



PEMNEWS

PEMRA Newsletter

Vol: 2 ISSUE: III & IV

July - December 2014

INSIDE THIS ISSUE

	Page
1. Authority Meetings	-2
2. Conferences & Seminar	-3
3. Trainings /Capacity Building	-4
4. Heart in Human Body	-5
5. Licensing Activities	-5
6 . Visits	-7
7. PEMRA Report (2010-14)	-8
8. Promotions & Transfers	-8

Chairman's Message:

I congratulate the editorial team for revival of PEMRA News Letter which remained suspended during the last few years.

Over the years, distracted priorities, frequent changes in top management, weak laws, vested interests and management conflicts have largely compromised PEMRA progress. But we all share the dream to transform PEMRA as a vibrant, effective and powerful regulator during the short span I am associated with it. Certainly, this transformation would not be possible without the support of PEMRA employees and our stakeholders.

It is no hidden fact that PEMRA is entrusted with a daunting task to regulate the influential and powerful electronic media

and this is not possible without effective laws, unified and organized manpower and Government support. However, with all the impediments & meager resources, we would keep on striving to make PEMRA a regulator in true essence.

I believe that revival of PEMRA News Letter is a good omen and it would herald a pleasant message to all the stakeholders and would help in dispelling negative impression of the regulator by informing them about the efforts being taken by PEMRA for media development and expanding public choice in the field of electronic media. I hope this would be regular feature of PEMRA.

Good Luck.

Muhammad Parvez Rathore

Editor's Note:

The editorial team feels privileged to bring you this consolidated issue of PEMNEWS (July–December, 2014) which is being published after a long time. It is revival of a healthy activity and we hope that PEMRA News Letter would give its readers a useful insight about the organization, its activities and performance.

Besides, PEMNEWS is an endeavor to bridge the communication gap between PEMRA and its stakeholders by disseminating information, its initiatives

and achievements.

The editorial team is vying to make this News Letter a regular quarterly feature and with your cooperation and suggestions we would like to make it even better in future. In this regard, the inputs, suggestions, comments and feedback from all our valued readers would be highly encouraged and appreciated. The editorial team wishes its readers all the best.

Authority Meetings

98th Meeting

PEMRA in its 98th Authority meeting held at its Headquarters Islamabad on September 17, 2014 took decisions about the electronic media licensees. Highlights of some important decisions are as under:

- Licenses of Starlite and Silver Screen TV channels were revoked on persistent non compliance of PEMRA Laws
- Authority refused to renew FM radio licenses of M/s Thal Airwaves for Layyah and Multan cities on account of violations of PEMRA laws
- Satellite TV license of Sabzbaat TV was cancelled on gross violations
- Bid of M/s AG Radio Pvt. Ltd. for Jamshoro was cancelled because of payment default
- Mobile TV (Content Provision Service) license of M/s Brand Promotions Services Pvt. Ltd. Karachi was revoked as the license was inoperative since 2009 without any reason and intimation to the Authority in violation of Section 28 of PEMRA (Amendment) Act 2007
- Fine of Rs 1.0 million each was imposed on ARY News channel, FM 99 Radio Karachi (M/s Xena Satellite Communication Pvt. Ltd. Karachi) and FM 91.60 Sheikhpura for violating PEMRA Laws
- DAWN News and Capital TV were fined Rs 0.5 million each on account of content violations and illegal shifting of broadcasting location
- Authority approved revalidation of AXN, TenSports, BBC, Discovery and Animal Planet Channels in Pakistan after fulfillment of all legal and codal formalities

99th and 100th Meetings

99th and 100th Authority meetings were held at PEMRA Headquarters Islamabad on October 2 and 22, 2014 respectively. Salient decisions are as under:

