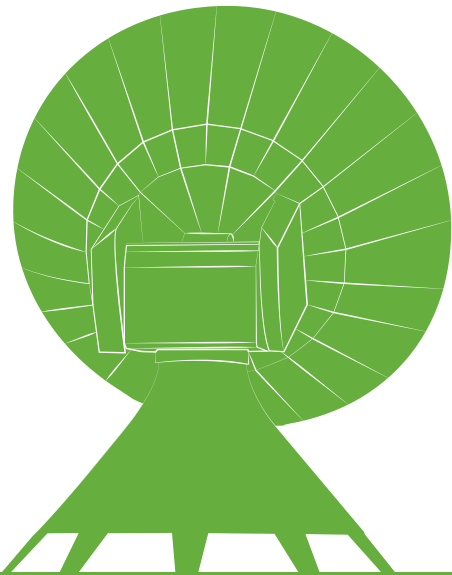


PAKISTAN
ELECTRONIC
MEDIA
REGULATORY
AUTHORITY



INFORMATION | ENTERTAINMENT | EDUCATION

ANNUAL REPORT

FOR THE YEARS

2019 & 2020



PEMRA
ANNUAL REPORT
2019 & 2020

Prepared in pursuance of provisions of
Section 17 of PEMRA Ordinance 2002 as
amended PEMRA (Amendment) Act 2007

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Designed & Produced by:
Kenad (Pvt.) Ltd. Islamabad.

Quaid-e-Azam Muhammad Ali Jinnah on Freedom of Speech and Expression

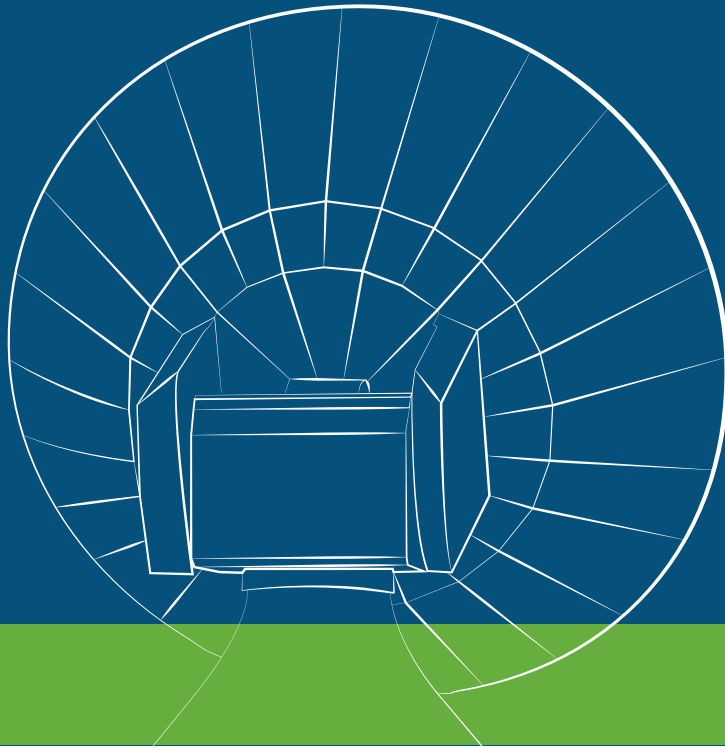


“I want you to keep your heads up as citizens of a free and independent sovereign State. Praise your Government when it deserves. Criticize your Government fearlessly when it deserves, but do not go on all the time attacking, indulging in destructive criticism, taking delight in running down the Ministry or the officials.”

*Reply to welcome address, Edwardes College,
Peshawar, 18th April 1948*

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VISION

To evolve and promote a dynamic, objective and responsible electronic media free from influences and biases that uphold national integrity, sovereignty and ensure transparency, equity, accountability and fair play, promotes equality, cultural diversity, freedom and access to information.





| MISSION

To facilitate and promote a free, fair and independent electronic media in Pakistan, and to ensure diversity and plurality, empowering audience and enhancing the maximum outreach of electronic media to nooks and corners of country thus offering healthy education, information and entertainment to masses.



Chairman's Message

I am pleased to present "PEMRA Bi-Annual Report for the years 2019 & 2020" to the worthy stakeholders and the public to whom we are mandated to serve, keeping their best interest protected. The publication of yearly PEMRA Report, comprising operations and accounts of the Authority, is mandated under Section 17 of the PEMRA (Amendment) Act, 2007. Therefore, I feel honored in accomplishing this obligation, which is second consecutive report during my stay in office as Chairman of this prestigious national regulatory body.

To facilitate and regulate the growth of electronic media in the private sector, Pakistan Electronic Media Regulatory Authority (PEMRA) was established in March 2002. The PEMRA law was further amended

and enacted by the Parliament on June 04, 2007, as 'PEMRA (Amendment) Act 2007'. The landmark decision of the Honorable Supreme Court in 2015 with regard to implementation of a consensual Code of Conduct by e-media was another important development during the course of time that resolved a longstanding debate on Code of Conduct amongst the stakeholders and helped them to enhance their capacity for self regulation.

With the growth of electronic media in Pakistan, the role of PEMRA as an effective and vibrant regulator has been enhanced to ensure an enabling environment for the stakeholders and to be vigilant and proactive towards the compliance of agreed Code of Conduct.

It is indeed a matter of immense satisfaction that PEMRA has made significant inroads to establish itself as an effective and vibrant regulator in the South Asian Region while keeping the public's demands and choices supreme.

We are fully cognizant of the fact that role of PEMRA is becoming increasingly important with the ever-growing electronic media landscape and its ability to influence the norms and cultural values of society. Therefore, ensuring quality of information and entertainment that media provides to the public is a key responsibility to be dispensed with utmost integrity. However, as a regulator, we highly value the private sectors' investment in the growth of electronic media and thus, take every possible measures to facilitate and promote fair competition while protecting the rights of all stakeholders.

Likewise, PEMRA has been responding to several emerging challenges proactively and to ensure that the interests of the stakeholders, especially, of the public are not compromised. The advent of new technologies has been one of these emerging challenges, which has been responded with mindful application of our regulatory regime in order to keep the sector vibrant and innovative as well as serving all the viewers/users.

PEMRA has also been pursuing the major initiative, Direct-to-Home (DTH) licensing project which is expected to have enormous positive impact on the electronic media industry. The First DTH Licence has been granted to one of the three successful bidders in the year 2019 and launch of the DTH service in the country by the Licencee is in its final stages. Moreover, the menace of illegal DTH in Pakistan has been dealt with effectively by PEMRA to protect the interests of the stakeholders and to save public from

the unhealthy content.

PEMRA being the regulator for electronic media is mindful of technological advancements and future challenges. In the wake of emerging scenario soft touch regulatory regime was conceived and floated for consultation with all the stakeholders pertaining to Over The Top (OTT) content services and Web TV. This concept received very encouraging response from local as well as international stakeholders. Authority's team is working relentlessly for framing regulations for the new regime with a view to promote indigenous technologies and entrepreneurship in this business.

I feel delighted to share another important initiative taken during my tenure and that relates to market study and survey. To begin with a market research was conducted in order to gauge outreach of media all across the country, viewing patterns in different age groups, popularity analysis as well as need of content in a specific genre, etc. This report carries glimpses of that market research and detailed report will be available very soon.

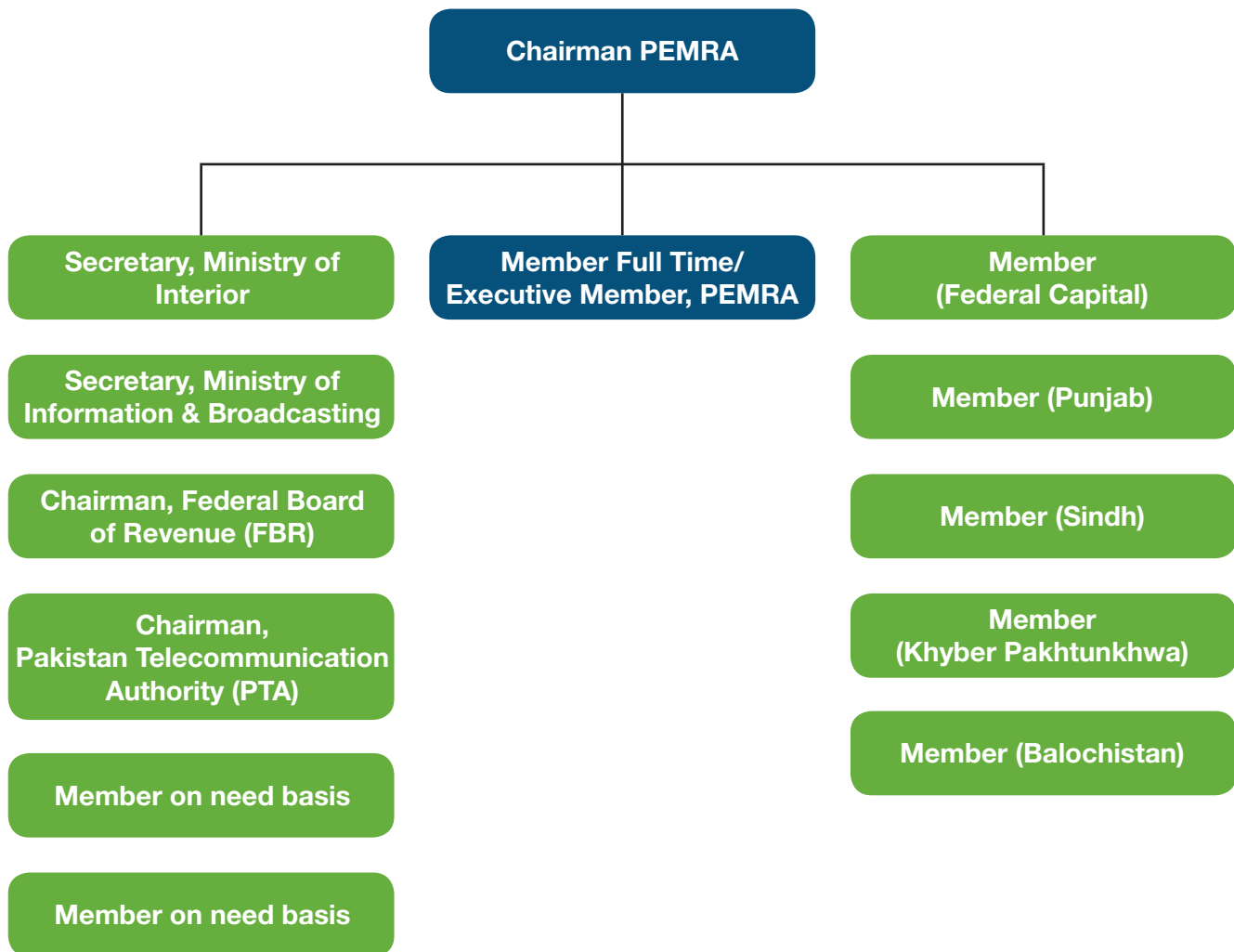
I am glad that the public complaints that PEMRA receives regarding electronic media through the Toll-Free Number (0800-73672) and Pakistan Citizen Portal, are being dealt by concerned teams at PEMRA with utmost sincerity and immediate relief under the applicable laws is extended to the complainants. I would like to ensure all the stakeholders and public that though PEMRA has traversed a long distance in realizing its mandate, I still believe that there is a long way to go and I am confident that PEMRA would continue to play its pivotal role in line with best international practices to safeguard the best interests of Pakistan and its people while ensuring conducive environment for the sector.

Muhammad Saleem



THE AUTHORITY

(Board Members of PEMRA)



AUTHORITY MEMBERS (PRESENT)



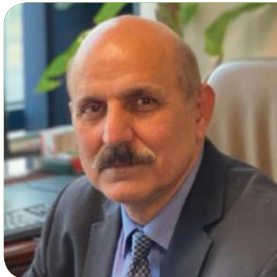
Mr. Muhammad Saleem
Chairman PEMRA



Mr. Yousaf Naseem Khokhar
Secretary, Ministry of Interior
(Ex-Officio)



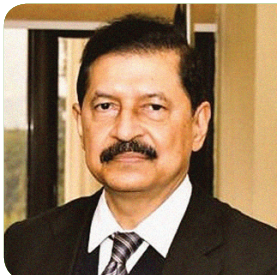
Ms. Shahera Shahid
Secretary, M/o Information &
Broadcasting (Ex-Officio)



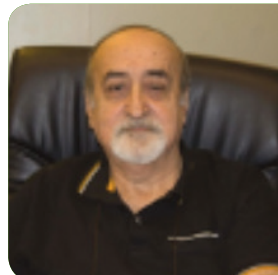
Mr. Ashfak Jumani
Executive Member/Full Time
Member



**Major General (R)
Amir Azeem Bajwa**
Chairman PTA (Ex-Officio)



Mr. Muhammad Javed Ghani
Chairman Federal Board of
Revenue (FBR)



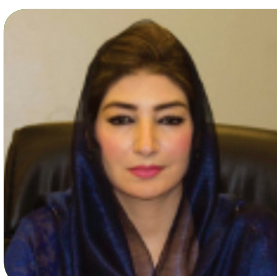
Mr. Faisal Sher Jan
Punjab (An expert on New Media
with rich experience in e-Media,
Advertisement and Telecom
Sectors)



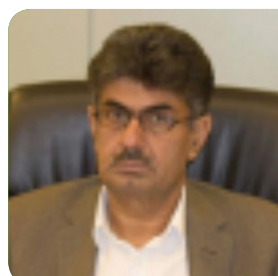
Ms. Safia Malik
Sindh (Journalist, Author and
Script Writer)



Mr. Muhammad Arifeen
Khyber Pakhtunkhwa (Retired
Civil Servant)



Ms. Farah Azeem Shah
Balochistan (Social Activist,
Politician and an Author)



Syed Hussain Abuzar Pirzada
Federal/Islamabad (Capital),
Senior Lawyer

What We Do at PEMRA

(Formation & Mandate)

Formation

Since 1947, broadcasting landscape was dominated by the state-run media. Until 1964 Radio Pakistan was the only source of information and entertainment to the public. Pakistan Television entered the fray in 1964.

State dominance over media lasted till 2002, when the government at the time decided to open the airwaves and invited private investors to come forward. Through a series of experiments since 1995, PEMRA Ordinance was finally promulgated in March 2002 with a mandate to facilitate the growth of private sector electronic media industry in the country.

Notwithstanding, there was a dire need for spreading Pakistani voice at the global arena and to counter the negative propaganda, patronized by neighboring media. In year 2007, PEMRA Ordinance was subsequently amended and passed as Act of Parliament. This Act is titled as “PEMRA (Amendment) Act 2007”.

Since 2002, PEMRA has mostly remained under administrative control of Ministry of Information & Broadcasting. However, for quite some time, in intervals, PEMRA remained under administrative control of the Cabinet Division in 2005 and 2008.

Mandate

PEMRA’s mandate is to regulate establishment and operation of all broadcast media (Satellite TV & FM radio) and distribution services (Cable TV, DTH, IPTV, and Mobile TV etc.) in Pakistan. This mandate is further elaborated as under:

Improve the standards of information, education, and entertainment;

Facilitate the devolution of responsibility and power to the grassroots by improving the access of the people to mass media at the local and community level;

Enlarge the choice available to the people of Pakistan in the media for news, current affairs, religious knowledge, art, culture, science, technology, economic development, social sector concerns, music, sports, drama and other subjects of public and national interest;

Ensure accountability, transparency, and good governance by optimizing the free flow of information.

Regulatory Framework

To facilitate stakeholders, the provisions of PEMRA's main statute i.e. Act were further elaborated in the form of Rules and Regulations governing each regime within the electronic media. For each regime, separate regulations, tariffs etc. have been framed which explain eligibility, procedure, obligations/responsibilities, etc.

PEMRA's Regulatory Structure

| | |
|--|--|
| PEMRA (Amendment) Act 2007 | Electronic Media (Programs and Advertisement) Code of Conduct, 2015 |
| PEMRA Rules, 2009 | PEMRA Eligibility Criteria, Bidding Procedure for Direct to Home (DTH) Distribution Service Licensing Regulations, 2016 |
| PEMRA (Council of Complaints) Rules, 2010 | |
| PEMRA (Distribution Service Operations) Regulations, 2011 | PEMRA Registration/ Accreditation of Television Audience Measurement (TAM)/ Rating Service Regulation, 2018 |
| PEMRA Employees Service Regulations, 2011 | PEMRA (Import of Electronic Media Equipment Transmitting Apparatus for Broadcasting, Distribution and Teleporting Operations) Regulations, 2018 |
| PEMRA (TV Broadcast Operations) Regulations, 2012 | PEMRA Teleport Service Licensing Regulations, 2018 |

Authority in Two Years

(Meetings & Decisions)

Section 8 of PEMRA (Amendment) Act, 2007 deals with the meetings of the Authority, its decisions, members' remuneration, etc. All the decisions are taken with a majority vote of its members present whereas one-third of the total members constitute the quorum for meeting of the Authority.

The Authority, during the period under review took important decisions that included the grant of STV, FM Radio and IPTV distribution, amendments in PEMRA Regulations, and reduction in annual subscriber fee for Cable TV Licencees. Details of its decisions are given below:

148th Meeting held on March 15, 2019



- Approved the IPTV Distribution Service Licence to Special Communication Organization (SCO) for Gilgit Baltistan (GB).
- Approved the satellite TV licence in specialized subject (non-commercial educational) to Allama Iqbal Open University (AIOU), Islamabad.
- Approved the application of M/s. Cellevision (Pvt.) Ltd., Islamabad for the grant of Licence for Mobile Audio (Content Provision Service) & Mobile Video (Content Provision Service).
- Approved the grant of Non-Commercial FM Radio licence to the Alhamd Islamic University, Quetta for its Quetta Campus.
- Approved the cancellation of the commercial FM Radio licences of the M/s Radio Hot (Pvt.) Ltd. Quetta, for Naseerabad, Sibi & Chaghi w.e.f September 28, 2018.
- Approved the amendment in Regulation 4(7)

of PEMRA (Television Broadcast Station Operations) Regulations regarding Security Clearance of Directors/Licencees of Satellite TV Channels.

149th Meeting held on April 8, 2019



- Approved the grant of Non-Commercial FM Radio licence to Khyber Pakhtunkhwa Traffic Police, Peshawar for airing of purely traffic related education (non-commercial).
- Approved the revision/reduction in subscriber fee of the Cable TV licencees from Rs.24/- to Rs.12/- per subscriber per annum, w.e.f. the Financial Year 2019-20.
- Approved the Amendment in PEMRA (Eligibility Criteria and Bidding Procedure for Satellite TV Licensing) Regulations-2014.

151st Meeting held on July 15, 2019

- Approved the grant of IPTV Distribution Services Licence for a term of ten (10) years for the IPTV zones Rawalpindi Telecom Region (RTR) and Karachi Telecom Region (KTR) to M/s Optix Media (Pvt.) Ltd.

152nd Meeting held on August 8, 2019

- Approved the PEMRA Employees Pension Scheme "PEMRA Employees Pension Fund".



- Approved the Food Subsidy Scheme for PEMRA Employees and hiring of catering firm namely M/s S. Zia-ul-Haq & Sons (Pvt.) Ltd. Islamabad.

153rd Meeting held on Nov. 20, 2019



- Approved the amendments in the Landing Rights Permission Regulations – 2016.
- Approved the grant of licence for Landing Rights Permission of the Foreign Satellite TV Channel, “National Geographic Urdu”, under “Education” category.
- Approved the grant of licence for Landing Rights Permission of the Foreign Satellite TV Channel, “A1 TV”, under “Entertainment” category.
- Approved the licence of Landing Rights Permission of the Foreign Satellite TV Channel “Star Max”, under “Entertainment” category.
- Approved the grant of three more Non-Commercial FM Radio licences for Nowshehra, Kallar Kahar and Pindi Bhattian, in line with the provision available under Rule 13(1) of PEMRA Rules 2009 to National Highways and Motorway Police (NH & MP), as a special case.



- Approved the fee on account of change of Directors/ Management /Transfer of shares by companies registered for Television Audience Measurement (TAM) Service.

159th Meeting held on July 27, 2020.

- Approved the renewal of Satellite TV Channel licences “VTV-III”&“VTV-IV”of Virtual University in specialized subject category for fifteen (15) years w.e.f. August 30, 2019.

161st Meeting held on Nov. 16, 2020.

- Approved grant of the licence for Landing Rights Permission of Foreign Satellite TV Channel, “RT”, under “News & Current Affairs” category.
- Approved the revised policy with regard to demarcation of area in Rural & Urban Licencing as under:
“In case where partial area of operation of a Rural area Cable TV licensee is delimited and notified as Urban, subject to compliance with the prevalent policies and laws, such a licensee



may be permitted to either:

- i. Retain its current/latest area of operation.
or
- ii. Retain only Urban areas and may prefer to add geographically contiguous urban areas.
or
- iii. Retain only Rural area and may prefer to add geographically contiguous rural areas.”

- Approved the grant of Non-Commercial FM Radio licence to the National University of Medical Sciences, Rawalpindi, for airing of educational content only.
- Approved the grant of Non-Commercial FM Radio licence to the Central Police Office, Baluchistan, Quetta for airing purely traffic awareness related content.
- Approved the grant of Non-Commercial FM Radio licence to Baluchistan University of Information Technology & Management Sciences (BUIITMS), Quetta for airing purely education related content.
- Approved the amendments in certain provisions of PEMRA (Television Broadcast Station Operations) Regulations-2012 Amended in 2018 and Landing Rights Permission Regulations-2016 Amended in 2019



A view of 154th Authority Meeting



A view of 157th Authority Meeting

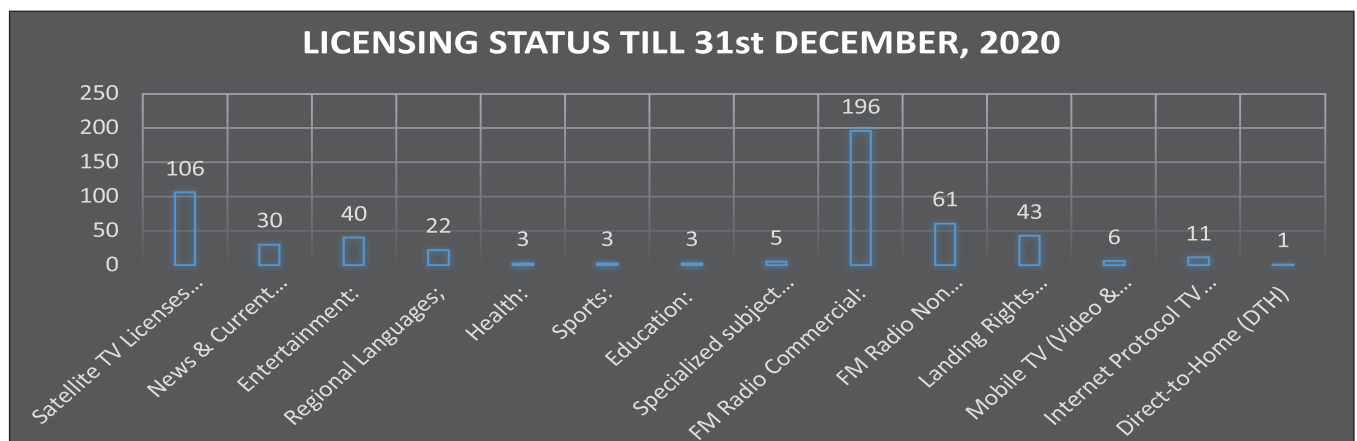
Enhancing the Viewers' Choices

(Licensing status – 2019-2020)

As a continuous endeavor to enhance the choices for the viewers in diverse range of content, PEMRA as part of its role as a regulator and facilitator issued 106 licences for the establishment and operation of Satellite TV Channels, 257 licences for FM Radio Stations, 4062 for Cable TV Service and 61 in other categories as detailed in the Table below:

