



Government of Pakistan
PAKISTAN ELECTRONIC MEDIA
REGULATORY AUTHORITY

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Islamabad, 29th August, 2022

All Satellite TV Channel Licensees

Subject: DIRECTIVES – ADHERENCE OF ELECTRONIC MEDIA CODE OF CONDUCT 2015

This is in continuation to earlier directives/advice issued from time to time, with regard to the adherence of Electronic Media (Programmes and Advertisements) Code of Conduct, 2015.

2. It is one of the prime responsibility of all the satellite TV channel licensees to ensure deployment of effective time delay mechanism and to constitute an impartial Editorial Board in consonance with provisions of PEMRA Act 2007 as well as PEMRA Rules, Regulations and Electronic Media (Programmes and Advertisement) Code of Conduct 2015(excerpt of the relevant legal provisions are reproduced herein below for ready reference)

Section 20(f) of PEMRA Ordinance 2002 as amended by PEMRA (Amendment) Act 2007:

A person who is issued a licence under this Ordinance shall comply with the codes of programmes and advertisements approved by the Authority and appoint an in-house monitoring committee, under intimation to the Authority, to ensure compliance of the Code.

Rule 15(1) PEMRA of PEMRA Rules: *The contents of the programmes and advertisements which are broadcast or distributed by the broadcast media or distribution service operator, shall conform to the provisions of Section 20 of the Ordinance, these rules, the Code set out in the Schedule-A and terms and conditions of the licence.*

Provisions of Electronic Media (Programmes and Advertisements) Code of Conduct 2015:

5. Programing Mix and live coverage: *Nolicensee shall broadcast any live programme unless there is an effective delay mechanism put in place in order to ensure effective monitoring and editorial control in conformity with this Code.*

17. Monitoring Committee. *Licensee shall comply with this Code and appoint an in-house monitoring committee under intimation to the PEMRA to ensure compliance of the Code.*

3. It is reiterated that the Hon'ble Supreme Court of Pakistan's judgment passed in *Suo Moto Case No. 28 of 2018*, all satellite TV channels are required to ensure compliance to the Code of Conduct in letter and spirit and referred judgment was duly communicated to all satellite TV channels licensees on various occasions. Relevant excerpt of the judgment is reproduced below:

PLD 2019 Supreme Court 1 In the matter of: SUO MOTU CASE NO.28 OF 2018. (para 19 v & vi)


v. In compliance with Clause 5 of the Code of Conduct, all licensees should strictly ensure that an effective delaying mechanism is in place for broadcasting live programmes to ensure stern compliance with the Code of Conduct and Articles 4, 10A and 204 of the Constitution;

vi. In compliance with Clause 17 of the Code of Conduct, an impartial and competent in-house Monitoring Committee shall be formed by each licensee, with intimation to PEMRA which shall be duty bound to ensure compliance of the Code of Conduct;

4. Foregoing in view, all satellite TV channel licensees are directed to ensure that an effective Time Delay Mechanism be put in place and an impartial and independent Editorial Board be constituted in compliance to the above mentioned provisions of PEMRA laws and the judgment of the Hon'ble Supreme Court of Pakistan passed in *Suo Moto Case No. 28 of 2018*.

5. In case of any violation observed legal action under Section 27, 29, 30 and 33 of PEMRA Ordinance 2002 as amended by PEMRA (Amendment) Act, 2007 shall be initiated.

5. This issues with approval of the Chairman, PEMRA.


(Sidra Afzal)
Deputy Director
(Operations-Broadcast Media)

Copy for information:

- i. Chairman, Pakistan Broadcasters Association, Karachi.
- ii. Director General (Monitoring), PEMRA.
- iii. Director to the Chairman, PEMRA.
- iv. Director/Head Legal, PEMRA.