- Dawn News (M/s Aurora Broadcasting Services Pvt. Ltd.) was directed to immediately stop airing of drama serial titles "Saazish" and other content contrary to its licensed programming mix. Fine of Rs 0.5 million was also imposed on account of content violation
- The Authority imposed fine of Rs 0.5 million on Capital TV (M/s HB Media Pvt. Ltd.) on account of shifting of its up-linking station from Lahore to Islamabad without approval of the Authority
- Fine of Rs 1.0 million was imposed on ABB TAKK News (M/s APNA TV Channels Pvt. Ltd.) for airing message of banned outfit and on passing objectionable sectarian remarks
- The Authority suspended License of ARY News (M/s ARY Communications Pvt. Ltd.) for fifteen (15) days and was imposed fine of Rs 10.0 million under Section 32 of PEMRA (Amendment) Act 2007

Conferences & Seminar

RGMs Conferences

1st two-days Regional General Managers (RGMs) Conference of 2014 was held at PEMRA Headquarters Islamabad from August 28 to 29, 2014. This was an extended meeting which was also attended by all the DGs, GMs, DGMs at Headquarters and officers in-charge of sub-offices. The Chairman and Executive Member reviewed the operational progress of each region and the targets were determined to improve PEMRA's performance and enforcement.

2nd & 3rd RGMs Conferences were held at PEMRA Headquarters, Islamabad on October 14 and December 11, 2014 respectively, to review PEMRA progress, performance and to discuss issues pertaining to licensing, tariffs, recoveries and impediments in implementation of PEMRA laws. Besides RGMs, the Chairman, Executive Member, all DGs, GMs and DGMs at Headquarters also participated in the conference to review progress and finding ways for

future improvement. These RGMs Conferences would now be a regular feature of PEMRA activities for devising strategies about implementation of future plans.



Salient decisions of RGMs Conferences:

- RGMs Conference shall be held within forty five days,
- Extended RGMs Conference, including DGMs HQs, In-charge Sub Offices in the regions shall be held once in a quarter and,
- AGMs Conference shall be held once in a year.
- Cancellation of dormant CTV licenses.
- Preparing Organogram reflecting chain of command at each Regional and Sub-Offices.
- Training Need Analysis (TNA) and preparing training and Capacity Building plans.

- Accelerating process for promotions at all levels.
- Launching awareness campaign on Digitalization of cable TV for cable operators and general public.
- Drafting Standard Operating Procedure (SOP) for Cable TV licensing.



Presentation by PEMRA Participants of National Media Workshop Organized by NDU, Islamabad

After attending the National Defence University's (NDU) 14 days Workshop, Mr. Ikram Barkat, Head (Finance) and Mr. Omer Waqas Qureshi, DGM (Licensing) made a presentation to PEMRA employees

on September 11, 2014 at PEMRA Headquarters. They shared the views and opinions of diversified participants of the Workshop about media, its regulation and PEMRA.

National Assembly Standing Committee Holds Meeting at PEMRA Headquarters on Code of Conduct

National Assembly's Standing Committee on Information, Broadcasting and National Heritage, under the chair of Marvi Memon, held meeting at PEMRA Headquarters on December 24, 2014 to recommend "media rules" to counter terrorism, suggesting ban on glorification of terrorists and coverage of banned

outfits by the media. The committee also proposed establishment of a consultative body between the government and media organizations for implementation of the rules. Based on PEMRA Code of Conduct and the Content Regulations, the committee proposed about 46 points to the Government relating to

terrorism coverage on media. Subsequent meetings of the committee were also held with other stakeholders e.g. PBA, APNS, CPNE etc and some important points have been made part of the National Action Plan (NAP) to counter terrorism.