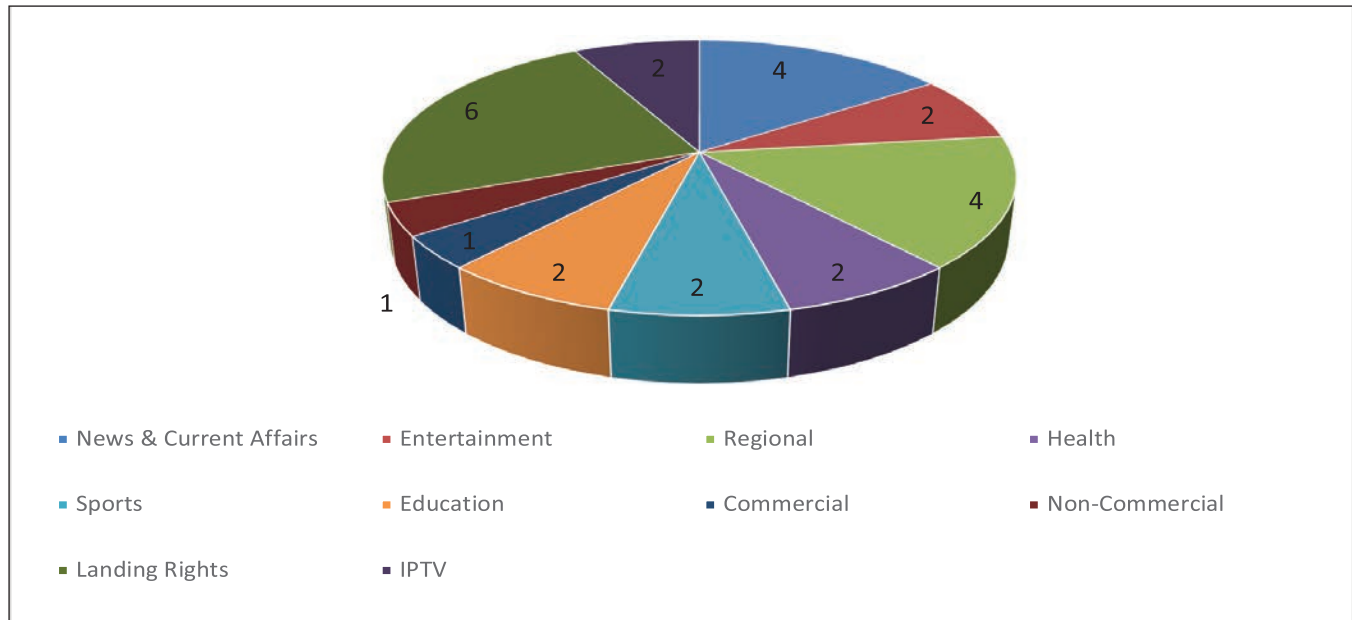
Licensing Status as on December 31, 2020

| Sr. | Description | Number of Licence |
|-----|---|-------------------|
| 1 | Satellite TV Licences | 106 |
| | i. News & Current Affairs | 30 |
| | ii. Entertainment | 40 |
| | iii. Regional Languages | 22 |
| | iv. Health | 3 |
| | v. Sports | 3 |
| | vi. Education | 3 |
| | vii. Specialized subject Channel | 5 |
| 2 | FM Radio Licences | 257 |
| | i. Commercial | 196 |
| | ii. Non Commercial | 61 |
| 3 | Landing Rights Permissions | 43 |
| 4 | Mobile TV (Video & Audio Content Provision) Service Licences | 6 |
| 5 | Internet Protocol TV (IPTV) Licences | 11 |
| 6 | Direct-to-Home (DTH) Licence | 1 |
| 7 | Cable TV Licences | 4,062 |



Licences Issued During 2020

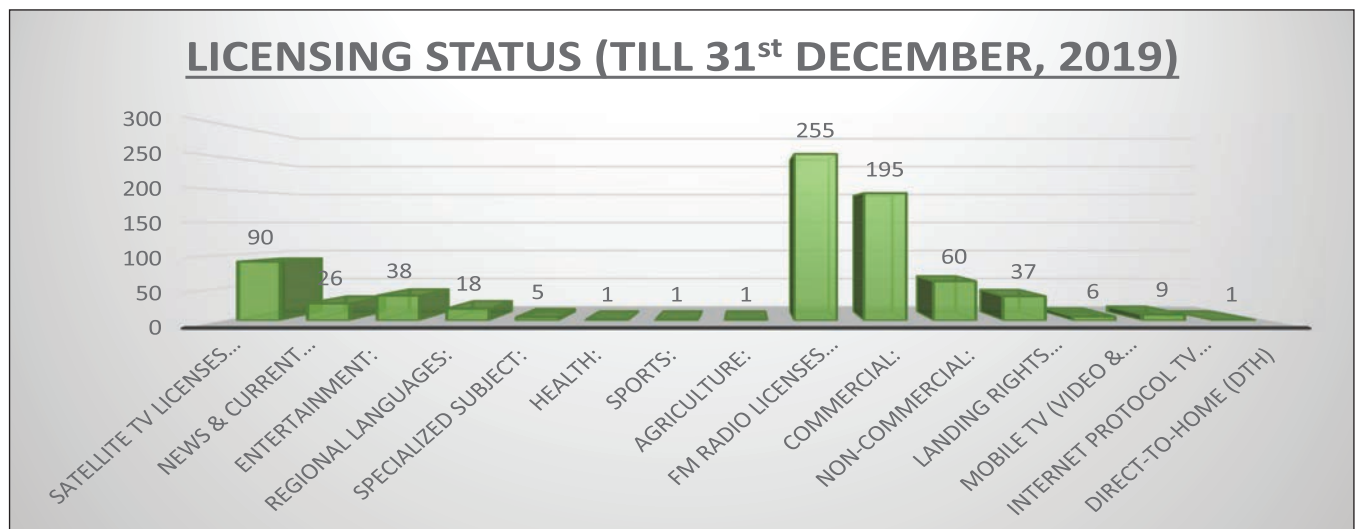
| Sr. | Description | Number |
|-----|---------------------------|--------|
| 1 | Satellite TV | 16 |
| | a. News & Current Affairs | 4 |
| | b. Entertainment | 2 |
| | c. Regional | 4 |
| | d. Health | 2 |
| | e. Sports | 2 |
| | f. Education | 2 |
| 2 | FM Radio | 2 |
| | a. Commercial | 1 |
| | b. Non-Commercial | 1 |
| 3 | Landing Rights Permission | 6 |
| 4 | IPTV Distribution Service | 2 |



Award of Satellite TV Licence for Regional Language category to M/s Ali Kazi (Pvt.) Ltd. Karachi on March 05, 2020

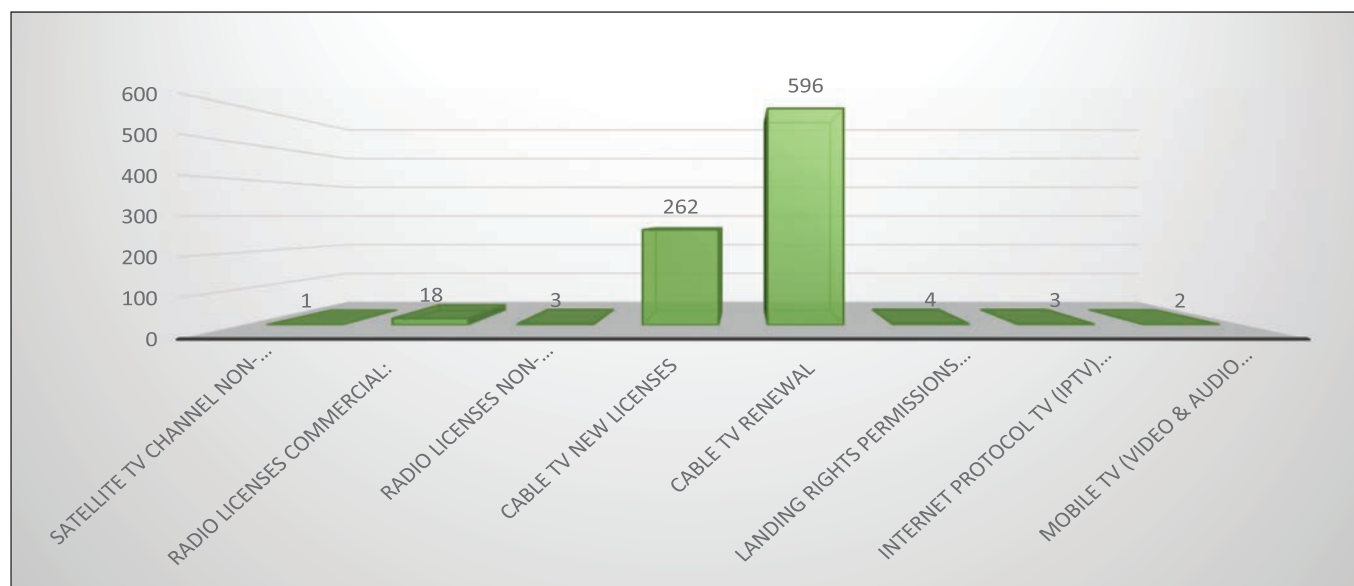
Licensing Status as on December 31, 2019

| Sr. | Description | Number of Licence |
|-----|--|-------------------|
| 1 | Satellite TV | 90 |
| | i. News & Current Affairs | 26 |
| | ii. Entertainment | 38 |
| | iii. Regional Languages | 18 |
| | iv. Specialized Subject | 5 |
| | v. Health | 1 |
| | vi. Sports | 1 |
| | vii. Agriculture | 1 |
| 2 | FM Radio | 255 |
| | i. Commercial | 195 |
| | ii. Non-Commercial | 60 |
| 3 | Cable TV | 4,062 |
| 4 | Landing Rights Permissions | 37 |
| 5 | Mobile TV (Video & Audio Content Provision) Service | 6 |
| 6 | IPTV Distribution Service | 9 |
| 7 | Direct-to-Home (DTH) | 1 |



Licensing During January – December 2019

| Sr. | Category | Number of licences |
|-----|---|--------------------|
| 1 | Satellite TV Channel Non-Commercial/Educational | 1 |
| 2 | FM Radio | 21 |
| | a. Commercial | 18 |
| | b. Non-Commercial | 3 |
| 3 | Cable TV | 858 |
| | a. New Licences Issued | 262 |
| | b. Licences Renewed | 596 |
| 4 | Landing Rights Permissions | 4 |
| 5 | IPTV Distribution Service | 3 |
| 6 | Mobile TV (Video & Audio Content Provision) Service Licensing | 2 |



Award of Non-commercial Satellite TV licences VTV-I and VTV-II to Virtual University on Feb 21, 2019.

Getting aligned with the future

(Revamping & Up-gradation of Monitoring System)

The Monitoring Setup at PEMRA was established in the year 2010 with capability to monitor fifty (50) Satellite Television Channels. Since then, the Monitoring Wing has been performing following tasks:

- Recording of important events/programs and their backup on SAN
- Verification of Technical Parameters of Channels/TV searching on satellite
- Preparation of transcript of important programs
- Screening of news and entertainment content
- Generation of WhatsApp clips of the content having violations of PEMRA's Code of Conduct
- Preparation of customized video clips/CD/ DVD as per requirement of the Authority
- Preparation of transmission reports
- Archiving important content
- Identification of objectionable content and sharing with Operations Broadcast Wing for action as per law
- Resolution of operational problems
- Any other duties as assigned in line with overall scope of the work

Old Monitoring Setup and Technological Advancement

Both Electronic Media and Technology are progressing rapidly with growing broadcast media landscape. It was need of the hour to up-grade PEMRA Monitoring Setup to enhance its capacity as well as to make it compatible with technological advancements in the e-Media Industry. The previously installed Monitoring System was not efficient enough to match the emerging needs pertaining effective monitoring, as it was not automated. Furthermore, the system was time consuming for reports generation and catering to the urgent requirements of the concerned wings.



A View of Old Monitoring System

Up-gradation and Installation of New Monitoring System

Keeping in view the existing and the future requirements, a state-of-the-art monitoring system has been installed at PEMRA Headquarters Islamabad. The system is developed on some tools based on Artificial Intelligence (AI) and has the capacity of monitoring 250 STV Channels and 50 FM Radio Stations. The setup is capable of recording, editing, and archiving recorded data of TV channels. The application software is capable to filter recorded contents of 250 TV Channels into advertising & non-advertising, local & foreign segments etc. The software also provides a platform to create standard/customized content analysis in the form of reports which includes details of commercial activities and identify all other violations of PEMRA Laws specially the Code of Conduct 2015, along with the mandatory requirements stipulated in the law.

The new setup is embedded with the features such as:

- 24/7 recording of channels
- Editing of video clips
- Frame/face/news scroll/audio recognition
- Speech to text, content punching/tagging and
- Monitoring reports generation.



Motives and installation of New Setup

The revamping of the Monitoring setup eventually intends to establish a reliable Electronic Media Monitoring System, comprising hardware and software, at PEMRA Headquarters. PEMRA, therefore, invited proposals in March 2019 from registered companies/firms having relevant experience in the field of electronic media monitoring systems, automated tracking, and reports generation etc. Proposals were invited to upgrade PEMRA's Monitoring Setup in accordance with PPRA Rules.

- The contract for up-gradation of Monitoring Setup was awarded to the successful bidder in December, 2019
- The Existing Monitoring setup was shifted within PEMRA Headquarter premises on temporary basis
- Civil work of new Monitoring Setup was completed within the deadline
- Hardware of the new Monitoring System has been installed.
- Installation of new Monitoring setup has been completed, trial/testing stands also completed.

Functions and uses of the New Setup

- The upgraded Monitoring System is capable of filtering recorded content of 250 TV Channels and 50 FM Radio Stations (to ensure the implementation of Code of Conduct.)
- The upgraded software will also provide a podium to customized content analysis of reports and identify all other violations of PEMRA Laws, along with the mandatory requirements.





- After the installation and functioning of modern and technologically sound Monitoring System, better input could be made for improving guidelines.
- Better eyeing of the content, the religious and social harmony and tolerance may be enhanced after the improved/upgraded monitoring yardstick.
- The vigilant system will ensure that no such program, content will be aired which may lead to bias, hatred, or disharmony with reference to any religion, sect, community, or ethnic group.
- Monitoring would be extended to channels in genre such as entertainment, regional, etc. other than the main stream channels.
- Reporting time is minimal as compared to previous system.

“The licensee shall ensure that no content is aired which passes derogatory remarks about any religion, sect, community, or uses visuals or words contemptuous of religious sects and ethnic groups or which promote communal and sectarian attitude or disharmony”

(Fundamental Principles, Code of Conduct 2015)

Strengthening Infrastructure Facilities and Steps for Employees Welfare

PEMRA as a regulator of e-Media has always been striving for providing upgraded services and facilities for its stakeholders and public at large. The present management is also committed to provide conducive environments to its employees in order to better their performance and improve efficiency.

In line with this objective, PEMRA management took a number of initiatives to improve its services and facilities for its employees during the period under review as detailed below:

Establishment of Library

Established state-of-the-art Library for PEMRA employees with seating capacity of 18 persons. Initially 940 books on Media Laws, e-Media and other subjects of interests have been placed and it will continue to be augmented with more books on professional subjects and other subjects of interest for keeping the PEMRA personnel updated on the subjects of their professional interests. Reputed national and international periodicals on e-Media are also being subscribed.



Upgradation of Sub-Office, Hyderabad

Sub-Office Hyderabad was upgraded as Regional Office on 01-01-2020. This up-gradation will help licencees of this Region with quick processing and disposal of their licensing issues and removal of grievances/complaints of public.



Construction and Establishment of Office Buildings at Lahore, Faisalabad and Peshawar

For the construction and establishment of Office Building, PEMRA purchased land from Provincial Government/Authorities in Lahore, Faisalabad, and Peshawar. Process for hiring of Architect/Consultant has also been initiated for construction of buildings at Lahore & Faisalabad. Details of the plots are appended below:

| Sr. | Plot Size | Address |
|-----|---------------------|---|
| 1. | 06 Kanal & 02 Marla | 585 Q, Model Town Extension, Lahore. |
| 2. | 2.22 Kanal | Block A-7, FDA City, Sargodha Road, Faisalabad. |
| 3. | 04 Kanal | Plot No.143, Central Activity Zone Regilalma, Model Town, Peshawar. |

Establishment of Day Care Centre



A dedicated furnished room has been declared as “Day Care Centre” to facilitate the female staff with minor children.

Refurbishing of First Floor at PEMRA Headquarter



Renovation & Remodeling of 1st Floor of PEMRA Headquarters has been carried out after almost 10 years of construction of PEMRA Headquarters Building. The first floor remained unoccupied for almost a decade despite the fact that there was a dire need for more office space for employees. The Newly furnished floor is now allocated to Human Resource, Administration, Finance, Internal Audit and Corporate Tax Wings.

Renovation of Cafeteria

PEMRA’s cafeteria was also renovated after a decade of construction of the Building. To



provide hygienic and quality food services to the employees, subsidy scheme was also introduced for providing affordable meals.

Renovation of Mosque

Renovation of PEMRA’s Mosque was also carried out to provide better facilities to the employees.

Installation of CCTV Cameras

In order to increase/strengthen security measures, CCTV cameras have been installed and a monitoring room manned with staff has been established in order to keep an eye on each and every movement within the building and outside.

Medical Policy 2020

Medical Policy 2012 has been revised and replaced with Medical Policy 2020. The revised policy has enhanced the scope of treatment and medical facilities for employees and their dependents for various diseases which were not covered under the previous policy.

Revision of Employees Welfare Policy

- Revised Welfare Policy 2013 allowing employees and their dependents for limited financial grant on occasions of Marriage and Burial Charges.
- Revision of Policy for provision/entitlement of Office Accessories. The earlier policy was introduced in 2010, which required revision to upgrade the facilities for the employees for efficient working environment.
- Introduction of new policy guidelines for use and replacement of electronic gadgets by the employees.

Direct to Home (DTH) Service

PEMRA Touches the Futuristic Milestone



Pakistan Electronic Media Regulatory Authority (PEMRA), as a landmark achievement, has taken a vital step in line with its futuristic vision by taking the agenda of introducing Direct to Home (DTH) facility. The auctioning of three licences of DTH service was carried out in 2016 and a few legalities have been responded afterwards to formally launch this forward-looking service.

The present Cable TV service offers limited choices to the viewers as this system is based on Analogue technology. DTH facility, however, offers many more choices. Clear signal receptivity is one of the key advantages, as the customers through this facility, receive broadcasting signals directly from the satellite on their set top box which ensures a transmission free of any disruption.

DTH technology offers many advanced features such as Parental Controls, Recording of Shows, Electronic Program Guide (EPG), etc. Keeping these benefits in mind and with almost 30 million electronic media subscribers, Pakistan has been aiming to launch DTH Service since 2003 despite several impediments.

The Authority approved the hiring of an international consultancy firm for assisting PEMRA in DTH licensing in the year 2014 and after evaluation of various technical and financial aspects, M/s Digital Strategy Consulting Services (Pvt.) Ltd. Switzerland was awarded consultancy. The market, in Pakistan, has a lot of potential for DTH service which is clear from the fact that Authority received over whelming response from the investors and requests from several companies for the award of DTH licence.

An advertisement inviting applications for grant of licences in this regard was published in newspapers in September 2015. The Authority approved the initiation of DTH licensing afresh and shortlisted twelve (12) companies named below:

M/s Orient Electronics (Pvt.) Ltd., Lahore.

M/s MAG Entertainment (Pvt.) Ltd., Lahore.

M/s Skyflix (Pvt.) Ltd., Islamabad.

M/s Star Times Communications Pakistan (Pvt.) Ltd., Islamabad.

M/s Sardar Builders (Pvt.) Ltd., Islamabad.

M/s Smart Sky (Pvt.) Ltd., Islamabad.

M/s Parus Media & Broadcast (Pvt.) Ltd., Islamabad.

M/s NayaTel (Pvt.) Ltd., Islamabad.

M/s Mastro Media Distribution (Pvt.) Ltd. Islamabad.

M/s Shahzad Sky (Pvt.) Ltd. Islamabad.

M/s HB DTH (Pvt.) Ltd. Islamabad.

M/s IQ Communication (Pvt.) Ltd. Karachi.

In pursuance of the revised timeline for DTH Licensing, as approved by the Authority in September 2016, bidding for three (3) DTH Licences was held on 23rd & 24th November 2016 in Islamabad. The bidding was held considering the orders of the Hon'ble Supreme Court of Pakistan which allowed PEMRA to proceed with the DTH licensing. Following three companies qualified as successful bidders by offering bid of Rs. 4,898 Million each.

M/s MAG Entertainment (Pvt.) Ltd., Lahore.

M/s Shahzad Sky (Pvt.) Ltd, Islamabad.

M/s Star Times Communications Pakistan (Pvt.) Ltd., Islamabad.

In pursuance of provisions of Section 21 & 24(2) of PEMRA Ordinance-2002 as amended by the PEMRA (Amendment) Act, 2007, Rule 7 & 9 and clause 9.3 of PEMRA (Eligibility Criteria & Biding Procedure for Direct to Home (DTH) Licensing) Regulations-2016 following requirements are to be fulfilled after completion of the bidding process and before the grant of licence:

Security Clearance, Public Hearing and Provincial Concurrence. In this regard, case along with detailed profile of the three successful bidders was forwarded to the Ministry of Interior for Security Clearance.

Public hearings in respect of three successful bidder companies were also conducted in Islamabad & Lahore on 4th July 2018 & 6th July 2018, respectively. Process for provincial consultation has also been taken up with respective provinces/ ICT. So far, the Authority has received the security clearance in respect of M/s Shahzad Sky (Pvt.) Ltd. and has issued first ever DTH Licence to the company in February 2019.



Signing of First Ever Direct-To-Home (DTH) Licence to one of the 3 Companies that won the Bidding and Qualified for the Grant of Licence for DTH Service in Pakistan (February 11, 2019)

As a regulator PEMRA's focus is on facilitating the industry as a whole, so that the digital industry in Pakistan could grow and the millions of Pakistanis who currently do not have access to a legal DTH service can benefit from this highly relevant technology.

The DTH Operator would receive/downlink the eligible channels (channels which are authorized by PEMRA for distribution in Pakistan) from various satellites including free-to-air and encrypted channels at the head-end / DTH station. The availability of DTH platform in Pakistan will help curb the proliferation of illegal Indian DTH which is causing loss of billions of rupees to the national exchequer annually and will provide an opportunity to the Pakistani satellite operator Paksat-1R for utilizing its available capacity for the DTH service resulting in hefty revenue to the Government. Moreover, the service will also help in transfer of technology to Pakistan e.g. manufacturing of Set Top Boxes (STB) etc.



Chairman PEMRA awarding first DTH Licence to Mr. Zaheer-Ud-Deen, Chief Executive Shahzad Sky on February 11, 2019

PEMRA has achieved its long awaited goal of granting DTH licence to one of the successful bidder company after completion of all legal requirements. The Authority so far has granted one DTH Licence to successful bidder company M/s Shahzad Sky (Pvt.) Ltd. on 11th February 2019. However, the security clearance of other two successful bidders is still awaited.



The first DTH licence holder company, M/s Shahzad Sky (Pvt.) Ltd. is likely to start its operations shortly. Launching of the first ever DTH Service in Pakistan is expected to result in creating thousands of direct and indirect job opportunities in the country. The service is to be available all over Pakistan including the far-flung areas of the country where no other medium of distribution such as cable network etc. exists.

Facilitations for the Import of e-Media Equipment

(Broadcasting, Distribution Services and Teleport Operations)

Technical Wing provides assistance to the Authority regarding the technical matters. This Wing is responsible for issuance of No Objection Certificate (NOC) for import of equipment used for electronic media, including broadcasting, distribution services and teleport operations, in accordance with international practices, under section 20(h) of PEMRA Ordinance, 2002 as amended by PEMRA (Amendment) Act, 2007 and Government of Pakistan SRO. 1105(I)07 dated November 12, 2007, followed by Import Policy Order, 2016.

Technical Wing scrutinizes all applications received regarding issuance of NOCs and as and when required, it also performs the physical testing of equipment to be imported in order to ensure compliance of the PEMRA Regulation for the “Import of electronic media items, equipment and transmitting apparatus for broadcasting, distribution and teleporting operations.”

In the year 2019, Technical Wing issued 134 NOCs to different firms, organizations, importers and PEMRA licencees, for the import of electronic media equipment, collected a sum of PKR 16 Million (approx.) against the head of application processing fee during the period being reported upon.

The proposals received from Frequency Allocation Board (FAB) for allocation of frequency, are analyzed by the Technical Wing and furnish its consent with the approval of the Competent Authority to FAB. Furthermore, Technical Wing provides technical assistance to other wings, as and when needed such as carrying out technical inspection either for the award of licences or to carry out regular inspection of broadcast stations (Satellite TV & FM Radio) of PEMRA licencees. Moreover, Technical Wing has been coordinating and participating in Pakistan Single Window (PSW) program under Federal Board of Revenue (FBR) as a leading agency, on behalf of PEMRA.



Award of Teleport Services Licence

Award of Teleport Services Licence

Teleport Licensing is one of the key features of Technical Wing. In order to encourage the private sector participation in catering the needs of satellite broadcasters who may opt to utilize/hire services on commercial basis and to increase the coverage of electronic media, PEMRA intends to grant non-exclusive licences for Teleport Services. The Authority in its 143rd meeting, which was held on 12th June, 2018 approved the Teleport Service Licensing Regulation-2018. Accordingly, an advertisement was published in national dailies on October 13, 2018. Two applications were received against the published advertisement, out of which one application was shortlisted and licence was awarded on August 11, 2020 to M/s Telnest (SMC) Private Limited. This avenue is expected to generate economic activity, direct and indirect employment and attract private sector investment in electronic media in Pakistan.

Electronic Media Code of Conduct – 2015



Provisions of Section 20 of PEMRA (Amendment) Act 2007, “Terms & Conditions of Licence” provide a framework for the PEMRA Licencees to operate while ensuring the preservation of the sovereignty, security, integrity of the country as well as the national, cultural, social, and religious values and the principles of the Public Policy enshrined in the constitution of the Islamic Republic of Pakistan. Section 20 (f) also binds the licencees to comply with the Codes of Programs and advertisements approved by the Authority.

