islamabad Tel: 051-9205426	-do-
19.	Campus Radio Peshawar (FM 88.800)	Traffic Training Institute Punjab Traffic Police Qurban Lines, Lahore Tel: 042-9202102 Fax: 042-9203238	Operational
20.	Campus Radio (FM 106.600)	Prof. Dr. Muhammad Nizamuddin Vice Chancellor Hafiz Hayat Campus University of Gujrat , Gujrat Tel: 053-3643229	Operational
21.	Campus Radio (92.400MHz)	Senior Superintendent of Police Traffic, Islamabad Traffic Police F-8/1, Opposite Old Saudi Visa Section, Islamabad Tel: 051-9260072	Operational

ANNEXES

► NON-COMMERCIAL FM RADIO LICENCES ISSUED BY PEMRA

Sr. No.	FM Radio Station	Name of the Company with Address	Status
22.	Campus Radio (98.200 MHz)	Dr. Lutufullah Kaka Khel, Vice Chancellor Kohat University of Science & Technology Indus Highway, Kohat	Operational
23.	Campus Radio (FM 104.6)	Mr. Shujaat Ali Khan Head of Department Journalism & Mass Communication Studies Garden Campus, Hazara University, Mansehra, NWFP. Tel: 0997-414185	Operational
24.	Campus Radio (95 MHz)	Director General Punjab Institute of Language, Art and Culture (PILAC) No. 1 Ghadaffi Stadium, Ferozpur Road, Lahore Ph: 042-9232165-70 Fax: 042-5751378	Operational

► LIST OF FM RADIO LICENCES CANCELLED BY PEMRA

Sr. No.	FM Radio Station	Name of the Company with Address	Status
1.	Attock	M/s LOCAL Pvt. Ltd. Islamabad. Tel: 051-2650330	Cancelled
2.	Wazirabad		Cancelled
3.	Bahawalpur	Mr. Kanwar M. Tariq, Chief Executive M/s KATS Communication Pvt. Ltd. 1131-C, Mumtazabad, Multan. Tel:061-230055	Cancelled
4.	Dera Ghazi Khan (FM 88)	Mr. Mohammad Pervaiz, CEO, M/s Thal International Airwaves (Pvt) Ltd, House # N/211, TDA Colony Layyah Ph: 0606-305424, 410007	Cancelled
5.	Gujranwala (FM 88)	Mr. Zaheer-ud-Deen Ahmed, CEO, M/s Tele Film (Pvt.) Ltd. House No. 851, Street No. 86, I-8/4, Islamabad. Ph: 051-4861505 Cell : 0331-4024899	Cancelled
6.	Mangla (FM 88)		Cancelled
7.	Chiniot (FM 88)		Cancelled
8.	Ubaro (FM 92)	Mr. Khawaja Sohail, CEO, M/s Sound Waves (Pvt.) Ltd. Office # 711, Anum Blessing, Karachi Co- operative Housing Society, Block 7/8, Shahrah- e-Faisal, Karachi. Ph: 021-4391559 Fax: 021-4392243	Cancelled
9.	Karachi (FM 98)	Mr. Mohammad Liaquatullah, M/s Digital Effect Pvt. Ltd. 40-Fazal-e-Haq Road, Blue Area, Islamabad Ph: 051-2826276 Fax: 051-2827969, 2877055	Cancelled
10.	Haripur (FM 96)	Dr. M Haroon MD M/s E-WAZ Communication Pvt. Ltd. 146 Industrial Triangle Khauta Road, Islamabad Ph: 111-222-101 Fax: 051-4491845	Cancelled

ACRONYMS

PEMRA:	Pakistan Electronic Media Regulatory Authority
STV:	Satellite TV
CTV:	Cable TV
DSNG:	Digital Satellite News Gathering
PTA:	Pakistan Telecommunication Authority
SECP:	Securities and Exchange Commission of Pakistan
FAB:	Frequency Allocation Board
C-Band:	3.7–4.2 GHz for downlink, and 5.925–6.425 GHz for uplink
DAB:	Digital Audio Broadcasting
D.I.Khan:	Dera Ismail Khan
DTH:	Direct-to-Home
FBR:	Federal Board of Revenue
FM:	Frequency Modulation
FTA:	Free to Air
GDP:	Gross Domestic Product
GHz:	Giga Hertz
IPTV:	Internet Protocol Television
KHz:	Kilo Hertz
Ku-Band:	10.7 to 12.75 GHz
KW:	Kilo Watt
LCD:	Liquid Crystal Display
MHz:	Mega Hertz
MMDS:	Multi-channel Multi-point Distribution System
MW:	Medium Wave
NOC:	No Objection Certificate
VoIP:	Voice over Internet Protocol

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