PEMRA Holds Seminar on Digitalization of Cable TV

PEMRA Regional Office Islamabad, on December 29, 2014 organized one day seminar for cable TV operators on the topic of “Digitalization” in Islamabad. Seminar was coordinated by Mr. Shamim Gul Durrani, RGM Islamabad and Fakhar-ud-Din Mughal, DGM Media & PR. Wakeel Khan, GM Licensing delivered presentation on ‘Digitalization & its benefits’ and Ali Haider Shah, DGM Operations made presentation on “Digitalization: in Pakistan’s Perspective”. Mr. Wahaj ul Siraj, CEO, M/s Naya Tel delivered presentation on “Impediments to Digitalization in Pakistan” and Mr. Yasir, GM PTCL shared his views about “Future of

Digital Media”. Major emphasis of the seminar was to educate and inform electronic media stakeholders about the benefits and advantages of digitalization and to ascertain the ground impediments in implementing this endeavor in Pakistan. Under International Telecom Union (ITU) deadline, PEMRA is to implement digitalization of cable TV networks in Pakistan by the end of year 2015. Participative discussions were held to identify impediments in implementing this commitment. Speakers from PEMRA, PTCL and Nayatel, told participants that due to rapid obsolescence of traditional

analogue cable networks, digitalization of cable TV in Pakistan is inevitable. Digital cable TV would offer subscribers variety of benefits including improved audio visual quality, more number of channels, video on demand, interactive programming, parental control on unwanted content for children, control on piracy and other advantages. Technical, economic and social issues involved in implementation of CTV digitalization were also debated. Chairman PEMRA, Mr. Parvez Rathore on concluding the seminar, thanked all participants and learned speakers.

Trainings/ Capacity Building

PEMRA conducted three different trainings for its employees. 1st and 2nd In-House trainings were held from October 20 - 30, 2014 and from November 24 – 29, 2014. Practical field visits of TV, Radio and Cable TV networks were integral part of these

two trainings. Guest speakers from academia and journalism were invited in these sessions to speak on topics i.e. “Mass Media - Present & Future” and “Role of media in shaping public opinion”. 3rd refresher course for accountants was held from

December 17 – 19, 2014. Tests were also conducted to gauge the pre and post training understanding of participants. Chairman PEMRA distributed certificates among successful participants.



Training on Office Management Procedures

PEMRA conducted 04 days Training for 25 members office staff on Office Management Procedures on December 29, 2014. Secretariat Training Institute (STI) trainers were engaged to impart training followed by practical exercises. Base-line and

final tests were also conducted to gauge the pre and post training understanding of participants. Chairman PEMRA distributed certificates among successful participants.



Heart in Human Body

Lecture on "Heart in Human Body"

Renowned Cardiologist, Dr. November 20, 2014, to educate Prof. Nusrat Ara delivered a lecture to PEMRA officials on "Heart in Human Body" on November 20, 2014, to educate about the heart diseases, their symptoms and precautionary measures.



Licensing Activities

PEMRA Invites Eols for Award of Satellite TV Licenses

PEMRA, through advertisement in leading national dailies on September 01, 2014 invited Expression of Interests (Eols) from the companies interested in establishing and operating commercial satellite TV Broadcast stations in Pakistan in seven

different categories: News & Current Affairs, Entertainment, Sports, Education, Agriculture, Health and Regional Language. Last date for submission of Eols was October 31, 2014. Authority will award licences to the qualifying companies through open and transparent bidding after

the scrutiny of all documents and fulfillment of legal formalities. The process is however, halted due to stays granted by Islamabad High Court on September 9, 2014, the Lahore High Court on September 29, 2014 and the Sindh High Court on October 13, 2014.

FM Radio Licenses for Jhelum and Sukkur

PEMRA awarded two FM radio licenses for the cities of Jhelum and Sukkur in a brief ceremony held at its Headquarters on September 15, 2014.

The FM radio license for Jhelum city was awarded to M/s Capital

Broadcasting Services Pvt. Ltd. Karachi, whereas, the license for Sukkur city was awarded to M/s Sitar Communication Pvt. Ltd.



PEMRA Invites Eols for Award of Digital Cable TV Licenses

PEMRA, on September 18, 2014 invited Expression of Interests (Eols) for award of Digital cable TV licenses for digitalization of CTV Networks by end of 2015.

Last date for submission of Eols was November 6, 2014. PEMRA has received total of 250 applications till the closing date which are under scrutiny as per

criteria.

The licenses will be awarded through open and transparent bidding and after fulfillment of legal / codal formalities.