These provisions were further elaborated in the PEMRA Rules but the Licencees were not comfortable with certain interpretations and elaborations of these rules. Majority of the actions that were taken under these rules ended up in litigation impeding PEMRA’s Enforcement & Regulatory arms.

To overcome this impasse, collective efforts

were made in 2012 for devising a code of conduct but the same were suspended by the Hon’ble Supreme Court of Pakistan during the deliberations on various Constitutional Petitions relating to Media related issues. The onus of drafting and implementing Code of Conduct was thus taken by the Hon’ble Supreme Court of Pakistan. After extensive consultation with all the stakeholders, the Apex Court approved Electronic Media (Programs & Advertisements) Code of Conduct 2015 with the mutual consent of all the stakeholders. It was notified by the Ministry of Information & Broadcasting on August 19, 2015 thereby replacing the Code of Conduct for Media Broadcasters and Cable TV Operators (Schedule-A) of PEMRA Rules-2009.

The Code of Conduct 2015 provides basic guidelines to the licencees working in any of the genre. However, it specifically explains dos and don’ts for licencees having programming content

in news & current affairs which includes but is not limited to the violations i.e. defamation, hate speech, abusive language, fake or unverified news, sexual violence, child protection, reporting of sensitive issues, disasters, violence related crimes etc.

The Code of Conduct prohibits channels from airing shows whose content is against Islamic values, the ideology of Pakistan and the founding fathers; or calls on people to take up arms against

the federation or its integrity, security and defence; or that derogates any religion, sect or community and could create disharmony in society.

It also cautions Broadcasters to refrain from broadcasting anything that: casts aspersions on the judiciary or the armed forces, except in the case of 'fair comment'; violates copyrights or property rights or incites; aids or abets, glamorizes or justifies violence, crime, terrorism or offence; blackmails or intimidates any person.

Salient Features of Code of Conduct 2015

Prohibits the e-Media from airing

Anything against the Islamic values, ideology of Pakistan or founding fathers of the nation

Derogatory Remarks about any religion, sect, community

Anything containing indecent, obscene or pornographic material

Any content that amounts to intimidation, blackmail or false incrimination of any person

Defamatory as define in the law for the time being in force

Content containing aspersions against the judiciary or armed forces of Pakistan

Statements of proscribed organizations or their representatives or members

Binds the Channels

To present information in an accurate and fair manner in their News, current affairs or documentary programs

Conduct political or analytical programs including Talk Shows in an objective manner

Maintain clear distinction between News, commentary, opinion or analysis

Warns to Refrain from showing/airing

Unnecessary details and footage of gory scenes including bloodshed and dead bodies

Hate Speech by any of its employees or guest in a program including calling someone anti-Pakistan, traitor, or anti-Islam

Scenes with violence or sufferings such as close-up shots of persons brutally tortured or killed

Identity of any victim of rape, sexual abuse, terrorism or kidnapping

An Overview of Operational Activities – 2019-20

Robust Actions

PEMRA as a Regulator of Electronic Media also acts as a watch dog to ensure the implementation of terms & conditions of its Licences as well as the observance of Code of Conduct by all the e-Media Houses, Distributors and Service Providers. It operates through its Regional Offices located in all of the four provincial capitals, Federal Capital, Major Cities and Sub Offices located in different important Urban Centers. However, satellite TV channels are dealt with by Operations Broadcast Media Wing at Headquarters which on the basis of input received from Monitoring Wing initiates appropriate enforcement action keeping in view the severity of violation. Actions taken against the violators during the years 2019 and 2020 are detailed below:

Actions Taken Against Satellite TV Channels

Operations Wing issued a number of show cause notices, advices, guidelines/warnings and directives to all Satellite TV Channels on committing violations as a few are specified below in order to keep check on the performance of broadcast media licencees:

- Use of abusive language during talk shows & dramas
- Airing anti Judiciary/anti-State remarks in a talk shows
- Telecasting of derogatory, defamatory, bias, personalized and inappropriate remarks, and

vilification campaigns

- Broadcasting of vulgar, Indecent, objectionable, gory scenes and speculative language/remarks/discussions
- Telecasting of deceptive, vulgar and quackery advertisements
- Promoting black magic through dramas/ morning shows
- Discussing, analyzing sub-judice matters/ violating court orders/directives as well as Code of Conduct 2015
- Airing excessive foreign content as against approved limit of 10%
- Telecasting of fake/false news/allegations
- Airing of hate speeches during talk shows
- Illegally changing channel's category/logo & names
- Broadcasting of Indian contents mainly on distribution networks
- Defaulting in payment of Regulatory Fee which includes Annual Renewal Fee, Fines or any other dues.
- Violating programming mix as approved by the Authority in the licence's terms and conditions.
- Non-Composition of Editorial Boards & Maintaining Record.

A total of 335 Show Cause Notices were served to various Satellite TV Channels during the Years 2019 & 20. Names of Channels and the number of Show Cause Notices issued are shown in the table on the next page:



Raid by PEMRA Field Staff on Illegal Equipment of DTH

| Sr. | Channel Name | No. of Show Cause Notices Served | Sr. | Channel Name | No. of Show Cause Notices Served |
|-----|--------------------------|----------------------------------|--------------|--------------------|----------------------------------|
| 1. | Geo News / Entertainment | 26 | 36. | Lahore News | 03 |
| 2. | ARY News | 13 | 37. | LTN Family | 03 |
| 3. | ARY Digital | 04 | 38. | Mashriq TV | 03 |
| 4. | Bol News / Entertainment | 26 | 39. | Mediavoir | 01 |
| 5. | Channel 24 | 21 | 40. | Metro One | 01 |
| 6. | Dawn News | 10 | 41. | Neo TV | 18 |
| 7. | Channel 92 | 09 | 42. | News One | 09 |
| 8. | Hum News | 14 | 43. | Public News | 13 |
| 9. | 7 News | 02 | 44. | Punjab TV | 03 |
| 10. | AVT Khyber | 01 | 45. | Play Entertainment | 01 |
| 11. | Awaz TV | 01 | 46. | Raavi TV | 01 |
| 12. | Aaj TV | 05 | 47. | Rohi TV | 01 |
| 13. | Business Plus | 01 | 48. | Roze TV | 08 |
| 14. | Capital TV | 07 | 49. | Royal TV | 01 |
| 15. | Aap TV | 06 | 50. | Pashto One | 01 |
| 16. | Apna TV | 01 | 51. | See TV | 01 |
| 17. | Channel 5 | 04 | 52. | Sach TV | 02 |
| 18. | City 41 | 02 | 53. | Samaa TV | 08 |
| 19. | City 42 | 05 | 54. | Sindh TV | 02 |
| 20. | Abb Takk | 11 | 55. | Star Asia | 02 |
| 21. | Din News | 03 | 56. | Such TV | 07 |
| 22. | Dunya News | 14 | 57. | Sohni Dharti | 01 |
| 23. | Express TV | 11 | 58. | Zaiqa TV | 01 |
| 24. | Filmazia | 02 | 59. | Dharti TV | 01 |
| 25. | 23 News | 01 | 60. | N' Vibe | 01 |
| 26. | GNN | 16 | 61. | Oxygen | 01 |
| 27. | GTV | 08 | 62. | VSH TV | 01 |
| 28. | A-Plus | 01 | 63. | Waseeb TV | 01 |
| 29. | H now | 01 | Total | | 335 |
| 30. | Health TV | 01 | | | |
| 31. | Jalwa TV | 02 | | | |
| 32. | Khyber News | 03 | | | |
| 33. | Koh-e-Noor | 04 | | | |
| 34. | KTN News | 02 | | | |
| 35. | Kashish TV | 01 | | | |

Number of Pieces of Advices Issued

A total of 118 advices were disseminated among Media Houses involved in violating PEMRA Laws, Rules and Regulations pertaining to editorial control, showing indecent scenes in dramas, airing excessive foreign/Indian contents, discussing on sub-judice matters, showing black magic, demeaning cast, sect, community, telecasting fake and false news.

Table below shows the detail of pieces of advice given to various Satellite TV Channels:

| Sr. | Channel Name | No. of Pieces of Advice | Sr. | Channel Name | No. of Pieces of Advice |
|-----|---------------------------|-------------------------|--------------|-------------------|-------------------------|
| 1. | All Satellite TV Channels | 75 | 15. | Geo Entertainment | 01 |
| 2. | All FM Radio Staitons | 01 | 16. | Geo Kahani | 01 |
| 3. | ARY Digital | 06 | 17. | 8 XM | 01 |
| 4. | Express Entertainment | 03 | 18. | Jalwa TV | 01 |
| 5. | Hum News | 09 | 19. | Pashto 1 | 01 |
| 6. | 7 News | 01 | 20. | Play TV | 01 |
| 7. | A Plus | 02 | 21. | Raavi TV | 01 |
| 8. | Apna TV | 02 | 22. | TV One | 01 |
| 9. | Aruj TV | 01 | 23. | Value TV | 01 |
| 10. | Aaj Entertainment | 01 | 24. | Neo TV | 02 |
| 11. | Bol Entertainment | 01 | 25. | Such TV | 02 |
| 12. | Aap TV | 01 | Total | | 118 |
| 13. | Express News | 01 | | | |
| 14. | Film World | 01 | | | |
| | | | | | |

Number of Warnings Issued

Numbers of channels were warned to refrain from airing objectionable, indecent, defamatory, derogatory, Anti-judiciary and Indian contents, to avoid passing baseless comments/views, stop discussing on sub-judice matters and violating clause pertaining to time delay mechanism of the Code of Conduct 2015.

| Sr. | Channel Name | No. of Warnings Issued |
|--------------|-------------------------|------------------------|
| 1. | All STV Channels | 01 |
| 2. | Bol New / Entertainment | 03 |
| 3. | Geo News | 02 |
| 4. | ARY News | 01 |
| 5. | Aaj TV | 02 |
| 6. | Channel 24 | 02 |
| 7. | Express Entertainment | 01 |
| 8. | Aap TV | 01 |
| 9. | GNN | 02 |
| 10. | Jalwa TV | 01 |
| 11. | Neo TV | 01 |
| 12. | Play Entertainment | 02 |
| 13. | Samaa TV | 01 |
| Total | | 20 |

Ban on Airing Advertisements of Illegal Housing Societies

On receipt of complaints from Capital Development Authority (CDA), Lahore Development Authority (LDA), Rawalpindi Development Authority (RDA), and Gwadar Development Authority (GDA), PEMRA prohibited airing of advertisements with regard to illegal housing/residential schemes and projects under Section 27 of PEMRA (Amendment) Act, 2007.

Ban on Airing Lottery Programs

On receipt of complaints from different segments of the society on Pakistan Citizen Portal against Bol TV's program "Card Game Show", PEMRA prohibited airing of programs/advertisements of lotteries, gambling or betting under clause-6 of Electronic Media (Programs & Advertisements) Code of Conduct-2015. However, Program is still being aired under the Stay Order granted by the Hon'ble Islamabad High Court.

Advertisements Edited/Off-Aired

Advertisements of Sprite, Qamar Tea, Coca Cola, Candy Land Toss Jelly, and Gala Biscuits having objectionable content, themes, and dressing were either prohibited from airing or allowed after necessary editing of the objectionable content.

Prohibition/Temporary Ban on Individuals/ Anchors/ Analysts/Programs

- Mr. Hafeez Ullah Niazi, an analyst in a program on "Geo News" on July 6, 2019 had leveled certain allegations against Senator Azam Swati which the channel could not substantiate before the Council of Complaints, Islamabad. PEMRA Council of Complaints extended sufficient time to "Geo News" to prove veracity of its comments uttered by the said analyst during the program; however, the channel could not come up with satisfactory reply. PEMRA on recommendations of Council of Complaints, Islamabad banned appearance of Mr. Hafeez Ullah Niazi, analyst on any channel for 30 days.

- On 15.06.2019 “Bol News” aired a program “Meri Jang” wherein the anchorperson, Mr. Noor-ul-Arfein passed highly provocative, inciting, and hateful comments against the Prime Minister of Pakistan. Under Section 27 of PEMRA Ordinance 2002 as amended by the PEMRA (Amendment) Act 2007, programme “Meri Jang” hosted by Mr. Noor-ul-Arfein was prohibited for 30 days. Further, the appearance of Mr. Noor-ul-Arfein on “Bol News” or on any other channel in any manner was also prohibited.
- On receipt of a complaint from Embassy of Pakistan in Athens, Greece against various TV Channels indulged in coverage of Mr. Javied Aslam Arain, a Pakistani fugitive, red-warranted by Interpol Pakistan, convicted criminal and sentenced by a court in Gujranwala on charges of human smuggling, operating an organization “Pakistan Community Unity” in Greece, maligning the Government of Pakistan, Embassy of Pakistan and Pakistan Army, engaged in hate-speeches against Pakistan’s Ambassadors and diplomats. Therefore, all Satellite TV Channels were strictly directed to refrain from providing media coverage to the events organized by fugitive Mr. Javied Aslam Arain, his local handlers (Keerfa) and his organization “Pakistan Community Unity” in Greece in compliance with the principles laid down in PLD 2016 Karachi 238 wherein it has been held that a proclaimed offender/absconder has no right to enjoy various rights such as appearing on TV screens.
- A complaint lodged by Muhammad Azhar Siddiqi, Muhammad & Ahmed Constitutional, Corporate & Tax Council, Lahore against Satellite TV channels for airing the interview/speech of absconder Ex-Finance Minister of Pakistan and requested to PEMRA to stop airing proclaimed offenders/absconders. The complaint was referred to Council of Complaints (CoC) PEMRA, Lahore and CoC in its 89th meeting held on 09.04.2019 disposed of the aforesaid complaint. Order of the CoC was disseminated among all Satellite TV Channels vide letter No. 13(89)/OPS/2018/1335 dated 27.05.2019 with the directions to not allow proclaimed offender/absconders Ex-Finance Minister to appear on any electronic media in compliance with the

principles laid down in PLD 2016 Karachi 238 wherein it has been held that a proclaimed offender/absconder has no right to enjoy various right such as appearing on TV.

Prohibition of Cartoon Series

Honorable Supreme Court of Pakistan in Human Rights Case No. 22753-S/2018 and Constitutional Petition No. 4267/2017 dated October 27, 2018 had prohibited airing of Indian content, consequently the provision of 6% Indian content stands withdrawn. The decision of the Apex Court was conveyed to all PEMRA licencees for compliance in letter and spirit.

However, M/s Leo Communications (Pvt.) Ltd. (LTN Family) was airing Indian cartoon series titled “Motu Patlu” in its regular transmission, which was prohibited under PEMRA laws after the verdict of Apex Court. Therefore, M/s Leo Communications Pvt. Ltd. was prohibited from airing cartoon series “Motu Patlu” under Section 27 of PEMRA (Amendment) Act 2007.

Cartoon series “Bilal - A New Breed of Hero” was prohibited, and all licencees were directed to stop airing of “Bilal - A New Breed of Hero” having sensitive content.

Prohibition of Cartoon series “Story of Prophet”

Animated series “Story of Prophet” was prohibited under Section 27 of PEMRA (Amendment) Act, 2007 containing highly sensitive content.

Prohibition of Program Health Talk with Dr. Hanif Saeed

Sindh Health Care Commission on receipt of a complaint from Ms. Amna Khan, sister of deceased Mr. Muhammad Ali Khan, against programme “Health Talk with Dr. Hanif Saeed” aired on Metro One. Wherein it has been reported that registration of Dr. Hanif Saeed has been suspended by Pakistan Medical and Dental Council vide reference No. PE 4-SHCK-57/2014-Legal/265763 dated 22.08.2014 and Hon’ble Supreme Court of Pakistan vide its order dated

03.03.2018. Therefore, the program “Health Talk with Dr. Hanif Saeed was prohibited under Section 27 of PEMRA (Amendment) Act 2007.

Prohibition of a Talk Show

Under Section 27(a), PEMRA (amendment) Act 2007 program titled “Off the Record” hosted by “Mr. Kashif Abbasi” with the panelists Mr. Faisal Vawda, Mr. Qamar Zaman Kaira and Mr. Javed Abbasi, wherein Mr. Vawda made frivolous and derogatory arguments, hence was prohibited.

Revocation of STV Licence

M/s Tilton (Pvt.) Ltd. (Sohni Dharti TV) had suspended its transmission without prior approval of the Authority in violation of Section 28 PEMRA (Amendment) Act 2007. Therefore, the licence conferred upon M/s Tilton Pvt. Ltd. (Sohni Dharti TV) was revoked.

Circulars/Directives/Court Orders Issued During The Year 2019

PEMRA issued 46 Circulars and Notices to Satellite TV Channels on the events of National Importance and issues of National & Public concerns. Detail is as under:

- Observance of Kashmir Day
- Commemoration of Breast Cancer Awareness Month
- Promotion of Tourism
- Guidelines for media coverage on Defense Day
- Inclusion of sign language, interpretation for deaf viewers
- Prohibition of Indian Content
- Preservation and promotion of Urdu, the national language of Pakistan
- Guidelines on Defence Analysts
- Regulatory guidelines on illegal Housing schemes
- Circular regarding Pakistan Day Parade 23 March 2019
- Directives of Court regarding alarmingly high

population growth rate in the country

- Circular regarding installation of time delay mechanism.
- Objectionable and indecent contents
- Airing of Fake News
- Airing of Derogatory remarks
- Circular regarding allocation of 10% airtime in every hour for Public Service Message
- Circular regarding observance of the Sanctity of Muharram Ul Harraam
- Directives were conveyed regarding telecast of special transmission on August 05, 2020 to commemorate Youm-istehsal.
- Directions were disseminated among all STV Licensees for clearance of dues on account of pending salaries of media workers.
- Directives for commemoration of Kashmir Solidarity Day on 5th February 2020
- Circular media coverage-joint services Pakistan day parade-23 March 2020
- Directives for broadcast of Public Service Message (PSM's)/Programs in the Public Interest regarding Corona virus (Covid-19).

Airing of Anti-Judiciary/Contemptuous Remarks.

Section 20 (c) of PEMRA (Amendment) Act 2007 read with Rule 15(1) of PEMRA Rules 2009 and Clause 3(1)(e)(f)(j)(k)(l), 4(7)(b-c), 4(10), & 5 of Electronic Media (Programs and Advertisement) Code of Conduct, 2015 licensee is not allowed to air contemptuous/anti-Judiciary remarks.

During the year 2019 & 2020, twenty six (26) Show Cause Notices, Warnings and Advices were issued to different Channels for airing derogatory and defamatory remarks against the institution of judiciary and cases were disposed of by issuing warning letters, imposing fine, suspension/prohibition of programs. Details of SCNs served to different news Channels for airing Anti-Judiciary remarks are as under:

Aap TV, Abb Takk, ARY News, Bol News, Channel 24, Channel 92, Channel-5, City 42, Dawn News, Dunya TV, Express News, Geo News, GNN, Hum News, Khyber News, Lahore News, Neo TV, News

One, Public TV, Roze TV, and Samaa TV

Moreover, on the directives/orders of Hon'ble Supreme Court of Pakistan in the matter of W.P No. 3716 of 2019 titled "Mian Muhammad Shehbaz Sharif Vs. The State", etc. and in light of judgment of Hon'ble Supreme Court of Pakistan dated 12.09.2018 against program "Power Play" on ARY News hosted by Mr. Arshad Sharif dated 28.08.2018 all Satellite TV Channels were directed on 18.01.2019 to refrain from casting aspersions using derogatory language against the judiciary and discussing sub-judice matters.

Fines Imposed on Satellite TV Channels During the Year 2019 & 2020

Around 34 STV Channels were fined on account of airing false, fabricated, fake, unverified news, hate speech, maligning state institutions, discussing sub-judice matters, airing foul language, vulgarity, indecency and leveling allegations. Fines of Rs. 23.1 Million were imposed during the period under review. Channel wise breakup is shown in the table below:

| Sr. | Channel Name | Fine (PKR) | Sr. | Channel Name | Fine (PKR) |
|-----|-------------------|------------|--------------|---------------|-------------------|
| 1 | Bol Entertainment | 1,000,000 | 19 | Express TV | 100,000 |
| 2 | ARY Digital | 1,000,000 | 20 | Aap TV | 200,000 |
| 3 | ARY News | 500,000 | 21 | GNN | 700,000 |
| 4 | Geo News | 1,100,000 | 22 | GTV | 250,000 |
| 5 | Abb Takk | 300,000 | 23 | Hum TV | 1,100,000 |
| 6 | Bol News | 100,000 | 24 | K-21 | 50,000 |
| 7 | Aap TV | 500,000 | 25 | Koh-e-Noor TV | 1,000,000 |
| 8 | Aaj TV | 500,000 | 26 | Neo TV | 4,100,000 |
| 9 | 7 News | 50,000 | 27 | News One | 1,500,000 |
| 10 | Bol News | 300,000 | 28 | Public TV | 200,000 |
| 11 | Channel 5 | 50,000 | 29 | Rohi TV | 500,000 |
| 12 | Channel 92 | 1,300,000 | 30 | Royal News | 900,000 |
| 13 | Hum News | 500,000 | 31 | Roze News | 100,000 |
| 14 | Channel-24 | 2,200,000 | 32 | Samaa TV | 1,000,000 |
| 15 | City 41 | 500,000 | 33 | TV One | 200,000 |
| 16 | City 42 | 400,000 | 34 | Sindh TV | 500,000 |
| 17 | Dawn News | 300,000 | Total | | 23,100,000 |
| 18 | Dunya News | 100,000 | | | |

Performance Review for the Year 2019-20

(Operational & Enforcement Activities)

PEMRA as a regulator of e-Media ensures that its Licensees implement terms and conditions of their respective licences as well observe the code of conduct and other rules & regulations framed in line with the spirit of various clauses of PEMRA (Amendment) Act 2007.

The Regional Offices of PEMRA continued their efforts during the year 2019-20 and took various measures and actions to ensure that e-Media Houses, Distributors, and Service providers run their businesses in accordance with terms & conditions of their respective licences and relevant PEMRA laws. The violators were dealt with as per provisions of the relevant PEMRA laws.

Various activities undertaken by the revamped Monitoring wing at PEMRA Head Office and Regional Offices during the period under review are detailed below (region wise):

Monitoring Wing

Monitoring Wing after up-gradation and revamping of the equipment and facilities has been fully geared up to monitor and generate different types of reports for the update and information of all the concerned departments and organizations. On average, it has been monitoring

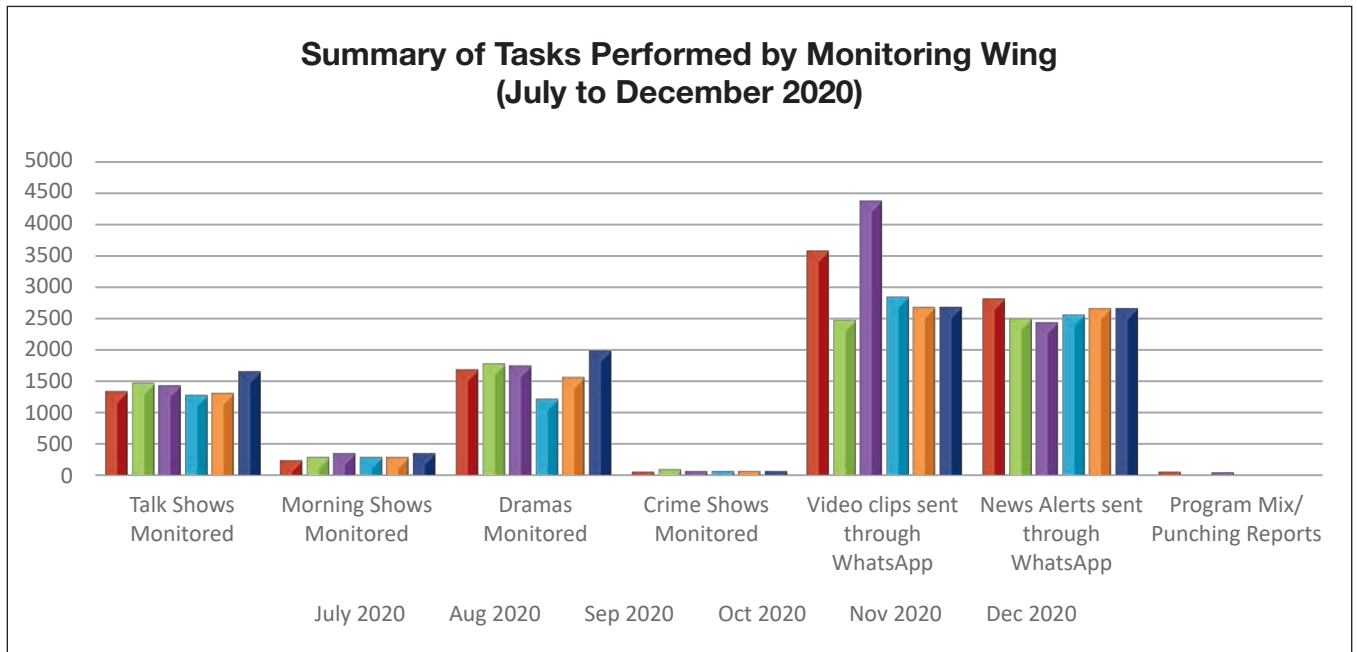
340 Talk Shows, 95 Morning Shows, 390 Dramas, 20 Crime Shows and 10 Program Mix/Punching Reports every week.

Table and Graphs below show the summary of the tasks performed by the Monitoring Wing during the period from July to December, 2020:

Summary of Tasks Performed by Monitoring Wing from July to December 2020

| Month | Talk Shows Monitored | Morning Shows Monitored | Dramas Monitored | Crime Shows Monitored | Video clips sent through WhatsApp | News Alerts sent through WhatsApp | Program Mix/ Punching Reports |
|--------------|----------------------|-------------------------|------------------|-----------------------|-----------------------------------|-----------------------------------|-------------------------------|
| July 2020 | 1341 | 248 | 1677 | 60 | 3565 | 2816 | 4 |
| Aug 2020 | 1459 | 300 | 1795 | 89 | 2462 | 2486 | 0 |
| Sep 2020 | 1427 | 335 | 1747 | 81 | 4359 | 2448 | 14 |
| Oct 2020 | 1284 | 283 | 1206 | 75 | 2837 | 2545 | 0 |
| Nov 2020 | 1311 | 288 | 1550 | 77 | 2699 | 2662 | 0 |
| Dec 2020 | 1647 | 360 | 1986 | 77 | 2699 | 2662 | 0 |
| Total | 8469 | 1814 | 9961 | 459 | 18621 | 15619 | 18 |

- In addition to the above mentioned tasks, Monitoring Wing also prepared/provided number of Urdu transcripts, share of transmission reports & public service messages report from time to time.



Regional Office Islamabad

Regional Office, Islamabad undertook 1272 Surprise Inspections of Cable Television Networks, issued 1014 Notices besides off-airing 60 illegal Satellite TV Channels. It also seized illegal equipments pertaining to DTH, C-Line, Extra In-House CD Channels, etc and imposed a fine of Rs.450,000/- on various violations of PEMRA Act, Rules & Regulations. Detail of its operational and enforcement activities during the period under review is shown in the table below:

| Sr. | Description | Activity |
|-----|--|----------|
| 1. | Number of Surprise Inspection of Cable Television Networks | 1272 |
| 2. | Number of CTV Operators Seized on Violation | 25 |
| 3. | Number of CTV Operators fined on Violation | 15 |
| 4. | Number of Equipments Seized including illegal DTH, C-Line, Extra In-House CD Channels etc. | 514 |
| 5. | Personal Hearings Convened | 72 |
| 6. | Amount of Fine Imposed (PKR) | 450,000 |
| 7. | Number of In-house Channels Registered | 990 |
| 8. | Number of CTV Licences in Rural Areas | 25 |
| 9. | Circulars Issued | 64 |
| 10. | Notices Issued | 1014 |
| 11. | Warnings Issued | 25 |
| 12. | Show Cause Notices Served | 54 |
| 13. | Number of illegal Satellite TV Channels off-Aired | 60 |

Regional Office Karachi

Regional Office, Karachi undertook 1037 Surprise Inspections of Cable Television Networks, issued 1064 Notices, 117 Show Cause Notices and off-aired 563 illegal Satellite TV Channels. It registered 329 In-House Channels and imposed a fine of Rs.1.550 Million on various violations of PEMRA Act, Rules & Regulations. Table below shows its various activities during the period under review:

| Sr. | Description | Activity |
|-----|--|-----------|
| 1. | Number of Surprise Inspection of Cable Television Networks | 1037 |
| 2. | Number of CTV Operators Seized on Violation | 95 |
| 3. | Number of CTV Operators fined on Violation | 61 |
| 4. | Number of Equipments Seized including illegal DTH, C-Line, Extra In-House CD Channels etc. | 352 |
| 5. | Personal Hearings Convened | 105 |
| 6. | Amount of Fine Imposed (PKR) | 1,550,000 |
| 7. | Number of In-house Channels Registered | 329 |
| 8. | Number of CTV Licences in Rural Areas | - |
| 9. | Circulars Issued | 72 |
| 10. | Notices Issued | 1064 |
| 11. | Warnings Issued | 34 |
| 12. | Show Cause Notices Served | 117 |
| 13. | Number of illegal Satellite TV Channels off-Aired | 563 |

Regional Office Lahore

Regional Office, Lahore undertook 1711 Surprise Inspections of Cable Television Networks, issued 205 Notices, 157 Show Cause Notices and off-aired 434 illegal Satellite TV Channels. It registered 1026 In-House Channels and issued 22 Licences for CTV in Rural Areas. Besides seizure of illegal equipment, it imposed a fine of Rs.1.850 Million on various violations of PEMRA Act, Rules & Regulations. Breakup of its various activities is tabled below:

| Sr. | Description | Activity |
|-----|--|-----------|
| 1. | Number of Surprise Inspection of Cable Television Networks | 1711 |
| 2. | Number of CTV Operators Seized on Violation | 131 |
| 3. | Number of CTV Operators fined on Violation | 31 |
| 4. | Number of Equipments Seized including illegal DTH, C-Line, Extra In-House CD Channels etc. | 673 |
| 5. | Personal Hearings Convened | 141 |
| 6. | Amount of Fine Imposed (PKR) | 1,850,000 |
| 7. | Number of In-house Channel Registered | 1026 |

| | | |
|-----|---|-----|
| 8. | Number of CTV Licences in Rural Areas | 22 |
| 9. | Circulars Issued | 94 |
| 10. | Notices Issued | 205 |
| 11. | Warnings Issued | 33 |
| 12. | Show Cause Notices Served | 157 |
| 13. | Number of illegal Satellite TV Channels off-Aired | 434 |

Regional Office Khyber Pakhtunkhwa (North)

Regional Office, KP (North) registered 354 In-House Channels, undertook 359 surprise inspections of Cable TV Networks, seized 27 CTV Operators and imposed fine on 21 CTV Operators on various violations. Detail of its Enforcement & Operational activities is shown in the table below:

| Sr. | Description | Activity |
|-----|--|------------------------------|
| 1. | Number of Surprise Inspection of Cable Television Networks | 359 |
| 2. | Number of CTV Operator Seized on Violation | 27 |
| 3. | Number of CTV Operator fine on Violation | 21 |
| 4. | Number of Equipments Seized including illegal DTH, C-Line, Extra In-House CD Channels etc. | 101 along-with 1200 CD Disks |
| 5. | Personal Hearings Convened | 7 |
| 6. | Amount of Fine Imposed | 395,000 |
| 7. | Number of In-house Channel Registered | 354 |
| 8. | Number of CTV License in Rural Areas | 18 |
| 9. | Circulars Issued | 55 |
| 10. | Notices Issued | 0 |
| 11. | Warnings Issued | 10 |
| 12. | Show Cause Notices Served | 25 |
| 13. | Number of illegal Satellite TV Channels off-Aired | 11 |

Regional Office Khyber Pakhtunkhwa (South)

Regional Office, KP (South) registered 207 In-House Channels, undertook 410 surprise inspections of Cable TV Networks, seized illegal equipment 82 in numbers and off-aired 11 illegal Satellite TV Channels. Detail of its enforcement & operational activities is shown in the table on next page:

| Sr. | Description | Activity |
|-----|--|----------|
| 1. | Number of Surprise Inspection of Cable Television Network | 410 |
| 2. | Number of CTV Operator Seized on Violation | 23 |
| 3. | Number of CTV Operator fine on Violation | 0 |
| 4. | Number of Equipments Seized including illegal DTH, C-Line, Extra In-House CD Channels etc. | 82 |
| 5. | Personal Hearings Convened | 8 |
| 6. | Amount of Fine Imposed | 0 |
| 7. | Number of In-house Channel Registered | 207 |
| 8. | Number of CTV License in Rural Areas | 0 |
| 9. | Circulars Issued | 55 |
| 10. | Notices Issued | 10 |
| 11. | Warnings Issued | 8 |
| 12. | Show Cause Notices Issued | 12 |
| 13. | Number of illegal Satellite TV Channels off-Aired | 11 |

Regional Office, Quetta, Baluchistan

Regional Office, Quetta issued 164 Circulars, 396 Notices and 16 Warnings besides off-airing 220 illegal Satellite TV Channels. It also registered 120 In-House Channels and held 14 Personal Hearings. Detail of its activities is given below:

| Sr. | Description | Activity |
|-----|--|----------|
| 1. | Number of Surprise Inspection of Cable Television Networks | 551 |
| 2. | Number of CTV Operators Seized on Violation | - |
| 3. | Number of CTV Operators fined on Violation | 2 |
| 4. | Number of Equipments Seized including illegal DTH, C-Line, Extra In-House CD Channels etc. | 81 |
| 5. | Personal Hearings Convened | 14 |
| 6. | Amount of Fine Imposed (PKR) | 10,000 |
| 7. | Number of In-house Channels Registered | 120 |
| 8. | Number of CTV Licences in Rural Areas | 2 |
| 9. | Circulars Issued | 164 |
| 10. | Notices Issued | 396 |
| 11. | Warnings Issued | 16 |
| 12. | Show Cause Notices Served | 27 |
| 13. | Number of illegal Satellite TV Channels off-Aired | 220 |

Regional Office Faisalabad

Regional Office, Faisalabad registered 1547 In-House Channels, issued 92 CTV licences for Rural Areas and imposed a fine of Rs.2.845 Million during the period under review. Detail of its activities is shown in the table below:

| Sr. | Description | Activity |
|-----|--|-----------|
| 1. | Number of Surprise Inspection of Cable Television Networks | 1123 |
| 2. | Number of CTV Operators Seized on Violation | 303 |
| 3. | Number of CTV Operators fined on Violation | 151 |
| 4. | Number of Equipments Seized including illegal DTH, C-Line, Extra In-House CD Channels etc. | 666 |
| 5. | Personal Hearings Convened | 294 |
| 6. | Amount of Fine Imposed | 2,845,000 |
| 7. | Number of In-house Channels Registered | 1547 |
| 8. | Number of CTV Licences in Rural Areas | 92 |
| 9. | Circulars Issued | 170 |
| 10. | Notices Issued | 702 |
| 11. | Warnings Issued | 39 |
| 12. | Show Cause Notices Served | 364 |
| 13. | Number of illegal Satellite TV Channels off-Aired | 916 |

Regional Office Gujranwala

Regional Office, Gujranwala undertook inspection of 425 Cable TV Networks, seized 32 CTV Operators and imposed fine on 8 CTV Operators on various violations. It also registered 724 In-House Channels and issued 20 CTV licences for Rural Areas. Table below shows its various activities during the period under review:

| Sr. | Description | Activity |
|-----|--|----------|
| 1. | Number of Surprise Inspection of Cable Television Networks | 425 |
| 2. | Number of CTV Operators Seized on Violation | 32 |
| 3. | Number of CTV Operators fined on Violation | 8 |
| 4. | Number of Equipments Seized including illegal DTH, C-Line, Extra In-House CD Channels etc. | 65 |
| 5. | Personal Hearings Convened | 27 |
| 6. | Amount of Fine Imposed (PKR) | 536,000 |
| 7. | Number of In-house Channels Registered | 724 |
| 8. | Number of CTV License in Rural Areas | 20 |
| 9. | Circulars Issued | 29 |

| | | |
|-----|---|-----|
| 10. | Notices Issued | 133 |
| 11. | Warnings Issued | 5 |
| 12. | Show Cause Notices Served | 32 |
| 13. | Number of illegal Satellite TV Channels off-Aired | 26 |

Regional Office Multan

Regional Office Multan registered 2015 In-House Channels, issued 40 CTV Licences for Rural Areas and served 198 Show Cause Notices to e-Media Networks licensed by PEMRA.

Detail of its activities is tabled below:

| Sr. | Description | Activity |
|-----|--|----------|
| 1. | Number of Surprise Inspection of Cable Television Networks | 1162 |
| 2. | Number of CTV Operators Seized on Violation | 193 |
| 3. | Number of CTV Operators fined on Violation | 23 |
| 4. | Number of Equipments Seized including illegal DTH, C-Line, Extra In-House CD Channels etc. | 900 |
| 5. | Personal Hearings Convened | 90 |
| 6. | Amount of Fine Imposed (PKR) | 320,000 |
| 7. | Number of In-house Channels Registered | 2015 |
| 8. | Number of CTV Licences in Rural Areas | 40 |
| 9. | Circulars Issued | 61 |
| 10. | Notices Issued | 361 |
| 11. | Warnings Issued | 4 |
| 12. | Show Cause Notices Served | 198 |
| 13. | Number of illegal Satellite TV Channels off-Aired | 1568 |

Regional Office Hyderabad

Regional Office, Hyderabad undertook 673 Surprise Inspections of Cable TV Networks, and imposed fine on 68 Cable TV Operators on various violations. It also held 104 personal hearings and registered 325 In-House channels. Table below shows its activities during the period under review:

| Sr. | Description | Activity |
|-----|--|----------|
| 1. | Number of Surprise Inspection of Cable Television Networks | 673 |
| 2. | Number of CTV Operators Seized on Violation | 68 |
| 3. | Number of CTV Operators fined on Violation | 51 |
| 4. | Number of Equipments Seized including illegal DTH, C-Line, Extra In-House CD Channels etc. | 397 |

| | | |
|-----|---|---------|
| 5. | Personal Hearings Convened | 104 |
| 6. | Amount of Fine Imposed (PKR) | 460,000 |
| 7. | Number of In-house Channels Registered | 325 |
| 8. | Number of CTV Licenses in Rural Areas | 163 |
| 9. | Circulars Issued | 44 |
| 10. | Notices Issued | 0 |
| 11. | Warnings Issued | 0 |
| 12. | Show Cause Notices Served | 109 |
| 13. | Number of illegal Satellite TV Channels off-Aired | 0 |

Regional Office Sukkur

Regional Office Sukkur inspected 1043 Cable TV Networks and seized illegal equipments including DTH, C-Line, Extra In-House CD Channels 149 in numbers. It registered 202 In-House Channels and issued 172 CTV licences for the Rural Areas. Detail of its activities during the period under review is tabulated below:

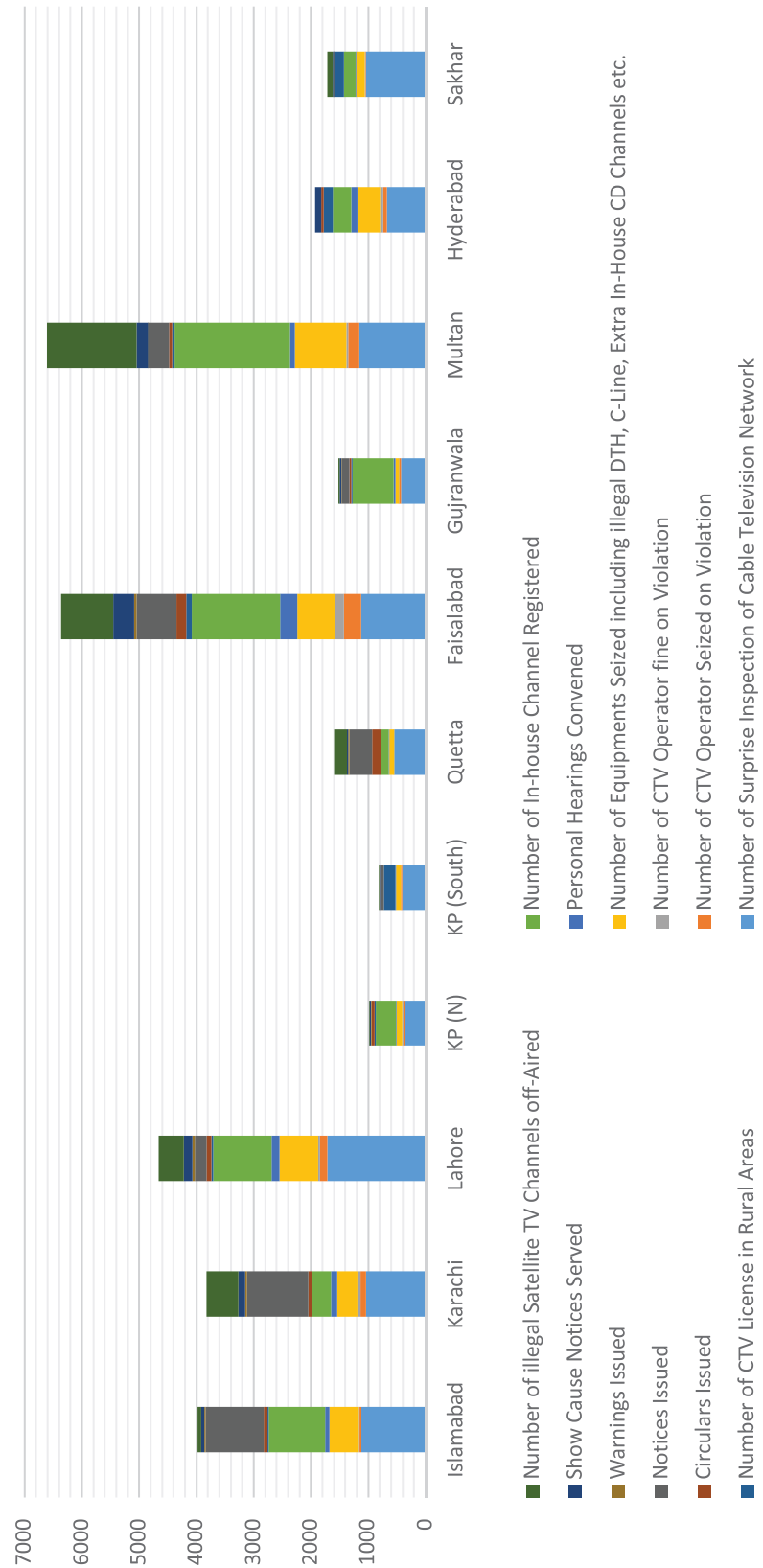
| Sr. | Description | Activity |
|-----|--|----------|
| 1. | Number of Surprise Inspection of Cable Television Networks | 1043 |
| 2. | Number of CTV Operators Seized on Violation | 13 |
| 3. | Number of CTV Operators fined on Violation | 9 |
| 4. | Number of Equipments Seized including illegal DTH, C-Line, Extra In-House CD Channels etc. | 149 |
| 5. | Personal Hearings Convened | 13 |
| 6. | Amount of Fine Imposed | 85,000 |
| 7. | Number of In-house Channels Registered | 202 |
| 8. | Number of CTV Licences in Rural Areas | 172 |
| 9. | Circulars Issued | 0 |
| 10. | Notices Issued | 0 |
| 11. | Warnings Issued | 1 |
| 12. | Show Cause Notices Served | 13 |
| 13. | Number of illegal Satellite TV Channels off-Aired | 98 |

In nutshell, all the Regional Offices made 9,366 visits to Cable Television Networks for their inspection in their respective regions, imposed fine on 372 PEMRA Licencees amounting to Rs.8.501 Million for various violations, issued 3,930 Notices and served 1,109 Show Cause Notices during the period under review. Enforcement & Operational Activities of Regional Offices have been summarized in the Table and Charts on the next page:

Summary of Enforcement & Operational Activities PEMRA Regional Offices (ROs)
Period: July 2019 to December, 2020

| Sr. | Description | Islam-abad | Karachi | Lahore | KP (N) | KP (South) | Quetta | Faisal-abad | Gujran-wala | Multan | Hydera-bad | Sukkur | Total |
|-----|--|------------|---------|--------|--------|------------|--------|-------------|-------------|--------|------------|--------|-------|
| 1 | Number of Surprise Inspection of Cable Television Networks | 1272 | 1037 | 1711 | 359 | 410 | 551 | 1123 | 425 | 1162 | 673 | 1043 | 9,766 |
| 2 | Number of CTV Operators Seized on Violation | 25 | 95 | 131 | 27 | 23 | - | 303 | 32 | 193 | 68 | 13 | 910 |
| 3 | Number of CTV Operators fined on Violation | 15 | 61 | 31 | 21 | - | 2 | 151 | 8 | 23 | 51 | 9 | 372 |
| 4 | Number of Equipments Seized including illegal DTH, C-Line, Extra In-House CD Channels etc. | 514 | 352 | 673 | 101 | 82 | 81 | 666 | 65 | 900 | 397 | 149 | 3,980 |
| 5 | Personal Hearings Convened | 72 | 105 | 141 | 7 | 8 | 14 | 294 | 27 | 90 | 104 | 13 | 875 |
| 6 | Number of In-house Channel Registered | 990 | 329 | 1026 | 354 | - | 120 | 1547 | 724 | 2015 | 325 | 202 | 7,632 |
| 7 | Number of CTV Licences in Rural Areas | 25 | - | 22 | 18 | 207 | 2 | 92 | 20 | 40 | 163 | 172 | 761 |
| 8 | Circulars Issued | 64 | 72 | 94 | 55 | - | 164 | 170 | 29 | 61 | 44 | - | 753 |
| 9 | Notices Issued | 1014 | 1064 | 205 | - | 55 | 396 | 702 | 133 | 361 | - | - | 3,930 |
| 10 | Warnings Issued | 25 | 34 | 33 | 10 | 8 | 16 | 39 | 5 | 4 | - | 1 | 175 |
| 11 | Show Cause Notices Served | 54 | 117 | 157 | 25 | 12 | 27 | 364 | 32 | 198 | 109 | 13 | 1,109 |
| 12 | Number of Illegal Satellite TV Channels off-Aired | 60 | 563 | 434 | 11 | 11 | 220 | 916 | 26 | 1568 | - | 98 | 3,907 |

Activities by PEMRA Regional Offices (ROs), 2019-20



Councils of Complaints (CoCs)

Provisions of Section 26 of PEMRA (Amendment) Act 2007 provide for the establishment of Councils of Complaints by the Federal Government at the Federal Capital and Provincial Capitals as well any other places as the Federal Government determine. Each Council has been empowered to receive and review complaints made by persons/individuals or organizations from the general public against any aspects of programs broadcast or distributed by a station established under PEMRA licence and render its opinion on such complaints for suitable action by PEMRA. Provisions of the Section 26 of PEMRA (Amendment) Act 2007 about its formation, functions and powers to deal with public complaints are detailed below:

- (1). The Federal Government shall, by notification in the Official Gazette, establish Councils of Complaints at Islamabad, the Provincial capitals and also at such other places as the Federal Government may determine.
- (2). Each Council shall receive and review complaints made by persons or organizations from the general public against any aspects of programmes broadcast or distributed by a station established through a licence issued by the Authority and render opinions on such complaints.
- (3). Each Council shall consist of a Chairperson and five members being citizens of eminence from the general public at least two of whom shall be women.
- (3-A). The Councils shall have the powers to summon a licensee against whom a complaint has been made and call for his explanation regarding any matter relating to its operation.
- (5). The Councils may recommend to the Authority appropriate action of censure, fine against a broadcast or CTV station or licensee for violation of the codes of programme content and advertisements as approved by the Authority as may be prescribed.

The Councils of Complaints established at Karachi, Lahore, Peshawar and Quetta are currently in place and operating effectively. However, term of Islamabad's Council was expired on 17th January, 2020. The Federal Government by notification in the Official Gazette establishes these Councils of Complaints for two years tenure. Details of Chairpersons and Members of the Councils are tabulated below:

| Lahore | | | | | |
|--|--------------------------|-------------|--|--------------------------|-------------|
| The tenure of first four members of the council including Chairperson was expired on 17.1.2020 | | | Council was re-notified vide notification dated 10th March 2020. | | |
| 1. | Mr. Iftikhar Tarar | Chairperson | 1. | Mr. Ahmed Pansoota | Chairperson |
| 2. | Dr. Mubashar Nadeem | Member | 2. | Mr. Tauqeer Ahmed Nasir | Member |
| 3. | Ms. Fauzia Viqar | Member | 3. | Dr. Shamim Mehmood Zaidi | Member |
| 4. | Ms. Fariha Shahid | Member | 4. | Dr. Shah Jahan Sayed | Member |
| 5. | Mr. Ahmed Pansoota | Member | 5. | Ms. Sarah Ahmed | Member |
| 6. | Ms. Sehr Zareen Bandiyal | Member | 6. | Ms. Sehr Zareen Bandiyal | Member |

The licensee shall ensure that: Information being provided is not false, distorted, or misleading and relevant facts are not suppressed for commercial, institutional or other special interest.

Clause 4 (7) (a), Code of Conduct 2015.



A View of the Council of Complaints Punjab's 101st Meeting Held on September 22, 2020

Sindh

| | | | | | |
|---|-------------------------------|-------------|--|------------------------|-------------|
| Council of Complaints was notified vide Notification dated 28 th February, 2017 & 18 th January 2018. | | | Council was re-notified vide Notification dated 10 th March 2020. | | |
| 1. | Prof. Inam Bari | Chairperson | 1. | Prof. Dr. Tahir Masood | Chairperson |
| 2. | Mrs. Hoori Noorani | Member | 2. | Dr. Muhammad Asim | Member |
| 3. | Mrs. Lal Majid Sultan Khawaja | Member | 3. | Dr. Fouzia Naz | Member |
| 4. | Mrs. Anjum Sabahuddin | Member | 4. | Ms. Durdana Tanweer | Member |
| 5. | Mr. Mukesh Kumar | Member | 5. | Mr. Mukesh Kumar | Member |
| 6. | Mr. Mazhar Ali Sahto | Member | 6. | Syed Sikandar Ali | Member |



A View of the Council of Complaints Sind's Meeting Held in Karachi



A View of the Council of Complaints Khyber Pakhtunkhwa's 79th Meeting Held on October 14, 2020

Khyber Pakhtunkhwa

| Council of Complaints was notified vide Notification dated 18 th January, 2018. | | | Council was re-notified vide Notification dated 13 th March 2020. | | |
|--|-----------------------------------|-------------|--|-----------------------------------|-------------|
| 1. | Dr. Yar Mohammad Maghmoom Khattak | Chairperson | 1. | Professor Dr. Nasir Jamal Khattak | Chairperson |
| 2. | Mr. Hifzul Haq Kakakahel | Member | 2. | Mr. Liaqat Ali Khan | Member |
| 3. | Mr. Hashim Raza | Member | 3. | Mr. Hashim Raza | Member |
| 4. | Mr. Liaqat Ali Khan. | Member | 4. | Mr. Jehanzeb Khan | Member |
| 5. | Dr. Salma Shaheen | Member | 5. | Mrs. Aasiya Khan | Member |
| 6. | Mrs. Bushra Farrukh | Member | 6. | Professor Dr. Anoosh W. Khan | Member |

Balochistan

| Council of Complaints was notified vide Notification dated 31 st January, 2019. | | |
|--|-------------------------------|-------------|
| 1. | Mr. Abdul Jalil | Chairperson |
| 2. | Mr. Muhammad Humayun Barakzai | Member |
| 3. | Mr. M. Azeem Kakar | Member |
| 4. | Mir Naveed Jan Baloch | Member |
| 5. | Ms. Rehana Khilji | Member |
| 6. | Ms. Luluwa Muhammad Rafiq | Member |



A view of Council of Complaints, Baluchistan's Meeting held in Quetta

A View of the Council of Complaints Sindh's 73rd Meeting Held on December 21, 2020

Islamabad

Council of Complaints was notified vide Notification dated 18th January, 2018.

| | | |
|----|--------------------------|-------------|
| 1. | Dr. Shah Jehan Syed | Chairperson |
| 2. | Mr. Haroon-ur-Rashid | Member |
| 3. | Dr. Dushka H. Saiyid | Member |
| 4. | Ms. Shamim Mehmood Zaidi | Member |
| 5. | Mr. Muhammad Adnan Ali | Member |
| 6. | Mr. Mohammad Riaz | Member |



A view of 58th Meeting of the Council of Complaints, Federal Capital (Islamabad) held on April 05, 2019

These Councils are mandated to receive and review complaints made by individuals, civil society, or organizations against any aspect of programs broadcasted by a licenced operator and render their opinion on them. They may also recommend to the Authority any appropriate action of censure or fine against a licensee for violation of the Code of Conduct for programs and advertisement prescribed by the Authority.

These Councils are operating effectively for redressing grievances and complaints of general public against electronic media. From January 2019 to December 2020, these Councils received 370 complaints in all. They took immediate action and resolved 309 of them while the rest were either disposed off or dismissed being non-maintainable or due to lack of follow-up by the complainant.

Statistical Review of Councils Performance (For the Years 2019-2020)

| Nature of Complaints | | Islamabad | Sindh | Punjab | KPK | Balochistan | Total |
|----------------------|-------------------------------|-----------|-------|--------|-----|-------------|-------|
| Complaints Received | Cable TV | 01 | 2 | 4 | 7 | 10 | 24 |
| | Satellite TV Channels | 57 | 103 | 150 | 22 | 05 | 337 |
| | Others (FM Radio, IPTV, etc.) | 0 | 0 | 5 | 0 | 04 | 09 |
| Total Complaints | | 58 | 105 | 159 | 29 | 19 | 370 |
| Complaints Rectified | | 58 | 84 | 132 | 23 | 17 | 309 |

Pakistan Citizen Portal (PCP)

Prime Minister's Performance Delivery Unit (PMDU) established in 2013 has been reorganized with a new vision to promote citizen-centric and participatory governance. PMDU is managing a nation-wide complaints and grievance redressal mechanism with special emphasis on facilitation of overseas Pakistanis, women, special persons and foreigners. The system is operational from the Prime Minister's Office and regarded as an ICT-based extension of the Prime Minister's Public Affairs and Grievances Wing under the Rule of Business, 1973. The primary objective of the Unit is to provide citizens an opportunity to seamlessly communicate with all government entities and have their issues resolved efficiently and in accordance with the relevant laws/rules/regulations. The Unit enabled establishment of a culture of quantified performance management and made various government entities accountable for their mandate coupled with Authority built by them. Besides, the Unit envisages policy recommendations and proposals for amendments or simplification in

cumbersome official procedures for the purpose of public facilitation.

The Unit strives to assure that the registered citizens/members on Pakistan Citizen's Portal (PCP) get every possible relief under the law on merit from the Government Organizations being interacted. The citizens/members may use the portal to place any plausible before the authorities or personal complaints/grievances or complaints as social responsibility or to report violations of laws by the people or to seek guidance etc. The Unit takes it as a prime responsibility to ensure that all the complaints and suggestions are handled fairly and efficiently by the concerned organizations. The "User's Guidelines Manual for Complaints & Suggestions" has also been designed to help the Government Organizations to efficiently respond to the matters raised on the Portal. The processes described in the manual are intended for understanding and use of all concerned stakeholders.

PCP Cell PEMRA.

The Pakistan Citizen Portal (PCP) Cell was established in PEMRA in November, 2018. Following is the detail of complaints and their disposal during 2019 & 2020:

| Description | Complaints Received & Disposal |
|--|--------------------------------|
| Total complaints received | 20,275 |
| Complaints Resolved | 10,390 |
| Complaints not related to PEMRA and forwarded to concerned Organizations | 9,052 |
| Complaints dropped under the directions stipulated in PMDU Manual | 833 |

PEMRA Wings wise percentage of complaints received & resolved:

| Name of the Wing | Percentage |
|---------------------------------|------------|
| Operations Broadcast Media Wing | 67% |
| Operations Distribution Wing | 22% |
| Other Wings | 11% |

Meetings, Visits and Events

Chairman Pakistan Electronic Media Regulatory Authority, Mr. Muhammad Saleem presented PEMRA's Tri-Annual Report for the years 2015-2018 to the President of Islamic Republic of



Chairman PEMRA Presenting Performance Report to the President Dr Arif Alvi at Aiwan-e-Sadar Islamabad (Feb 20, 2019)

Pakistan, Dr Arif Alvi at Aiwan-e-Sadar, Islamabad on February 20, 2019. While appreciating the performance, the President underlined that all necessary measures should be taken for the promotion of local art, culture, sports, and education. He stressed that media through Public Service Messages and programs can play a pivotal role in educating masses. He added that PEMRA and media should play their role in discouraging fake news.

Chairman PEMRA along with the Executive Member Mr. Ashfaq Jamani called on the Governor Sindh, Mr. Imran Ismail and the Chief Minister, Syed Murad Ali Shah on April 11, 2019 separately and presented the Annual Report for the period from 2015-2018. During their call on, the Chairman discussed issues related to e-Media Industry in Pakistan and expressed his unequivocal resolve to play constructive role to address all issues with the support and cooperation of the Sindh Government.



Presenting Annual Report to Chief Minister Punjab

Chairman, PEMRA, Muhammad Saleem Baig called on Punjab Chief Minister, Sardar Usman Buzdar at his office on March 20, 2019 and presented the PEMRA Report for the period 2015-2018. Talking to the Chairman PEMRA, Sardar Usman Buzdar said that the media plays an important role in formulating public opinion. He further stated that multifarious role of media has increased in this modern era. The electronic media has developed rapidly and its role in national development is a real fact, the Chief Minister added. Executive Member (PEMRA), Ashfaq Ahmad Jammani was also present on the occasion.

Chairman PEMRA Muhammad Saleem Baig visited the Chief Minister Secretariat in Karachi on October 16, 2019 and called on the Chief Minister Sindh, Syed Murad Ali Shah. He discussed various issues pertaining to media industry, Chief Minister Sindh, Syed Murad Ali Shah urged the Pakistan Electronic Media Regulatory Authority (PEMRA) to ensure effective regulatory control and discourage trend of fake, false, and unverified news on television channels. Chairman PEMRA briefed Chief Minister about the initiatives being taken to transform the organization into a progressive and vibrant regulator in the region. He further informed about crackdown launched by PEMRA against illegal Indian channels, DTH and Indian content. He said that during last two months, in different activities and raids illegal equipment in thousands was impounded and destroyed. He expressed his firm resolve to curb illegal business activities in media industry with the support of law enforcement agencies so that



Presenting Annual Report to Chief Minister Sindh

social, cultural, and religious values of the country could be protected. He requested Chief Minister for allocation of land for establishing PEMRA Regional Office in Karachi. The Chief Minister assured that Sindh Government would extend all out support in this regard and issued immediate orders to the concerned department for allocation of plot to PEMRA.

Chairman, PEMRA visited Regional Offices located at Karachi, Lahore, Peshawar, Quetta, Gujranwala, Sukkhar and Multan during the period under review. He held meetings with the officials of the regional offices, representatives of Cable TV Operators, Satellite TV Channels, and FM Radio station owners of their respective regions and discussed with them the issues and problems being faced by them. While addressing the field officers and staff of the regional offices,



Chairman PEMRA holding a meeting with the officials of Regional Office Sukkhar during his visit on August 2020

Chairman exhorted them to show zero tolerance policy against Indian content on cable TV and in case of persistent violations, process for revocation of the Cable TV Licence is initiated. Earlier he was briefed by the heads of the regional offices about ongoing drive in their respective regions against obscenity, vulgarity, and illegal channels specifically Indian Channels.



A Russian delegation headed by Mr. Dmitry Povetkin, Head of distribution, RT called on Chairman PEMRA on July 24, 2019

Chairman PEMRA, on October 10, 2019, met delegations of the Pakistan Advertisers Society and the Cable Operators in Karachi and assured them of full support for the resolution of issues and problems being faced by the media industry. He appreciated the efforts of cable operators, TV channels, and the PAS in abiding by the Apex Court decision regarding the Indian content.

Chairman, PEMRA Muhammad Saleem visited PEMRA Regional Office, Lahore on On August 20, 2019. During the meeting with Cable TV Operators of Lahore Region, he warned them of no clemency on airing Indian channels and Indian content. They were categorically warned of strict legal actions if found relaying any Indian channel in violation of orders of Hon'ble Supreme Court of Pakistan and PEMRA.

Chairman PEMRA, while addressing an event of destroying the illegal DTH & C-Line equipment Voluntarily at Regal Chowk, Saddar, Karachi, organized by the Karachi Electronics Dealers Association (KEDA), appreciated the role of KEDA honoring PEMRA laws and said that availability of illegal Indian DTH was a potential threat to Pakistani DTH. Moreover, sphere of crackdown will be extended against those cable operators who are promoting this illegality by accessing illegal channels through Indian DTH.

Hon'ble Islamabad High Court (IHC) gave a go-ahead to Pakistan Electronic Media Regulatory Authority (PEMRA) allowing it to resume the process of issuing new licences for Satellite TV Channels. The bidding for the issuance of new licences was held on May 2 & 3 2019, in accordance with an advertisement floated on December 25, 2018. However, the process met a halt when Pakistan Broadcasters Associate (PBA) moved the Hon'ble High Court to restrain PEMRA from granting new licences.

Chairman PEMRA, Mohammad Saleem held meeting with the delegations of Pakistan Broadcasters Association (PBA) and the Cable TV

Operators separately on February 19, 2019 during his visit to Karachi. He announced the formation of a Committee comprising of representatives of all the stakeholders including PBA, Cable TV Operators and officials of PEMRA with the mandate to identifying the core issues being faced by the e-Media Industry and recommend viable course of action for their resolution.

Public hearing of 18 companies for award of Satellite TV Channels was held on 17.7.2019. 32 representatives of respective companies and from public participated in the public hearing. Mr. Wakeel Khan, DG (Licensing-Broadcast Media) gave a detailed briefing to participants.



Ambassador of Federal Republic of Germany to Pakistan Mr. Bernhard Schlagheck visited PEMRA Headquarters.



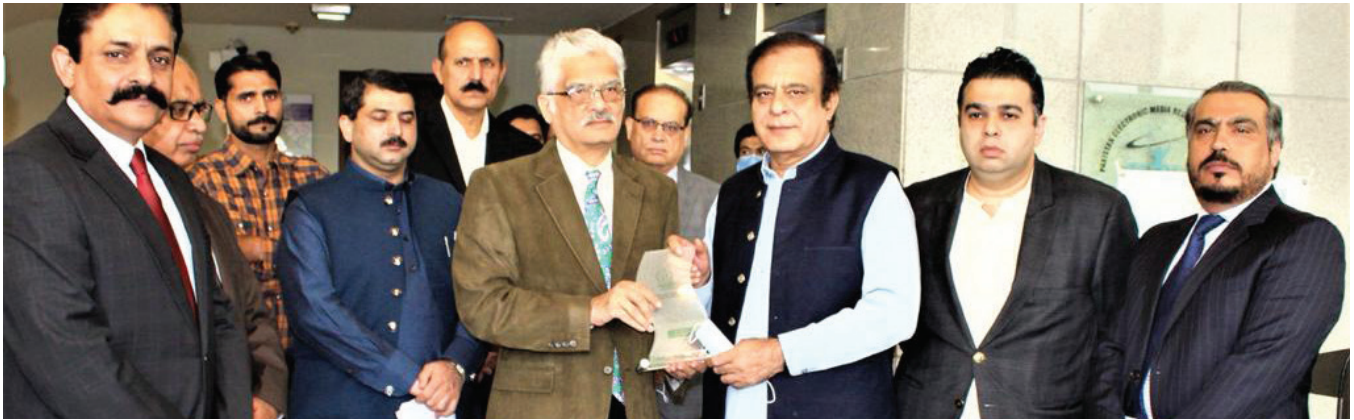
Chairperson NCRC, Ms. Afshan Tehseen Bajwa visiting PEMRA



Chairman PEMRA Muhammad Saleem with Chairman SUPARCO, Maj. Gen. Amer Nadeem during a visit to SUPARCO

Federal Minister for Information & Broadcasting Visits PEMRA Headquarter

Federal Minister for Information & Broadcasting, Senator Shibli Faraz visited PEMRA Headquarter, Islamabad on October 14, 2020. On arrival he was welcomed by the Chairman and senior staff members of PEMRA. He was briefed by the Chairman about the various activities of PEMRA including its role and functions to regulate the electronic media industry in the country. Federal Minister took a round of various Sections of PEMRA Headquarter and also addressed the staff. Here are a few glimpses of his visit:



PEMRA's Activities and Events in Pictures





◀ President Dr. Arif Alvi speaking at the Awards Ceremony of TV Channels for Creating Public Awareness at the Aiwan-e-Sadr, Islamabad.



▲ A group photo of the Members of the Authority with the chairman, PEMRA on the eve of bidding farewell to Mr. Azam Salman, Ex-Secretary Ministry of Interior.



▲ A group photo of Chairman PEMRA with the Authority Members, Bidding Committee, Officers and staff after conducting bidding for grant of Satellite TV Channels.



▶ During his visit to Quetta, Chairman, PEMRA chairing a meeting with the members of the Council of Complaints, Baluchistan.



◀ Chairman PEMRA, Muhammad Saleem planting a tree at PEMRA Headquarters, Islamabad as part of campaign, "Plant for Pakistan".



▲ British High Comissions' delegation visits PEMRA Headquarters, Islamabad.



Chairman PEMRA with the Participants of 18th PPG (Public Policy and Governance) Course of Punjab Institute of Management and Professional Development during their visit to the PEMRA Headquarter, Islamabad.



A delegation of Deutsche Welle (DW), Germany headed by its Director General Mr. Peter Limbourg visited PEMRA Headquarters, Islamabad and held a meeting with the Senior Management of Authority.



▲ Chairman PEMRA along with the Officers & Staff of PEMRA observing Kashmir Solidarity Day to Express Solidarity with people of Indian Illegally Occupied Jammu & Kashmir.



▲ Illegal Indian DTH C- Line Equipment being Destroyed in Karachi.



◀ Chairman PEMRA Awarding Landing Rights Permission for National Geographic (Urdu).



▲ Meeting with the representatives of Pakistan Broadcasters Association (PBA), Karachi.



◀ Mr. PANG Xinxing, Chairman Star Times Group visits PEMRA Head Office.



▲ Head of Press and Cultural Section), Embassy of the Federal Republic of Germany, Christine Rosenberger with the Chairman and officials of PEMRA during her visit to PEMRA Headquarter, Islamabad.



▲ Meeting with officers & staff at Regional Office, Karachi on operational activities carried out to curb Indian content.



◀ Award of Satellite TV Licence for Health category to M/S Glam (Pvt.) Ltd.



▲ Award of a Non-Commercial FM Radio Licence to Jinnah University for Women, Karachi.



▶ Award of Landing Rights Permission to M/s Bells Entertainment (Pvt.) Ltd. Lahore for TV Channel Mini Max under Children category at PEMRA HQ.

▶ Chairman PEMRA chairing a meeting of officials of PEMRA Regional Office, Gujranwala.



▲ Chairman PEMRA Awarding IPTV Distribution Service Licence to M/s TES Media (Pvt.) Ltd., Islamabad.



▲ Award of Non-commercial FM Radio Licence to University of Wah.



◀ Award of Landing Right Permission for foreign Satellite TV channel, English Club TV under Education Category to M/s MediaCon Network (Pvt.) Ltd.



◀ Chairman PEMRA Muhammad Saleem awarding Non-commercial Satellite TV Channel licence to Allama Iqbal Open University, Islamabad.



▲ First Chairman of PEMRA, Mian Muhammad Javaid delivering a lecture to the officials of PEMRA Headquarter, Islamabad.



◀ Award of FM Radio licence for Jahangera to Mr. Sher Ali, CEO, M/s Hashtnagar Entertainment (SMC-Pvt) Ltd.



▲ Award of Non-Commercial Radio Licence to Sindh Police, Karachi.



▲ Award of Landing Right Permission for Satellite TV Channel, E-1 under Children Category to M/s Standard Media Services (Pvt.) Ltd.



◀ Chairman PEMRA, Muhammad Saleem with members of United Producers Association (UPA) after a meeting on topics and trends in dramas. A Group Photograph taken on this occasion.



▲ Chairman PEMRA Awarding Licence for Teleport Services to M/s Tele Nest (SMC) Pvt. Ltd. at PEMRA Headquarters, Islamabad.



◀ Chairman, Intellectual Property Organization (IPO) of Pakistan, Mr. Mujeeb Ahmed Khan called on Chairman, PEMRA at PEMRA Headquarter, Islamabad.

▶ A team of Facebook in a meeting with the Chairman PEMRA at PEMRA Headquarter, Islamabad.



▲ A team of Netflix visited PEMRA Headquarters, Islamabad and held a meeting with Chairman PEMRA.



▶ A delegation of Radio Committee of Pakistan Broadcasters Association (PBA) headed by Mr. Shakeel Masud (Secretary General) meeting Chairman PEMRA Muhammad Saleem at Headquarters.



▲ Vice Chancellor of the Government College University (GCU), Prof. Dr. Asghar Zaidi presenting a souvenir to the Chairman PEMRA, Mr. Muhammad Saleem during his visit to the GCU, Lahore.



▲ Chairman PEMRA Muhammad Saleem addressing on the occasion of Bidding for grant of Satellite TV licences.



► Illumination of PEMRA Head Office Building on the eve of Independence Day.



▲
Chairman PEMRA Muhammad Saleem
inaugurating 34th International Book Fair at
Expo Center Lahore.



◀
Inspector General
National Highways and
Motorway Police,
Dr. Syed Kaleem Imam
called on Chairman
PEMRA at Headquarters.

National Policy on Digitalization of Cable TV Networks



Digitalization of Cable TV Networks is an inevitable path forward, to achieve better quality viewing as well as transparency in revenue earning and sharing both for the Broadcasters and the Regulator. Digital Cable TV System provides improved quality of service, increased channel carrying capacity, value added services like EPG (Electronic Program Guide), parental control, video on demand, series linking, scheduled recording and easier technical maintenance, etc as compared to existing analogue Cable TV System.

The International Telecommunication Union (ITU), while chalking out Millennium Development Goals (MDGs) decided that “all analog distribution networks should be converted to digital by the end of 2015”. In pursuance to decision of ITU, PEMRA strived hard to give a roadmap to its licencees for achieving the deadline as given by the ITU and for the purpose the Authority approved a roadmap in January 2009 setting a deadline till December 2011. Unfortunately, the deadline could not be met due to huge financial injection which was not possible for an ordinary Cable TV Operator. They sought support of Financial Institutions in this regard; however, same could not be extended as cable TV business

was not registered as an Industry. Besides, taxes and import duties on equipment were quite high, hence adding enormous financial burden on the cable operators. Lack of technical expertise and knowhow of digital networks was also a major impediment towards digitalization.

Notwithstanding, the Authority again attempted in 2015 and formulated a roadmap for digitalization in consultation with distribution network operators and broadcasters. For the purpose, major cities i.e. Karachi, Lahore, Islamabad/Rawalpindi, Peshawar, Quetta, Multan, Faisalabad, Sukkur and Hassanabdal were identified as a pilot project. Unfortunately, the second attempt was failed for the reasons stated earlier.

Now the Government of Pakistan through Ministry of Information and Broadcasting and PEMRA are working on the National Digitalization Policy for Cable TV Networks. For the purpose, consultative process with all the stakeholders has been started. Different Ministries such as Finance, Commerce are being taken onboard in order to address all the hiccups encountering delays in digitalization process. A comprehensive policy will soon be finalized and announced after the approval of Federal Cabinet.

Introducing User-Friendly Services

PEMRA-Complaints & Call Center

To facilitate public for complaints against electronic media and to get direct public feedback for improvement, PEMRA in year 2011-12 established a 24/7 "Complaints Call Centre (0800-PEMRA) i.e. 080073672. This Call Center was established to augment the functioning of the Councils of Complaints and to offer easy access to public to reach PEMRA for their complaints, comments, and feedback. This free of cost call service has been made available to the public across Pakistan. Moreover, complainants from Pakistan and overseas can also lodge their complaints, suggestions, and feedback through official PEMRA website: www.pemra.gov.pk or through direct email: complaints@pemra.gov.pk & Twitter: @reportpemra

Web Portal for Issuance of NOC for the Import of Electronic Media Items

Similarly, IT wing has also launched an in-house web portal for issuance of No Objection Certificate (NOC) for the import of electronic media equipment by the licencees and the importers. It maintains records of applications received and facilitate the PEMRA Licencees importers to track the status of applications. It also facilitates PEMRA Technical Wing for timely disposal of applications and record searching report generation. This database is also synchronized with the Customs Authority with the purpose to avoid forgery.

Urdu Version of PEMRA Official Website

PEMRA has mandate to improve the standards of information, education, and entertainment and to enlarge the choice available to the people of Pakistan including news, current affairs, religious knowledge, art, and culture as well as science and technology. Keeping view on mandate, Urdu version of PEMRA official website has been launched to facilitate the public and PEMRA



Licencees. All the PEMRA laws, Code of Conduct and directives are available on this website for convenience of majority of Pakistanis who are not well conversant with English language.

Bidding Software

To ensure transparency and to facilitate public, customized bidding software was designed and developed by IT Wing.

Bidding software played vital role in bidding process of Satellite TV, FM Radio and DTH licensing by presenting minute to minute proceedings before the bidders.

Social Media

Information and communication technology have been changed significantly in the past decade with a key development in social media. Pakistan has also witnessed tremendous growth in social media users on different social media applications such as Twitter, Facebook, Instagram, etc. Keeping this in view, the Authority decided to create an official social media accounts for PEMRA i.e. twitter and Facebook with the title @reportpemra enabling public to easily approach PEMRA for registering their opinions, complaints etc. with the Authority.

Human Resource

Human resource is integral part of any organization. PEMRA is establishing a positive correlation between employees and motivation at workplace. HR Wing ensures the effective utilization of human resources and is engaged in functions, including service matters of employees, but not limited to, manpower planning, recruitment, staffing, performance appraisal, pay, promotions, transfers, improvement in working conditions, prevention and settlement of disputes, compensation, orientation for new employees', rewards and punishment, training and development, motivation for higher levels of attainments and ensuring the maintenance of level of commitment.

Recruitment, Appointment & Selection Process

PEMRA is engaged in determining the manpower requirements and needs, acquiring proper number of personnel necessary to accomplish its target. PEMRA keeps recruiting as per the government policies in vogue and hiring the suitable candidates through competitive process by advertising the vacancies. Job descriptions, specifications and TORs are mentioned in the advertisement to allow self-screening by the prospective candidates.

PEMRA hired on initial appointment, three candidates with designation of AGMs (PS-07), one Monitoring supervisor (PS-04), one Data Entry Operator (PS-04), two Drivers (PS-02) and two Naib Qasids (PS-02) from Baluchistan under the program titled, "Aghaz-e-Haqooq e Baluchistan" through the above mentioned process.

Welfare Activities for Employees

Under PEMRA (Employees Service) Regulations-2008 as amended by Regulations-2011, HR Wing, PEMRA H/Qs, Islamabad, is facilitating its employees with sufficient benefits thus offering conducive work environment as detailed below:

- i. Hajj Policy for low paid employees (PS-01 to PS-04).
- ii. Education Grant Subsidy (PS-01 to PS-06) employees.

- iii. Loans for House Building, Purchase of Motorcycle/Car.
- iv. House Rent Advance Allowance.
- v. Medical Policy for employees and dependents.

PEMRA has been contributing to Human Resource development through training and capacity building programs. HR wing keeps organizing training and refresher courses and provides opportunity to individuals to distinguish themselves in the field by achieving a level of proficiency required for efficient performance and growth.

HR Wing has executed three types of trainings that are beneficial for the development of employees. These are:

1. In-House Trainings
2. Local Trainings
3. Foreign Trainings

In-House Trainings

PEMRA is committed to employee's development thus it keeps providing in-house training along with local and foreign trainings to their employees. To expand knowledge and career enhancing skills of the individuals, HR Wing has been engaged in conducting on job training sessions through In-House trainers as well as by inviting various professionals and academicians to impart training to its employees at PEMRA Headquarters, Islamabad.

Local Trainings

PEMRA employees are sent to various institutes e.g. Pakistan Manpower Institute, National Defense University, Secretariat Training Institute, Pakistan Engineering Council, Islamabad, Pakistan Planning and Management Institute and Centre for Excellence in Journalism, Institute of Business Administration Karachi, Public Procurement Regulatory Authority, Islamabad, Intellectual Property Organization, National University of Science & Technology, National Accountability Bureau and Securities & Exchange Commission of Pakistan to name a few.

Foreign Trainings

PEMRA always considers its employees as "Human Capital". Thus, for the growth of its employees, PEMRA introduced foreign training programs, sponsored by several countries, i.e. Asia Pacific Institute of Broadcasting Development (AIBD), Malaysia, Asia Pacific Broadcasting Union (ABU), Malaysia, Public Broadcasters Association, UK, Government of Peoples Republic of China, Government of Korea and CASBAA, Hong Kong to name a few.

Internship Program

PEMRA also provides opportunities to young graduates who are willing to attain professional skills by enrolling themselves as paid internees for four to eight weeks. Fresh graduates especially in the field of Mass Communication are offered internships in different departments of PEMRA.

Training of Media Persons

Pakistan Electronic Media Regulatory Authority (PEMRA) has taken initiative to develop interaction with all the media houses and sensitize them about Electronic Media Code of Conduct 2015. For this purpose, PEMRA management and training teams have visited various media houses at Karachi, Lahore, Islamabad, Peshawar, Faisalabad, Hyderabad, Sukkur, and Multan. Besides, Press Clubs in the major districts of Pakistan have also been visited and journalists, who are working for both print and electronic media, have been trained about the media ethics, dos, and don'ts of especially electronic media.

Various case studies from real time broadcast were discussed with the working journalists. Interactive sessions were designed on three modules focusing on various aspects covered in the Electronic Media Code of Conduct, 2015.

Module-I is based on the Fundamental Principles for broadcasting. This part gives guidelines about the basic principles to be followed by all the broadcast licencees, be it a news channel or an entertainment channel with regard to protection of sovereignty of the country, ideology of Pakistan, respect of various state institutions, upholding religious and social values etc.

Module-II, focuses on transmission of News and Current Affairs programs, guidelines for coverage

of an incident, violence or crime, protection of privacy, fake or false news, hate speech, religious harmony etc.

Module-III is based on gate keeping tools mentioned in the Code of Conduct relating to self-censorship for the media houses by constituting In-house monitoring committees, deploying time delay mechanism, editorial oversight prior to broadcast any program, balanced and unbiased reporting or discussion in talk shows and culture of accepting mistake and giving corrigendum during the channel transmission.

This PEMRA's endeavor fetched massive applause from working journalists, media houses and media owners. They had realized the fact that the Regulator is not just a watchdog but is committed to improve quality of programming content in compliance with the provisions of Electronic Media Code of Conduct as well as PEMRA laws.

These interactive sessions helped in bridging the gap between the Regulator, its licencees and importantly the working journalists.

Legal Wing

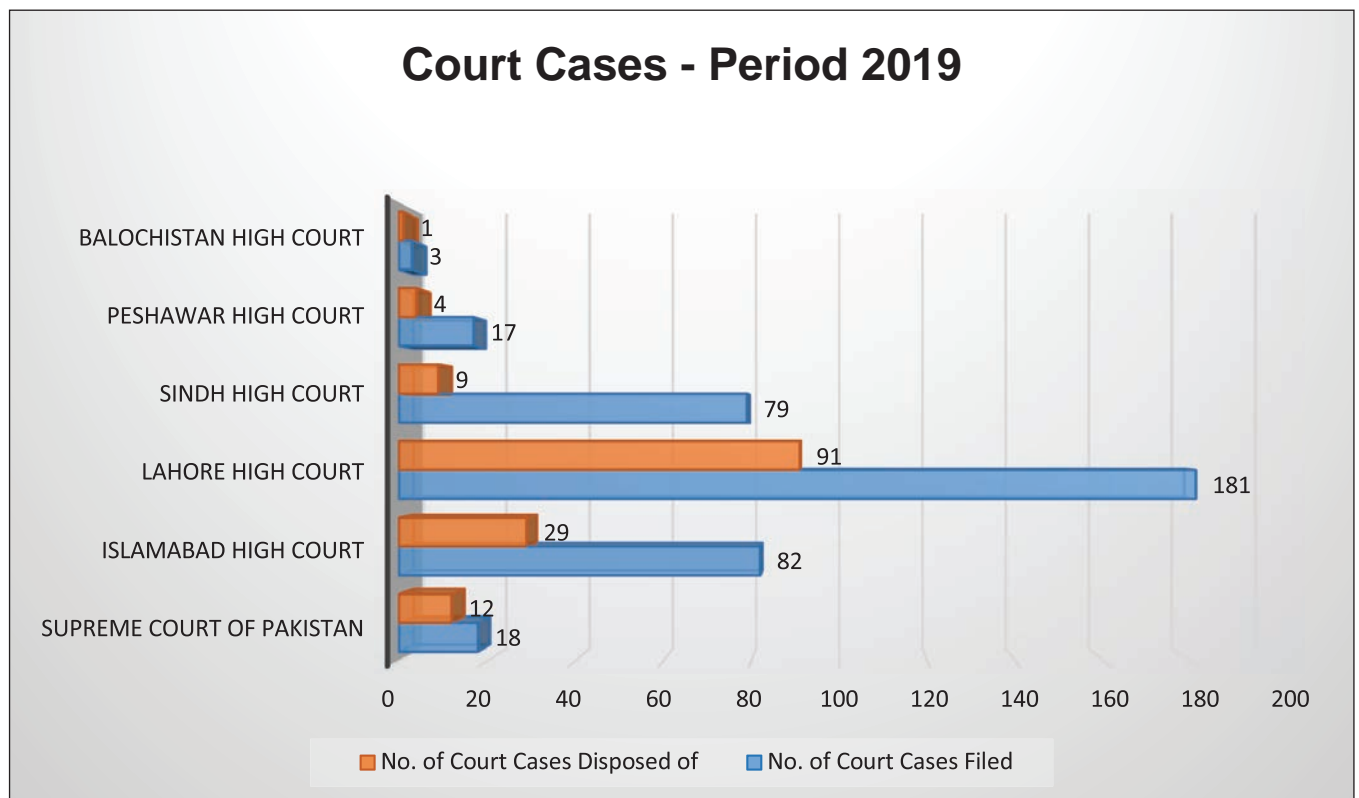
Legal wing is responsible for handling all the legal matters of the Authority and actively pursuing and defending the actions of PAMRA in the court of law. It is also responsible for drafting rules, regulations and amendments thereof, if need be, as per direction of the Authority.



A summary of Court cases pending in the courts and number of cases disposed off during the period under the view is shown in the table and charts below:

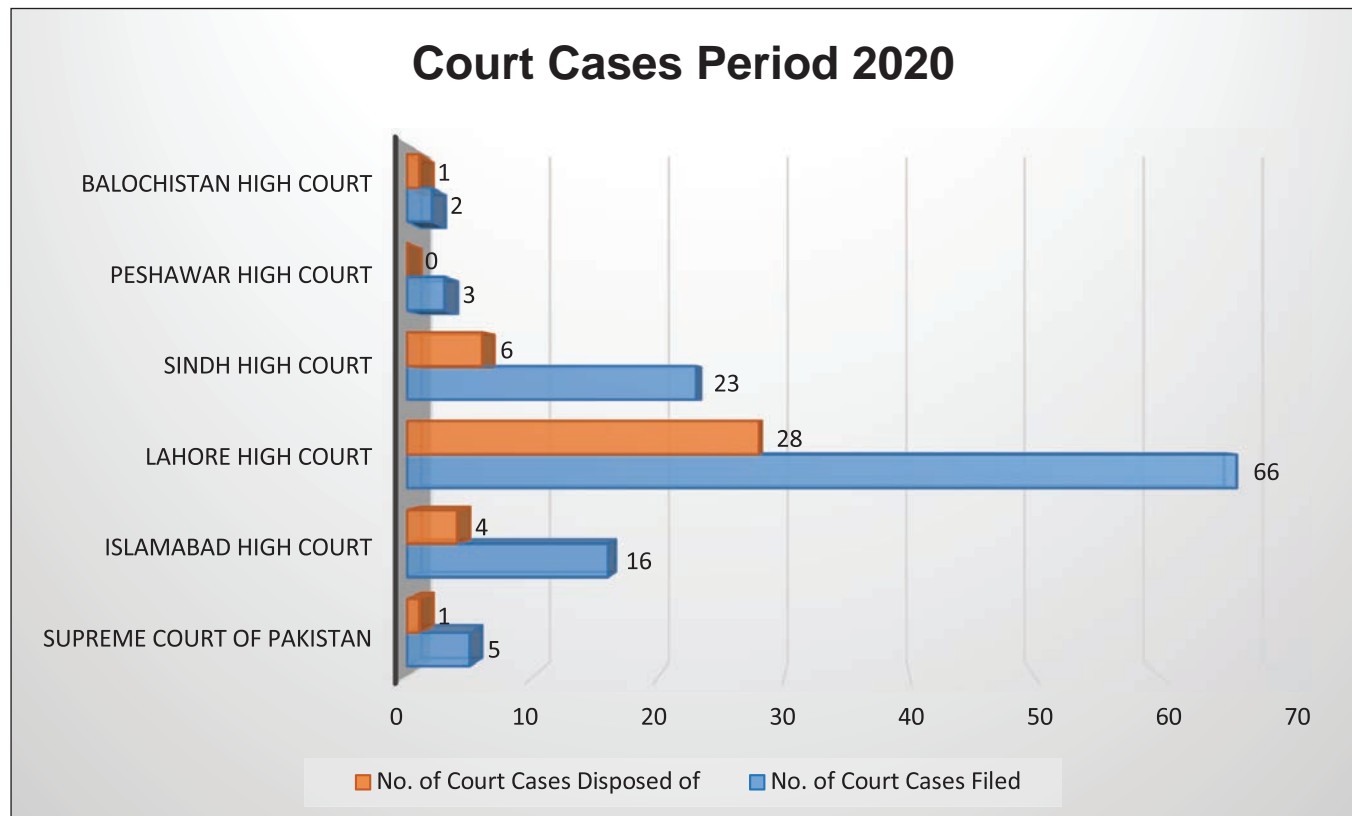
Summary of Court Cases - Period 2019

| Sr. | Court Name | No. of Court Cases Filed | No. of Court Cases Disposed of |
|--------------|--------------------------------|--------------------------|--------------------------------|
| 1. | Supreme Court of Pakistan | 18 | 12 |
| 2. | Islamabad High Court | 82 | 29 |
| 3. | Lahore High Court | 181 | 91 |
| 4. | Sindh High Court | 79 | 09 |
| 5. | Peshawar High Court | 17 | 04 |
| 6. | Balochistan High Court, Quetta | 03 | 01 |
| Total | | 380 | 146 |



Summary of Court Cases - Period 2020

| Sr. | Court Name | No. of Court Cases Filed | No. of Court Cases Disposed of |
|-------|--------------------------------|--------------------------|--------------------------------|
| 1. | Supreme Court of Pakistan | 05 | 01 |
| 2. | Islamabad High Court | 16 | 04 |
| 3. | Lahore High Court | 66 | 28 |
| 4. | Sindh High Court | 23 | 06 |
| 5. | Peshawar High Court | 03 | 00 |
| 6. | Balochistan High Court, Quetta | 02 | 01 |
| Total | | 115 | 40 |



Social Responsibility through Public Service Messages

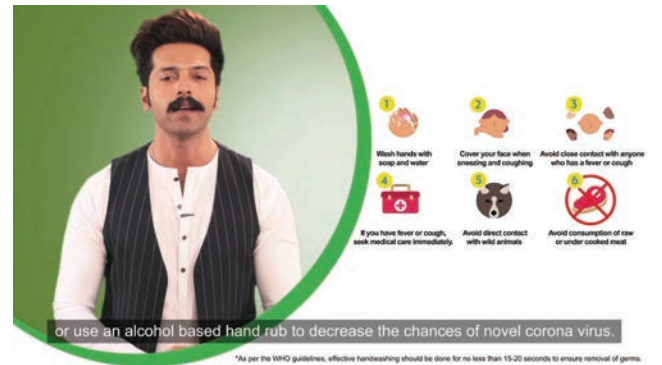
Section 20(e) of PEMRA Ordinance 2002 as amended PEMRA (Amendment) Act 2007 requires all the licencees to allocate 10% of their 24 hours transmission for public service programs/messages. PEMRA regularly receives messages for public awareness through Ministry of Information & Broadcasting. Various Ministries/Departments also share their messages for public awareness on issues of mass concerns. To name a few campaigns aired on satellite TV, FM Radio Stations and Cable/IPTV services are Diamir Basha and Mohmand Dam Fund, Polio Erradication,



Safe Charity from Ministry of I & B, Drugs Control (Ministry of Narcotics), Voters Registration (Election Commission of Pakistan), Wafaqi & Provincial Mohtsibs, Road Safety (Motorway Police), Clean & Green Pakistan (Ministry of Environment), Ehsas Program (BISP), and Prime Minister Citizen Portal (M/O I & B).



The arrival of Covid-19, the global pandemic, jolted entire world. Pakistan, like the rest of the world, has also been facing challenges at multiple levels. As one of the key national entities, especially in the context of making the nation more resilient in the face of Pandemic, Pakistan Electronic Media Regulatory Authority (PEMRA) took immediate measures to improve the flow of right information. The efforts were also intended to bring behavioral change in the society through dedicated public



awareness campaigns. The endeavor helped in sensitizing people on corona virus pandemic and to support the efforts and sacrifices being made by healthcare workers across the country.

To achieve the desired results, PEMRA issued directives and guidelines for electronic media licencees for the purpose of coverage and reporting on Corona virus (COVID-19). PEMRA, advised all the media houses to constitute special editorial board with the purpose to verify authenticity, accuracy and correctness of the information pertaining to any drug, vaccine,



or other treatment like plasma through Drug Regulatory Authority of Pakistan (DRAP), Federal and Provincial Health Ministries and NCOC. This step was essential to avoid impact of information about drugs, vaccine that could ultimately damage public health and lead to loss of lives. The endeavor helped in countering disinformation and to discourage sensationalism.

Private Satellite TV Channels, FM Radios, Cable and IPTV Networks contributed with their air time generously and telecast public awareness messages not only those released by the government or Health Ministry but also by developing their own messages in order to educate public and minimizing losses from Covid 19 Corona Virus.



The time-to-time directives issued by PEMRA to media houses consistently contributed to channelizing much needed awareness as well as in ensuring responsible reporting. For instance, through a directive issued on February 1, 2020 and then February 26, 2020, media houses were advised to air only authentic information about Covid-19. Another directive issued on March 20, 2020, emphasized on ensuring measures to provide safe working environment to media workers and maintaining social distancing. A directive issued on March 24, 2020 and then on March 27, 2020, asked for averting spread of



fear and panic while reporting pandemic related situation, especially by showing under treatment patients.

Similarly, on June 5, 2020 through an advice, emphasis was made on telecast/broadcast of authentic information on Covid-19 and on June 21, 2020 PEMRA Licencees were advised to avoid element of sensationalism in the reporting. Another detailed directive was issued on June 25,



2020 and while appreciating the role of media in awareness raising about pandemic, media houses were advised to take measure for improving Covid-19 related reporting further. On November 27, 2020, media houses were requested to raise awareness on precautionary measures during the second wave of Covid-19 and to promote optimism to fight the pandemic.

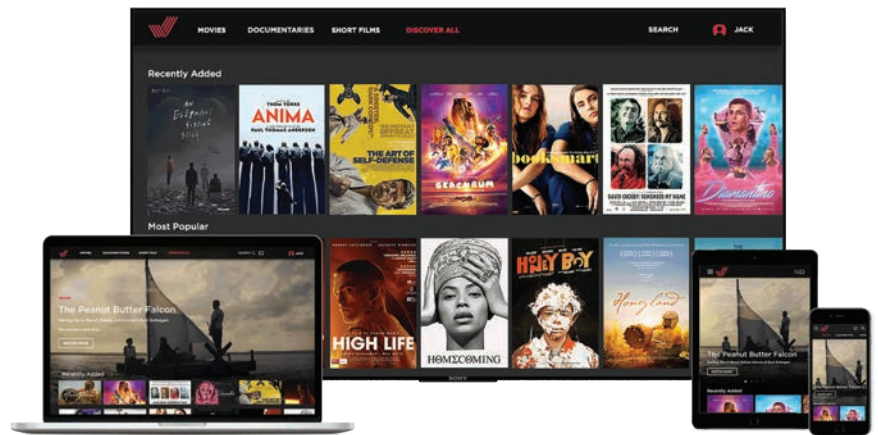


Draft Regulations of Web TV/Over The Top (OTT) Content Services

PEMRA initiated the process for regulating the Web TV/Over The Top (OTT) services. Draft Regulations for licencing these services in the country were formulated in 2019. A consultation paper regarding draft regulations was uploaded in January 2020 on PEMRA website for comments of general public and stakeholders after approval of the competent Authority. The stakeholders have appreciated the initiative of the consultation process of PEMRA.

The Asia Video Industry Association (avia), Motion Pictures Association (Asia Pacific), Pakistan Telecommunication Authority(PTA), Asia Internet Coalition (AIC), Pak Telecom Mobile Ltd., Tower Sports (Pvt.) Ltd., Convex Interactive (Pvt.) Ltd., U.S.PAKISTAN Business Council, Face Book, Pakistan Mobile Communications Ltd.(Jazz), Nayatel, Cybernet , YesNet (Pvt.) Ltd., the Lahore Chamber of Commerce & Industry shared their views and consultative meetings were also held with Netflix, Facebook and the US Embassy.

Being the Sector regulator, PEMRA is of the view that the content available through online platforms



and these platforms are in competition with the traditional broadcast service providers need to be regulated in order to provide a level playing field to all. Some of the stakeholders including AVIA, AIC, Netflix and a few others are of the view that OTT services are fundamentally different from the broadcast and Cable TV Services and a self-regulatory model already established in other countries like Singapore, Australia, UK, Malaysia etc. may be considered in Pakistan.

In this regard, an in-house committee has been constituted by the Competent Authority, which after deliberations will finalize the draft regulations for WebTV and OTT Services.



PEMRA-While getting the public vibes

(Synopsis of Survey Report 2020)

Pakistan Electronic Media Regulatory Authority (PEMRA) as a National Regulatory Institution is mandated to improve the standards of information, education, and entertainment. Its mandate also includes enlarging the choice available to the people of Pakistan including news, current affairs, religious knowledge, art & culture as well as science and technology. In line with this critical responsibility, and to get the real vibes from the viewers, PEMRA got conducted a sample physical survey in 18 select cities through Face to Face interview of 1579 people, both male and female, having access to e-Media and belonging to different stratum of the society.

The study collected current TV viewing habits and practices, preferences & opinions about certain programs & genera. The study was aimed to ascertain the current media habits of the viewers, to understand the various genera preferences, Likeness & dialkenes of veracious dramas and reaction of viewers on ban of various drama serials.

Who were Interviewed

The viewers (16-55 Years of age) including both Males & Females belonging to all Socio-Economic Classes (SECs) were interviewed, while Geography included urban representative, TAM Cities, TV Viewers, and criterion of watching TV minimum 30 minutes per day while having TV at home was followed during the research.

Research Approach

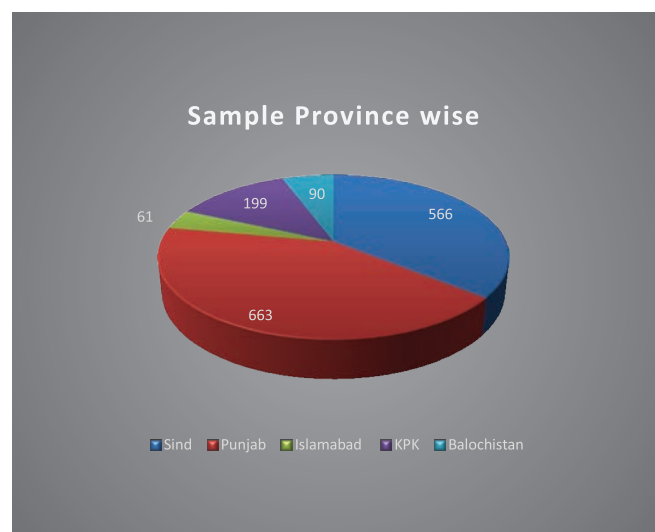
In total, 1,579 face to face interviews were conducted in 18 cities of Pakistan covering all cultural belts. The study was conducted with the help of semi structured pre-agreed instrument, equally divided into two genders. About 06 interviews were conducted at one location whereas male interviewers conducted the interviews of male respondents and female interviewers conducted the females' interviews following by right hand rule. The margin of error was just $\pm 2.37\%$ at 95% confidence level on bipolar answers and result was weighted on SECs

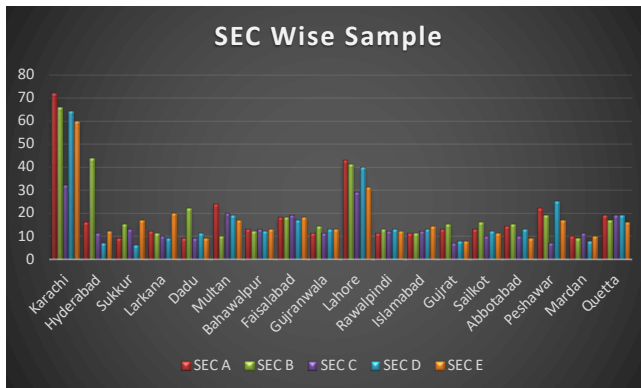
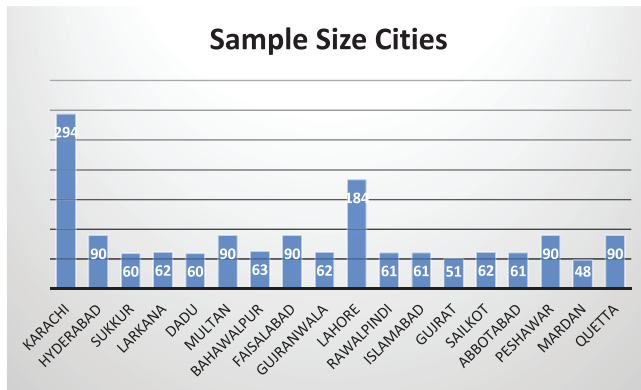
and Cities population of target age groups.

Tracking Footprints

Sample Survey Covered 1,579 interviews that were conducted from October 15 to October 26th, 2020 with TV Viewers amongst the age group of 16-55 years, across all socio-economic classes from across Pakistan including Lower Sindh, Upper Sindh, Southern Punjab, Central Punjab, Northern Punjab, Hazara Belt, and other parts of Khyber Pakhtunkhwa, and Balochistan as shown in the table below:

| Cultural Belt | Cities | Sample | SEC A | SEC B | SEC C | SEC D | SEC E |
|-----------------|------------|-------------|------------|------------|------------|------------|------------|
| Lower Sindh | Karachi | 294 | 72 | 66 | 32 | 64 | 60 |
| | Hyderabad | 90 | 16 | 44 | 11 | 7 | 12 |
| Upper Sindh | Sukkur | 60 | 9 | 15 | 13 | 6 | 17 |
| | Larkana | 62 | 12 | 11 | 10 | 9 | 20 |
| | Dadu | 60 | 9 | 22 | 9 | 11 | 9 |
| Southern Punjab | Multan | 90 | 24 | 10 | 20 | 19 | 17 |
| | Bahawalpur | 63 | 13 | 12 | 13 | 12 | 13 |
| Central Punjab | Faisalabad | 90 | 18 | 18 | 19 | 17 | 18 |
| | Gujranwala | 62 | 11 | 14 | 11 | 13 | 13 |
| | Lahore | 184 | 43 | 41 | 29 | 40 | 31 |
| Northern Punjab | Rawalpindi | 61 | 11 | 13 | 12 | 13 | 12 |
| | Islamabad | 61 | 11 | 11 | 12 | 13 | 14 |
| | Gujrat | 51 | 13 | 15 | 7 | 8 | 8 |
| | Sialkot | 62 | 13 | 16 | 10 | 12 | 11 |
| Hazara Belt | Abbotabad | 61 | 14 | 15 | 10 | 13 | 9 |
| KPK | Peshawar | 90 | 22 | 19 | 7 | 25 | 17 |
| | Mardan | 48 | 10 | 9 | 11 | 8 | 10 |
| Balochistan | Quetta | 90 | 19 | 17 | 19 | 19 | 16 |
| Total | | 1579 | 340 | 368 | 255 | 309 | 307 |





Key Learning

On overall basis – there are 64% respondents holding flat screens. However, amongst lower SECs 6 out of 10 have TV with picture tube and upper SECs (SEC A&B) have multiple TVs in home whereas lower SECs have single TV at home. In context of TV viewing duration, in comparison with year 2016, almost one hour have increased in Year 2020 (1.2 hours to 2.3 hours per day). The source of transmission in 95% of urban households is ‘Cable’.

Cables Dynamics

Study revealed that the acceptance of Digital Box increased significantly in past 4 years (18% in Year 2016 to 27% in Year 2020). Number of Channels (Analogue) increased from 62 to 74 & Digital Box Channels from 141 to 195, average Cable Fee surged from Rs.271/- to Rs.318/- per month and satisfaction with Digital Box upped from 60% to 94% during the last 4 years.

Indian Content Ban

Though, majority (7 in 10 respondents) have no objection on ‘Ban of Indian main stream channels. However, in comparison with females, males are more disagreed. Similarly, though majority of male

respondents are also opposing ‘Indian Content ban on In-house Cables’ but like above point mostly opposed by male respondents.

Genres Viewership

Amongst males – most preferred 5 programs are: News, Pakistani Urdu Drama, Political Talk Shows, Cricket Matches and Movies. Amongst females most preferred 5 genera are: Pakistani Urdu Drama, News, Cooking Shows, Pakistani Movies and Political Talk Shows. Amongst kids, the most popular genera are: Cartoons, Pakistani Drama, and Kids English & Pakistani Movies.

Genre Wise Channels Preference

The study revealed that most popular news channels amongst both males and females are: Geo News, ARY, SAMAA, Dunya News, Express News, 92 News, Hum News, Neo, Dawn and GNN. In Pakistani Urdu drama genera, ARY Digital, GEO Entertainment, Hum, Express Entertainment, Aaj Entertainment, TV One, Geo Kahani and BOL Entertainment are the leading channels.

News

The study has shown that on overall basis, 8 amongst 10 (78%) watched News, 84% males & 71% Females. It seems that most of the females watched ‘News’ just up to ‘Watching Headlines’, (42%), whereas males watched news in detail. The most preferred time slots for watching news are 8:00 PM to 11:00 PM; however, males watching time extended to 12: 00 Mid Night. On an average, respondents watch ‘News’ at least two times in a day.

Political Program/Talk Shows

On overall basis just 3 amongst 10 claimed to watch political talk shows [29%], (which took almost 6 hours of prime time in News). Amongst males 38% preferred to watch political talk shows, whereas amongst females the reported incidence is just 2 amongst 10 females [19%]. Interestingly, there is a mark difference amongst males and females’ preferences of Political Talk Shows.

Entertainment Channels

According to study results, 9 in females (94%) & 5 amongst 10 in males (46%) watch dramas. 7 in 10 (75%) believe that Pakistani dramas are suitable to watch with family and 25% disagreed with this statement. Most favorite drama amongst males is ‘Ertugrul’ followed by ‘Dewangi’ & ‘Raze-Ulfat’, whereas amongst females ‘Raz-e-Ulfat’ is the most popular drama followed by ‘Ertugrul’ & ‘Jalan’.

New Genera Possibilities

It seems that females are more enthusiastic for new genera as compared to males. Female TV viewers are more welcoming – Health, Education, History and Kids animated Cartoons whereas males are looking forward for Travelling, English

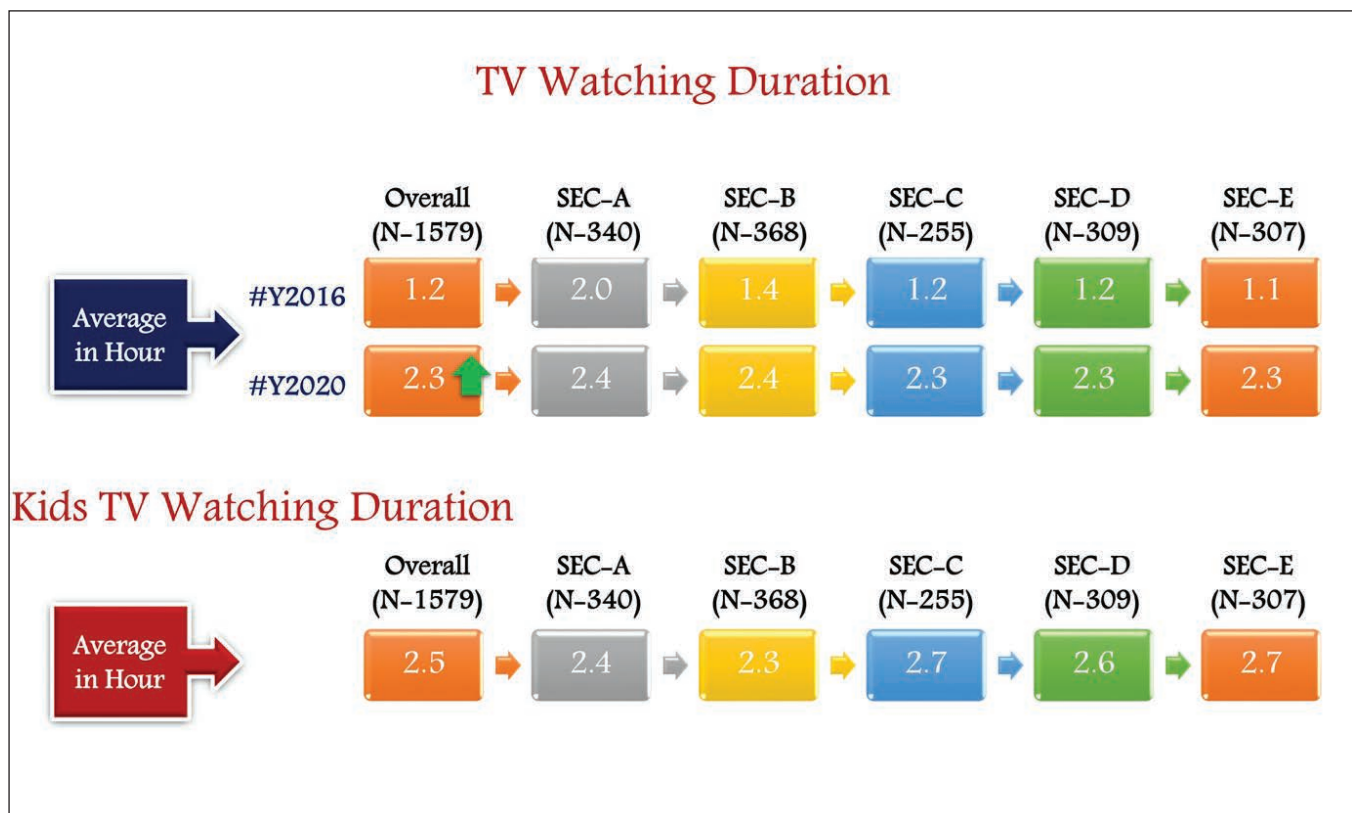
News Channels & Agriculture. No gap is reported amongst current available genera of programs.

Advertisement

On overall basis just 24% have interest in advertisement, whereas 19% are indifferent & 56% are not interested. Females are less annoyed with advertisement (49%) as compared to the males (63%). On moral, females are more concerned about social issues due to advertisement than males. Males are mostly agreed with given statements but as compared to females seem more disagreed.

Netflix

Netflix awareness is just 19% and mostly skewed towards higher Socio-Economic Classes (SECs).



Financial Performance & Audit of Accounts

Status and Nature of Business

Pakistan Electronic Media Regulatory Authority ("the Authority") was established on March 01 2002 under the Pakistan Electronic Media Regulatory Authority Ordinance, 2002. The main objective of the Authority is to regulate the establishment and operations of all broadcast and distribution services in Pakistan established for the purpose of international, national, provincial, district, local or special target audience.

The principal activities and functions of the Authority include:

- A. Improve the standards of information, education, and entertainment.
- B. Enlarge the choice available to the people of Pakistan in the media for news, current affairs, religion us knowledge, art, culture, science, technology, economic development, social sector concerns, music, sports, drama and other subjects of public and national interest;
- C. Facilitate the devolution of responsibility and power to the grass roots by improving the access of the people to mass media at the local and community level.
- D. Ensure accountability, transparency, and good governance by optimizing the free flow of information.

Statement of Compliance

These financial statements have been prepared in accordance with the Accounting and Financial Reporting Standards for Medium-Sized Entities as applicable in Pakistan.

Summary of Significant Accounting Policies

Basis of preparation

a. Accounting Conventions

These financial statements have been prepared under the historical cost. The preparation of financial statements in conformity with the Accounting and Financial Reporting Standards for Medium-Sized Entities issued by the Institute of Chartered Accountants of Pakistan requires management to make judgments, estimates and assumptions that affect the application of policies and reported amounts of assets and liabilities, income and expenses. The estimates and associated assumptions are based on historical experience and various other factors that are believed to be reasonable under the circumstances, the results of which form the basis of making the judgments about carrying values of assets and liabilities that are not readily apparent from other sources. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognized in the period in which the estimates are revised.

Significant area requiring the use of management estimates in these financial statements relate to the useful life of depreciable assets. However, assumptions and judgments made by management in the application of accounting policies that have significant effect on the financial statements are not expected to result in material adjustment to the carrying amounts of assets and liabilities in the next year.

Internal Audit & Control

An effective internal control system ensures the checks and balances and timely detection of omissions & errors in the record. It also ensures the compliance with SOPs and policies of the organization.

The Internal Audit Wing of the Authority has enlarged its scope from Financial Audit to Performance Audit wherein management keenly investigated the performance aspects of the revenue collection and payment process in the regional offices.

The aim of the internal audit exercise is to suggest improvements in reporting standards. Internal Audit of the regional office is conducted that oversee the SOP's and ensure compliance of the Accounting Manual & Internal Control System. Utmost guidance and help have been provided to the regional offices to streamline the record and reconcile the revenue receipts.

The financial statements produced in this report are provisional and unaudited.

Income and Expenditure Account for the year ended 2020

| | NOTES | 2020 | 2019 | 2018 | 2017 |
|--|-------|---------------|---------------|---------------|---------------|
| INCOME | 8 | 1,190,299,973 | 2,592,373,765 | 862,582,422 | 816,979,024 |
| EXPENDITURE | 9 | 1,491,657,217 | 2,669,082,466 | (933,044,798) | (861,893,464) |
| INCOME FROM OPERATING ACTIVITIES | | (301,357,244) | (76,708,701) | (70,462,376) | (44,914,440) |
| OTHER INCOME | 10 | 557,851,991 | 235,404,964 | 105,499,943 | 41,157,667 |
| PROFIT (LOSS) FOR THE YEAR BEFORE TAXATION | | 256,494,747 | 158,696,263 | 35,037,567 | (3,756,773) |
| PROVISION FOR TAXATION | 11 | (74,383,477) | (46,021,916) | (10,511,270) | (8,169,790) |
| PROFIT (LOSS) FOR THE YEAR AFTER TAXATION | | 182,111,270 | 112,674,347 | 24,526,297 | (11,926,563) |

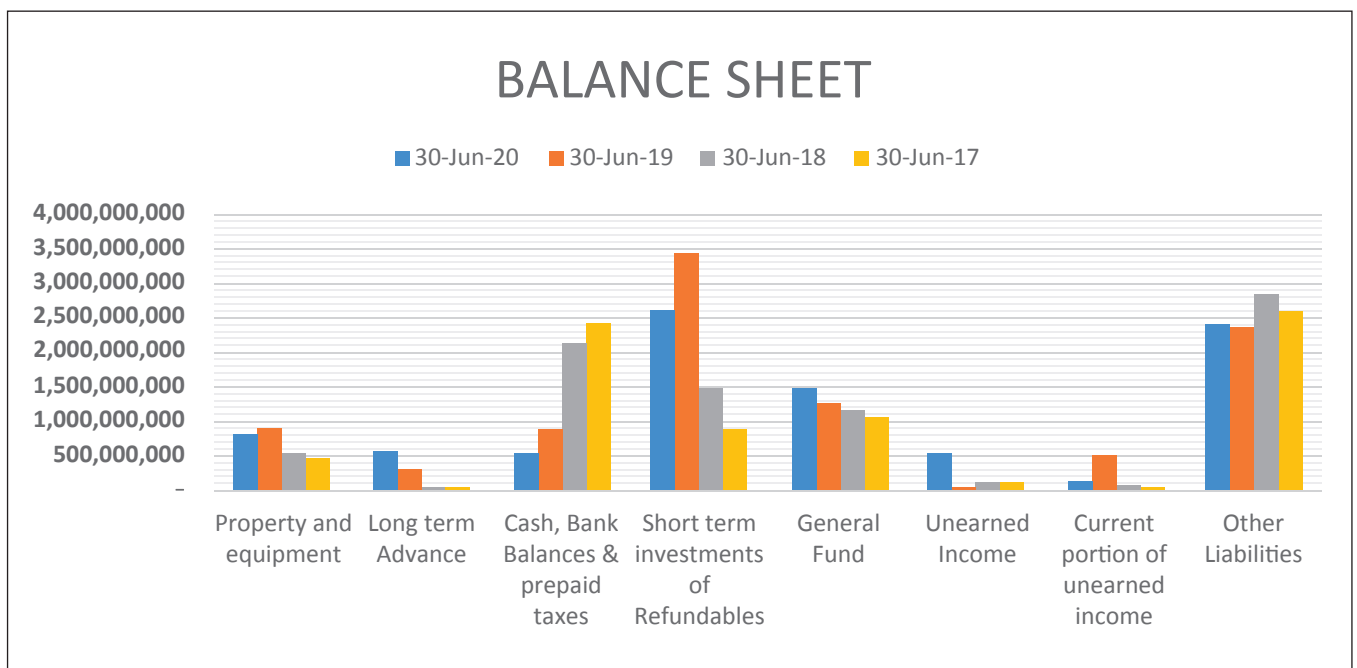
The annexed notes form an integral part of these financial statement.

Balance Sheet as on June 30, 2020

| | NOTES | 30-Jun-20 | 30-Jun-19 | 30-Jun-18 | 30-Jun-17 |
|---------------------------------------|-------|---------------|---------------|---------------|---------------|
| ASSETS | | | | | |
| NON CURRENT ASSETS | | | | | |
| Property and equipment | 4 | 800,439,526 | 891,398,548 | 517,681,457 | 450,933,670 |
| Long term Advance | 5 | 547,171,638 | 310,065,838 | 6,864,312 | 7,225,591 |
| | | 1,347,611,164 | 1,201,464,386 | 524,545,769 | 458,159,261 |
| CURRENT ASSETS | | | | | |
| Cash, Bank Balances & prepaid taxes | 6 | 535,966,720 | 887,397,277 | 2,139,090,547 | 2,435,997,403 |
| Short term investments of Refundables | 7 | 2,593,789,248 | 3,438,308,072 | 1,467,758,970 | 884,619,572 |
| | | 3,129,755,968 | 4,325,705,349 | 3,606,849,517 | 3,320,616,975 |

| | | | | | |
|------------------------------------|----|---------------|---------------|---------------|---------------|
| TOTAL ASSETS | | 4,477,367,132 | 5,527,169,735 | 4,131,395,286 | 3,778,776,236 |
| FUND AND LIABILITIES | | | | | |
| General Fund | | 1,445,829,925 | 1,263,718,655 | 1,151,044,308 | 1,042,093,528 |
| NON-CURRENT LIABILITIES | | | | | |
| Unearned Income | | 520,525,000 | 17,642,833 | 102,824,168 | 114,249,075 |
| CURRENT LIABILITIES | | | | | |
| Current portion of unearned income | | 111,907,721 | 507,442,833 | 44,274,005 | 32,849,097 |
| Other Liabilities | 12 | 2,399,104,486 | 2,384,625,044 | 2,833,252,805 | 2,589,584,536 |
| TOTAL LIABILITIES | | 3,031,537,207 | 2,909,710,710 | 2,980,350,978 | 2,736,682,708 |
| TOTAL FUND AND LIABILITIES | | 4,477,367,132 | 4,173,429,365 | 4,131,395,286 | 3,778,776,236 |

(The annexed notes form an integral part of these financial statements)



Notes to the Accounts

| NOTE | 2020 Rupees | 2019 Rupees | 2018 Rupees | 2017 Rupees |
|---|----------------|----------------|----------------|----------------|
| 4 Property Plant & Equipment | | | | |
| Opening Balance | 682,328,548 | 517,681,457 | 542,776,982 | 470,304,686 |
| Purchases during the year | | | | |
| Land & Buildings | 6,095,798 | 236,098,605 | | |
| Office Equipment | 153,035,723 | 125,191,606 | 9,277,325 | 2,436,676 |
| Furniture & Fixtures | 10,168,326 | 10,255,597 | 5,503,205 | 1,123,479 |

| | | | | |
|--|-----|--------------|--------------|---------------|
| Vehicles | | 273,000 | 49,008,000 | 14,764,000 |
| Software | | 35,108,939 | 20,721,235 | 990,900 |
| Depreciation & Amortization | 4.1 | (86,570,808) | (67,557,952) | (40,306,009) |
| | | 800,439,526 | 891,398,548 | 517,681,457 |
| 4.1 Depreciation & Amortization | | | | 450,933,670 |
| Land and Building | | 21,256,135 | 22,054,047 | 21,792,228 |
| Office equipment | | 29,993,848 | 16,322,529 | 3,298,232 |
| Furniture | | 3,599,841 | 2,870,009 | 1,499,068 |
| Vehicle | | 15,142,714 | 18,860,142 | 11,323,178 |
| Software | | 16,578,271 | 7,451,225 | 773,365 |
| | | 86,570,808 | 67,557,952 | 40,306,009 |
| 5 Advances | | 547,171,638 | 310,065,838 | 6,864,312 |
| | | | | 7,225,591 |
| 6 Cash, Bank Balances & Predeposits | | | | |
| Head Office Disbursement Account | | 106,835,415 | 3,607,110 | 165,991,361 |
| Islamabad Region | | 9,778,914 | 4,593,974 | 1,270,916 |
| Peshawar | | 2,712,641 | 889,401 | 560,974 |
| Quetta | | 3,524,656 | 3,288,152 | 1,308,636 |
| Multan | | 4,242,487 | 2,848,130 | 1,113,658 |
| Hyderabad | | 2,368,129 | | 892 |
| Lahore | | 6,701,783 | 5,811,837 | 1,264,456 |
| Gujranwala | | 10,438,168 | 5,534,438 | 1,372,212 |
| Karachi | | 9,405,738 | 6,376,318 | 2,519,241 |
| Faisalabad | | 5,949,185 | | |
| QTA | | 3,524,657 | | |
| Sukkur | | 3,426,583 | 2,390,325 | 1,165,773 |
| Quetta Collection account | | 272,500 | - | 727,000 |
| Gujranwala Office collection account | | 734,001 | 900,501 | 10,704,951 |
| Faisalabad Office collection account | | 11,931,300 | 20,797,086 | 25,099,586 |
| Lahore Office collection account | | 10,475,833 | 712,500 | 13,847,160 |
| Multan Collection account | | 3,412,250 | - | 4,294,000 |
| Sukkur Collection account | | 287,000 | - | 1,252,000 |
| RO Peshawar collection account | | 1,695,500 | | |
| RO Hyderabad collection | | 14,883,550 | | |
| RO Karachi collection | | 9,405,744 | | |
| Islamabad Region | | 2,002,750 | | |
| Head Office-Collection account | | 48,557,019 | 544,872,829 | 55,306,501 |
| Deposits against DTH-ZTBL | | | | 1,788,632,797 |
| NBP Foreign Office US \$ Account | | 17,383,160 | 12,178,370 | 8,904,856 |
| NBP Foreign Office DDO A/C | | 1,659,567 | 756,334 | 727,442 |
| PEMRA RWP Collection a/c | | 0 | 4,594,000 | |
| PEMRA RWP DDO A/C | | | - | 2,118,923 |
| HBL Daily Product A/C | | 3,295,745 | 390,452 | 365,335 |
| NBP Civic Centre 049-0 | | 13,326,313 | | |
| NIDA-Saving account | | 150,041,954 | 38,738 | 36,957 |
| Cash in Transit | | | 223,762,000 | |
| deposits against vehicles | | | | 25,658,000 |
| Prepaid taxes | | 77,694,178 | 47,648,783 | 20,252,920 |

| | | | | | |
|---|-----|---------------|---------------|---------------|---------------|
| | | 535,966,720 | 887,397,277 | 2,139,090,547 | 2,435,997,403 |
| 7 Investment | | | | | |
| Short term placements (Refundable) | | 2,319,433,951 | 3,206,814,731 | 1,436,265,629 | 662,126,231 |
| Investment in Mutual Funds (Refundable) | | 274,355,297 | 231,493,342 | 31,493,341 | 222,493,341 |
| | | 2,593,789,248 | 3,438,308,072 | 1,467,758,970 | 884,619,572 |
| 8 INCOME | | | | | |
| LANDING RIGHTS | 8.1 | 56,066,203 | 31,075,319 | 44,232,827 | 53,717,752 |
| Sattellite TV | 8.2 | 60,349,333 | 67,282,000 | 93,327,000 | 74,362,000 |
| IPTV | 8.3 | 70,586,141 | 37,399,159 | 73,772,009 | 46,846,335 |
| Mobile TV/Mobile Audio | 8.4 | 1,106,337 | 5,117,620 | 194,743 | 1,144,710 |
| FM Radio | 8.5 | 60,019,100 | 43,904,833 | 36,257,500 | 89,144,940 |
| CTV | 8.6 | 558,688,954 | 446,142,891 | 613,939,637 | 539,289,412 |
| MMDS | 8.7 | | | | 2,140,000 |
| Uplinking Fee | 8.8 | 5,591,626 | 2,251,943 | 858,706 | 6,833,875 |
| Direct to Home | | 377,892,279 | 1,959,200,000 | | 3,500,000 |
| | | 1,190,299,973 | 2,592,373,765 | 862,582,422 | 816,979,024 |
| 8.1 LANDING RIGHTS | | | | | |
| Application Fee | | 2,000,000 | 2,600,000 | 3,820,000 | 2,000,000 |
| Annual Fee | | 7,390,000 | 13,530,000 | 15,157,619 | 4,540,000 |
| Licence Fee | | 10,280,000 | 11,740,000 | 9,720,000 | 16,980,000 |
| Surcharge | | 2,100,000 | 700,000 | 2,470,000 | |
| GAAR | | 10,000,000 | 2,505,319 | 7,599,524 | 17,602,752 |
| Others | | 24,296,203 | | 5,465,684 | 12,595,000 |
| | | 56,066,203 | 31,075,319 | 44,232,827 | 53,717,752 |
| 8.2 Sattellite TV | | | | | |
| Application Fee | | 900,000 | 22,050,000 | 17,450,000 | |
| Annual Fee | | 59,419,333 | 36,302,000 | 70,502,000 | 2,040,000 |
| Licence Fee | | | 3,000,000 | | 71,322,000 |
| Surcharge | | 30,000 | 30,000 | 1,425,000 | |
| Others | | | 5,900,000 | 3,950,000 | 1,000,000 |
| | | 60,349,333 | 67,282,000 | 93,327,000 | 74,362,000 |
| 8.3 IPTV | | | | | |
| Licence Fee | | 21,000,000 | 6,000,000 | 8,000,000 | |
| Annual Fee | | 18,900,000 | 12,300,000 | 11,100,000 | 45,596,335 |
| Application Fee | | 400,000 | 200,000 | 450,000 | 1,250,000 |
| GAAR | | | 17,549,159 | 11,718,009 | |
| Others | | 30,286,141 | 1,350,000 | 42,504,000 | |
| | | 70,586,141 | 37,399,159 | 73,772,009 | 46,846,335 |
| 8.4 Mobile TV/Mobile Audio | | | | | |
| Application fee | | --- | | 40,000 | 80,000 |
| Licence fee | | 500,000 | 1,000,000 | | 1,000,000 |

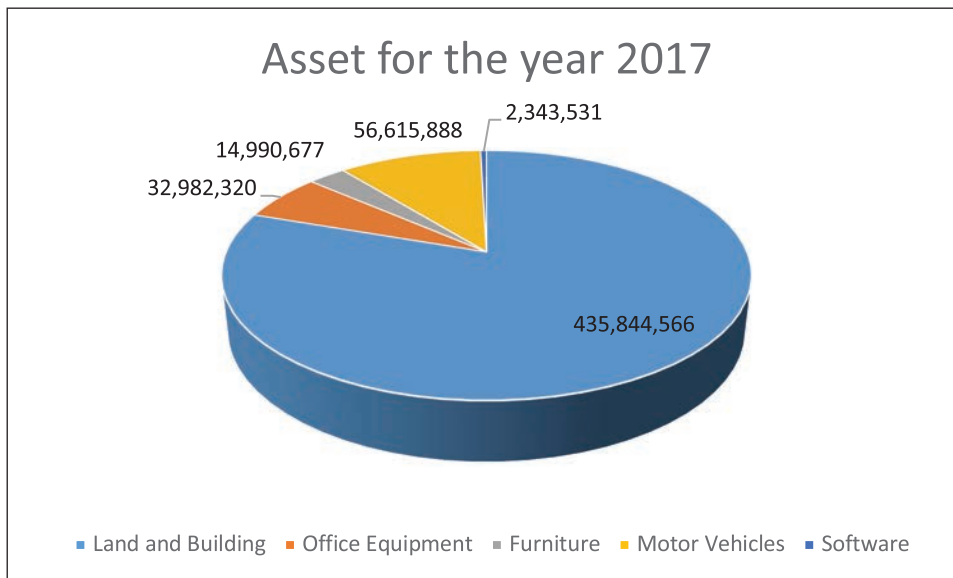
| | | | | |
|--|-------------|-------------|-------------|-------------|
| Annual Fee | 150,000 | 907,855 | 125,000 | 64,710 |
| Surcharge | 7,500 | 3,209,765 | 29,743 | |
| Others | 448,837 | | | |
| | 1,106,337 | 5,117,620 | 194,743 | 1,144,710 |
| 8.5 FM Radio | | | | |
| Application Fee | 831,000 | 150,000 | 140,000 | 200,000 |
| Annual Fee | 28,476,000 | 25,485,500 | 32,022,000 | 28,666,789 |
| Licence Fee | 2,610,450 | 17,642,833 | 4,045,500 | 59,210,551 |
| Surcharge | 649,000 | 126,500 | | 867,600 |
| Others | 27,452,650 | 500,000 | 50,000 | 200,000 |
| | 60,019,100 | 43,904,833 | 36,257,500 | 89,144,940 |
| 8.6 CTV | | | | |
| Application Fee | 3,324,500 | 3,276,100 | 5,314,500 | 5,852,000 |
| Annual Fee | 89,841,950 | 58,355,000 | 79,997,250 | 72,163,250 |
| Upgradation Fee | 2,343,500 | 2,495,000 | 5,762,000 | 1,734,000 |
| Licence Fee | 1,945,000 | 3,075,000 | 44,007,368 | 43,193,334 |
| Surcharge | 7,222,800 | 4,415,300 | 8,441,515 | 11,579,100 |
| Others | 49,547,495 | 47,125,500 | 9,978,335 | 21,161,500 |
| Subscriber Fee | 124,517,987 | 114,044,094 | 145,010,391 | 83,784,886 |
| In House Fee | 247,737,578 | 188,503,023 | 281,601,650 | 266,707,020 |
| Advertisement Revenue | 32,208,144 | 24,853,874 | 33,826,628 | 33,114,322 |
| | 558,688,954 | 446,142,891 | 613,939,637 | 539,289,412 |
| 8.7 MMDS | | | | |
| Annual Fee | | | | 1,940,000 |
| Licence fee | | | | |
| Subscriber Fee | | | | 200,000 |
| | | | | 2,140,000 |
| 8.8 Uplinking Fee | 5,591,626 | 2,251,943 | 858,706 | 6,833,875 |
| 9 Expenditure | | | | |
| Salaries & Allowances | 851,270,015 | 759,583,812 | 604,170,078 | 564,654,241 |
| Travelling Training and Welfare expenses | 96,876,447 | 99,361,056 | 90,303,692 | 64,220,549 |
| Repair & Maintenance | 17,870,727 | 16,408,372 | 14,682,669 | 9,458,147 |
| Communication & Transport | 34,335,580 | 32,951,324 | 25,529,283 | 24,137,829 |
| Stationary, Printing , Books and Periodicals | 12,224,425 | 23,193,543 | 6,762,039 | 14,002,444 |
| Computer and Accessories | 155,093 | 434,192 | 138,511 | 182,557 |
| Rent , Leases and Taxes | 68,873,063 | 141,267,189 | 24,185,249 | 16,667,187 |
| Seminars, Conferences and Meetings | 7,173,817 | 6,211,230 | 7,016,651 | 12,279,816 |
| Consultancy, Professional and Legal Charges | 21,452,482 | 24,901,056 | 41,373,182 | 48,768,050 |
| Miscellaneous Expenses | 63,090,083 | 51,523,931 | 24,953,819 | 23,414,649 |
| Scholarships and Rewards | 10,667,261 | 214,285,488 | 1,079,042 | 325,337 |
| Pension & Gratuity | 150,001,570 | 224,671,710 | 1,354,764 | 7,013,664 |
| Utilities | 27,211,487 | 21,087,020 | 16,447,301 | 16,173,266 |
| Financial Charges | 201,080 | 141,220 | 53,901 | 89,797 |
| Deposit to FCF | 236,919 | 936,885,338 | | |

| | | | | |
|----------------------------------|---------------|---------------|---------------|---------------|
| Medical Expenses | 43,446,360 | 48,618,033 | 34,688,608 | 21,819,860 |
| Depreciation & amortization | 86,570,808 | 67,557,952.03 | 40,306,009 | 38,686,071 |
| | 1,491,657,217 | 2,669,082,466 | 933,044,798 | 861,893,464 |
| 10 OTHER INCOME | | | | |
| Profit on Accounts(refundables) | 481,162,021 | 193,197,411 | 98,079,643 | 35,807,667 |
| Profit on mutual funds | | | 2,089,100 | |
| Misc. receipts | 64,279,970 | 28,807,553 | | 4,450,000 |
| NOC Application fee | 12,410,000 | 13,400,000 | 5,331,200 | 5,331,200 |
| | 557,851,991 | 235,404,964 | 105,499,943 | 41,157,667 |
| 11 Provision for taxation | 72,268,682 | 46,021,916 | 10,511,270 | 8,169,790 |
| 12 OTHER LIABILITIES | | | | |
| Licence fee Refundable-DTH | 1,053,932,797 | 1,788,632,797 | 1,788,632,797 | 2,204,100,000 |
| Current portion-DTH | 111,907,721 | 507,442,833 | | |
| Long term portion of income | 520,525,000 | 17,642,833 | | |
| Default surcharge payable | | | 30,500,546 | |
| Security deposits & advance fee | 324,393,949 | 595,992,247 | 109,481,444 | |
| Refundable markup | | | 100,876,017 | |
| Post Retirement Benefits | 1,020,777,740 | 1,020,777,740 | 803,762,000 | 385,484,536 |
| | 3,031,537,207 | 3,930,488,450 | 2,833,252,805 | 2,589,584,536 |

Fixed Asset Schedule 2017

| Asset | Opening Balance | Additions | Deletion | Closing Balance |
|-------------------|--------------------|-------------------|-------------------|--------------------|
| Land and Building | 435,844,566 | | | 435,844,566 |
| Office Equipment | 30,545,644 | 2,436,676 | | 32,982,320 |
| Furniture | 13,867,198 | 1,123,479 | | 14,990,677 |
| Motor Vehicles | 63,505,343 | 14,764,000 | 21,653,455 | 56,615,888 |
| Software | 1,352,631 | 990,900 | | 2,343,531 |
| Total | 545,115,382 | 19,315,055 | 21,653,455 | 542,776,982 |

| | Deprecation for the year 2016 |
|-------------------|-------------------------------|
| Land and Building | 21,792,228 |
| Office Equipment | 3,298,232 |
| Furniture | 1,499,068 |
| Motor Vehicles | 11,323,178 |
| Software | 773,365 |
| Total | 38,686,071 |

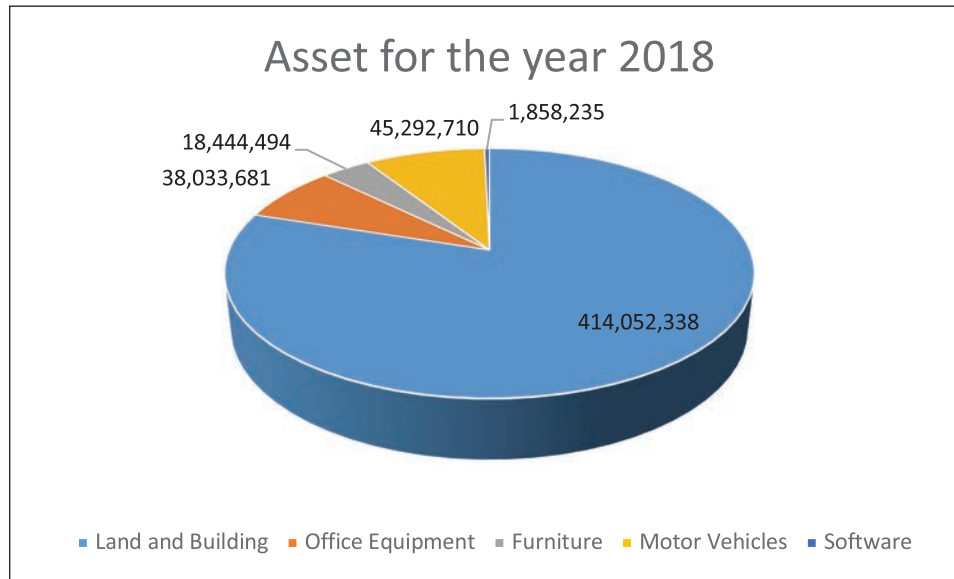


Fixed Asset Schedule 2018

| Asset | Opening Balance | Additions | Deletion | Closing Balance |
|-------------------|--------------------|-------------------|----------|--------------------|
| Land and Building | 435,844,566 | | | 435,844,566 |
| Office Equipment | 32,982,320 | 9,277,325 | | 42,259,645 |
| Furniture | 14,990,677 | 5,503,205 | | 20,493,882 |
| Motor Vehicles | 56,615,888 | | | 56,615,888 |
| Software | 2,343,531 | 429,954 | | 2,773,485 |
| Total | 542,776,982 | 15,210,484 | | 557,987,466 |

Depreciation for the year 2018

| Asset | Closing balance | Depreciation | WDV | Depreciation rate |
|-------------------|--------------------|-------------------|--------------------|-------------------|
| Land and Building | 435,844,566 | 21,792,228 | 414,052,338 | 5% |
| Office Equipment | 42,259,645 | 4,225,965 | 38,033,681 | 10% |
| Furniture | 20,493,882 | 2,049,388 | 18,444,494 | 10% |
| Motor Vehicles | 56,615,888 | 11,323,178 | 45,292,710 | 20% |
| Software | 2,773,485 | 915,250 | 1,858,235 | 33% |
| Total | 557,987,466 | 40,306,009 | 517,681,457 | |

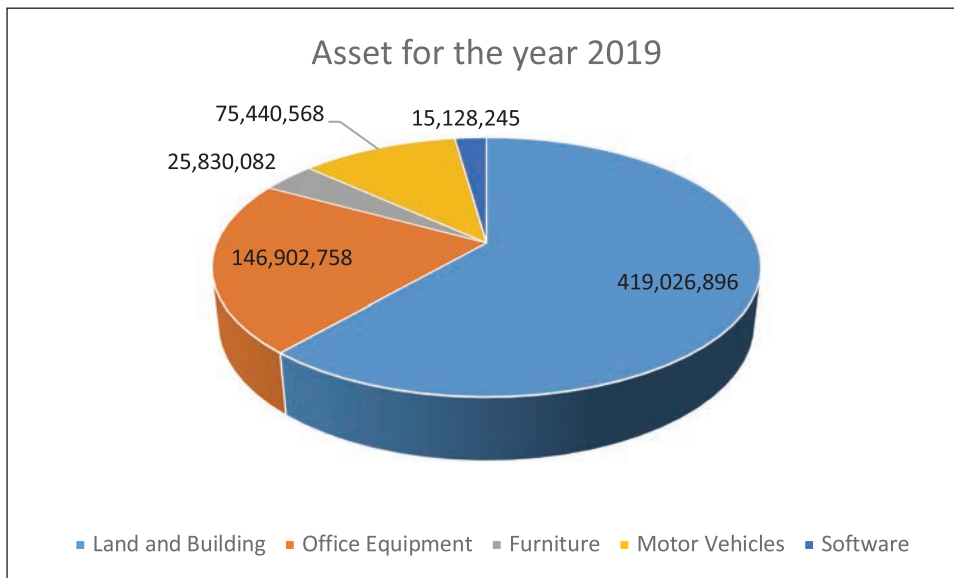


Fixed Assets Schedule 2019

| Asset | Opening Balance | Additions | Deletion | Closing Balance |
|-------------------|--------------------|-------------|----------|--------------------|
| Land and Building | 414,052,338 | 27,028,605 | | 441,080,943 |
| Office Equipment | 38,033,681 | 125,191,606 | | 163,225,287 |
| Furniture | 18,444,494 | 10,255,597 | | 28,700,091 |
| Motor Vehicles | 45,292,710 | 49,008,000 | | 94,300,710 |
| Software | 1,858,235 | 20,721,235 | | 22,579,470 |
| Total | 517,681,457 | | | 749,886,500 |

Depreciation for the year 2019

| Asset | Closing balance | Depreciation | WDV | Depreciation rate |
|-------------------|--------------------|-------------------|--------------------|-------------------|
| Land and Building | 441,080,943 | 22,054,047 | 419,026,896 | 5% |
| Office Equipment | 163,225,287 | 16,322,529 | 146,902,758 | 10% |
| Furniture | 28,700,091 | 2,870,009 | 25,830,082 | 10% |
| Motor Vehicles | 94,300,710 | 18,860,142 | 75,440,568 | 20% |
| Software | 22,579,470 | 7,451,225 | 15,128,245 | 33% |
| Total | 749,886,500 | 67,557,952 | 682,328,548 | |

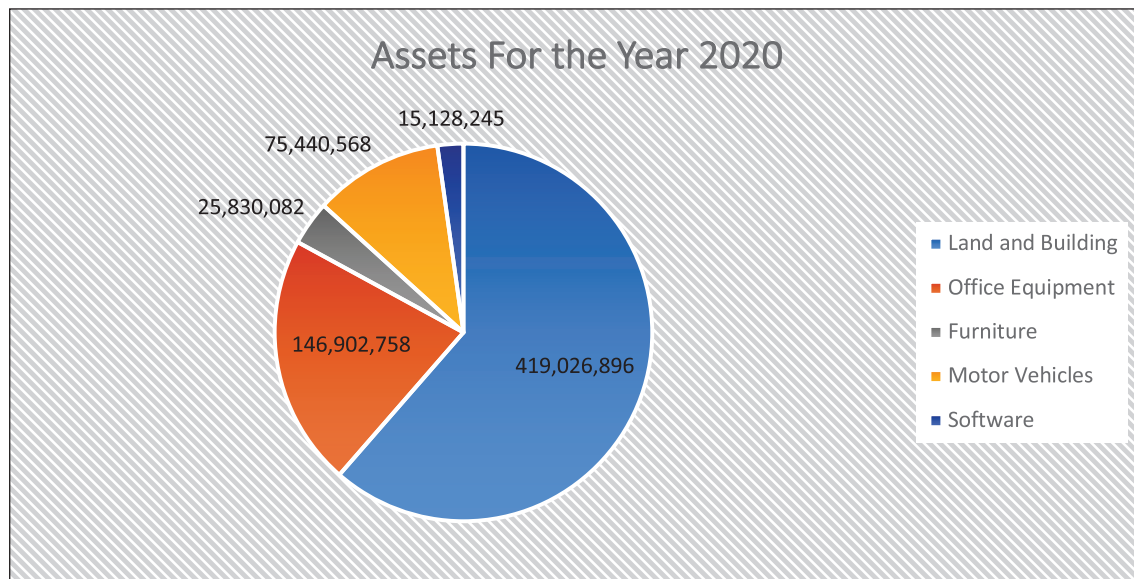


Fixed Assets Schedule 2020

| Asset | Opening Balance | Additions | Deletion | Closing Balance |
|-------------------|--------------------|--------------------|----------|--------------------|
| Land and Building | 419,026,896 | 6,095,798 | | 425,122,694 |
| Office Equipment | 146,902,758 | 153,035,723 | | 299,938,481 |
| Furniture | 25,830,082 | 10,168,326 | | 35,998,408 |
| Motor Vehicles | 75,440,568 | 273,000 | | 75,713,568 |
| Software | 15,128,245 | 35,108,939 | | 50,237,184 |
| Total | 682,328,548 | 204,681,786 | | 887,010,334 |

Depreciation for the Year 2020

| Asset | Closing balance | Depreciation | WDV | Depreciation rate |
|-------------------|--------------------|-------------------|--------------------|-------------------|
| Land and Building | 425,122,694 | 21,256,135 | 403,866,559 | 5% |
| Office Equipment | 299,938,481 | 29,993,848 | 269,944,633 | 10% |
| Furniture | 35,998,408 | 3,599,841 | 32,398,567 | 10% |
| Motor Vehicles | 75,713,568 | 15,142,714 | 60,570,855 | 20% |
| Software | 50,237,184 | 16,578,271 | 33,658,913 | 33% |
| Total | 887,010,334 | 86,570,808 | 800,439,526 | |



Notes to the Financial Statements

2 Statement of compliance

These financial statements have been prepared in accordance with the Accounting and Financial Reporting Standards for Medium-Sized Entities as applicable in Pakistan.

3 Summary of Significant Accounting Policies

3.1 Basis of preparation

(a) Accounting Conventions

These financial statements have been prepared under the historical cost.

The preparation of financial statements in conformity with the Accounting and Financial Reporting Standards for Medium-Sized Entities issued by the Institute of Chartered Accountants of Pakistan requires management to make judgments, estimates and assumptions that affect the application of policies and reported amounts of assets and liabilities, income and expenses. The estimates and associated assumptions are based on historical experience and various other factors that are believed to be reasonable under the circumstances, the results of which form the basis of making the judgments about carrying values of assets and liabilities that are not readily apparent from other sources. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognized in the period in which the estimates are revised.

Significant area requiring the use of management estimates in these financial statements relate to the useful life of depreciable assets. However, assumptions and judgments made by management in the application of accounting policies that have significant effect on the financial statements are not expected to result in material adjustment to the carrying amounts of assets and liabilities in the next year.

3.2 Property and equipment

3.2.1 Owned

Cost

Property and equipment are stated at cost less accumulated depreciation and impairment, if any. Cost comprises acquisition and other directly attributable costs of bringing the asset to working condition.

Subsequent costs are included in the asset's carrying amount or recognized as a separate asset, as appropriate, only when it is probable that future economic benefits associated with the item will flow to the Authority and the cost of the item can be measured reliably. All other repair and maintenance costs are charged to income and expenditure account during the year in which they are incurred.

Depreciation

Depreciation on all property and equipment is charged to income and expenditure account on straight line basis after taking into account residual value, if any, so as to write off the depreciable amount of an asset over its estimated useful life. Depreciation on additions is charged in the year when assets are available for use while no depreciation is charged in the year in which the assets are disposed off. The residual values and useful lives of assets are reviewed by the management at each financial year end and adjusted if impact on depreciation is significant.

Derecognition

An item of property and equipment is derecognized on disposal or when no future economic benefits are expected from its use or disposal. Any gain or loss arising on derecognition of the asset (calculated as the difference between the net disposal proceeds and carrying amount of the asset) is included in the income and expenditure account in the year the asset is derecognized.

3.2.2 Leased**Finance lease**

These are stated at lower of present value of minimum lease payments under the lease arrangements and fair value of the asset at the inception of lease. Aggregate value of obligation relating to these assets is accounted for at net present value.

3.3 Taxation

Income tax expense represents current tax expense. Provision for current taxation is based on taxable income at the current rates of taxation after taking into account tax credits and tax rebates, if any.

Deferred tax is accounted for using the liability method in respect of all taxable temporary differences arising from differences between the carrying amount of assets and liabilities in the financial statements and the corresponding tax bases used in the computation of taxable profit. Deferred tax assets are recognized to the extent that it is probable that taxable profits will be available against which the deductible temporary differences, unused tax losses and tax credits can be utilized.

Deferred tax is calculated at the rates that are expected to apply to the period when the differences reverse, based on tax rates that have been enacted.

3.4 Investments

Classification of an investment is made on the basis of intended purpose for holding such investment. Management determines the appropriate classification of its investments at the time of purchase. Investments are initially measured at fair value plus transaction cost directly attributable to the acquisition, except for "investment at fair value through profit and loss account".

At fair value through profit and loss

Investment classified as held-for-trading and those designated as such are included in this category. Investments are classified as held-for-trading if these are acquired for the purpose of selling in the short term. Gains or losses on investments held-for-trading are recognized in income and expenditure account.

Held to maturity investments

Investments with fixed or determinable payments and fixed maturity are classified as held-to-maturity when the Authority has the positive intention and ability to hold till maturity. Investments intended to be held for an undefined period are not included in this classification. Other long term investments that are intended to be held to maturity are subsequently measured at amortized cost. This cost is computed as the amount initially recognized minus principal repayments, plus or minus the cumulative amortization using the effective interest method, of any difference between the initially recognized amount and the maturity amount. For investments carried at amortized cost, gains and losses are recognized in income and expenditure account when the investments are de-recognized or impaired, as well as through the amortization process.

Available for sale

Investments which are classified as available-for-sale are measured at fair value. Gain or loss on available for sale investments are recognized directly in general fund until the investment is sold, de-recognized or is determined to be impaired at which time the cumulative gain or loss previously reported in general fund is included in income and expenditure account. Upon impairment, gain/ loss including that had been previously recognized directly in general fund, is included in income and expenditure account for the year.

3.5 Impairment of assets

An assessment is made at each balance sheet date to determine whether there is any indication of impairment or reversal of previous impairment, including items of property and equipment. In the event that an asset's carrying amount exceeds its recoverable amount, the carrying amount is reduced to recoverable amount and an impairment loss is recognized in the profit and loss account. A previously recognized impairment loss is reversed only if there has been a change in the estimates used to determine the recoverable amount, however not to an amount higher than the carrying amount that would have been determined (net of amortization or depreciation), had no impairment losses been recognized for the asset in prior years. Reversal of impairment loss is restricted to the original cost of the asset.

3.6 Provisions

Provisions are recognized in the balance sheet when the Authority has legal or constructive obligation as a result of past event, and it is probable that out flow of economic benefits will be required to settle the obligation and a reliable estimates of the amount can be made. However, provisions are reviewed at each balance sheet date and adjusted to reflect current best estimate.

3.7 Other receivables

Other receivables are stated at estimated realizable value after each debt has been considered individually. Where the payment of a debt becomes doubtful a provision is made and charged to the income statement.

3.8 Accrued and other payables

Accrued and other amounts payable are initially recognized at fair value, which is normally the transaction cost.

3.9 Cash and cash equivalents

Cash and cash equivalents are carried in the balance sheet at book value which approximates their fair value. For the purpose of cash flow statement, cash equivalents comprise cash in hand, cash at banks on current and deposit accounts and other short term highly liquid instruments that are readily convertible into known amounts of cash and which are subject to insignificant risk of changes in values.

3.10 Foreign currencies

These financial statements are presented in Pak Rupees, which is the Authority's functional currency. All monetary assets and liabilities denominated in foreign currencies are translated into Pak Rupees at the rates of exchange prevailing at the balance sheet date, while the transactions in foreign currencies during the year are initially recorded in functional currency at the rates of exchange prevailing at the transaction date. All non-monetary items are translated into Pak Rupees at the exchange rates prevailing on the date of transaction or on the date when fair values are determined. All exchange gains and losses on settlement and translation at year end are recognized in the income currently.

3.11 Revenue recognition

Revenue from application fee, expression of interest, CTV licence renewal fee, up linking, type of approval, penalties, fines and surcharges are recognized in receipt basis. Revenue from licence renewal fee except CTV is recognized on accrual basis. Income on bank deposit is accrued on time proportion basis by reference to the principal outstanding and the applicable rate of return. Dividend income and return from investments is recognized when the right to receive dividend has been established.

3.12 Financial instruments

Financial assets and liabilities are recognized when the Authority becomes a party to the contractual provisions of the instrument; the particular recognition methods adopted are disclosed in the individual policy statements associated with each item. The Authority derecognizes the financial assets and liabilities when it ceases to be a party to such contractual provisions of the instruments. The Authority recognizes the regular way purchase or sale of financial assets using settlement date accounting.

3.13 Offsetting

Financial assets and liabilities are offset and the net amount is reported in the balance sheet, if the Authority has a legally enforceable right to set off the recognized amounts and the Authority intends to settle either on a net basis or realize the asset and settle the liability simultaneously.



A Group Photograph of Participants of National Media Workshop with Chairman, PEMRA on their visit to PEMRA Headquarters, Islamabad



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