Award of Non-Commercial FM Radio License to University of Balochistan Quetta

PEMRA awarded a non-commercial FM Radio License to the University of Balochistan, Quetta. Mr. Muhammad Tariq Jomezai Registrar, University of Balochistan, Quetta received the license on behalf of the University on Tuesday, September 23, 2014. Since 2002, PEMRA has issued 45 non-commercial FM radio licenses to

various accredited universities / public sector institutions to impart easy and affordable education and information to their students and audiences. With the award of this FM radio license, the total number of PEMRA licensed FM radios in Pakistan has reached to 199.



Bid Opening for Hiring of DTH Consultant

PEMRA has initiated process for Direct-to-Home (DTH) licensing that would be awarded through open and transparent bidding. In this regard, an advertisement was published on October 30, 2014 for hiring of International Consultant to check the feasibility and requirement for granting license and launching DTH in Pakistani market. Bid opening ceremony for hiring of



DTH consultant was held at PEMRA HQs on December 1, 2014 and short listing of the Consultants is in process.

RGM KP Awards Cable TV Licenses

Regional General Manager, KP Mr. Ashfaq Ahmad Khalil awarded Cable TV Licenses to Cable TV Operators at Regional Office, Peshawar. The Cable TV Licenses were awarded to M/s City Cable Network Peshawar, M/s Red Star Cable Network Swat,

M/s Hilal Cable Network Swat and M/s New World Incorporated Peshawar. The cable operators assured PEMRA to abide by PEMRA Laws and would ensure quality service to their subscribers.



Gujranwala Office Awards Cable TV Licenses

Gujranwala Sub-Office awarded cable TV license to Ch. Abdul Sattar, owner of M/s Farrukh Cable TV Network for Shaheenabad,

Gujranwala on December 4, 2014. The licensee at the time of receiving the license pledged to ensure healthy entertainment and information to its

subscribers and also committed to abide by all PEMRA laws in letter and spirit.

Briefing to Newly Appointed Members of Council of Complaints

After the notification of the Councils of Complaints (CoCs) for Islamabad and Khyber Pukhtunkhwa on October 19, 2014, an induction briefing for the newly appointed Chairperson and members of CoC Islamabad was held at PEMRA Headquarters on October 23, 2014. The Executive Member and other officials welcomed the CoCs Members at Headquarters and they were given presentations on Composition, Role, Functions, Rules, Regulations,

Licensing and regulatory challenges of PEMRA. They were also apprised about the Council of Complaints Rules. Similarly, RGM KPK also briefed his CoCs Members at Regional Office Peshawar on December 4, 2014.



Council of Complaints, Islamabad

Mrs. Shamim Hamayun	Chairperson
Mrs. Nuzhat Fatima	Member
Mr. Adil Anwar	Member
Captain (R) Mohsin Raza	Member
Mr. Haroon ur Rasheed	Member
Dr. Maqsood Jafri	Member

Council of Complaints, KP

Mr. Shakeel Chander	Chairperson
Mrs. Farah Sultan Ashraf	Member
Mr. Abdus Sattar Khan	Member
Mr. Muhammad Irshad	Member
Mrs. Farah Khan	Member
Syed Hammad Hussain Shah	Member

Visits

Participants of Specialized Training Program (STP) Visit PEMRA Headquarters

A batch of 57 OMG (Probationers) undergoing Specialized Training Programme at Secretariat Training Institute visited PEMRA Headquarters, Islamabad on August 26, 2014.

Dr. Mukhtar Ahmad briefed the

probationers about role, functions and achievements of PEMRA. The queries of the participants were answered jointly by Executive Member, DG (Admin), Head Legal and DGM (Operations).



ISPR Delegation Visits PEMRA

ISPR delegation visited PEMRA Headquarters, Islamabad on November 14, 2014. The Chairman and Executive Member welcomed ISPR delegation and they were

briefed about PEMRA, its monitoring and Call Centr. The delegation appreciated PEMRA's role in regulating electronic media and also appreciated the monitoring of

electronic media and complaint call centre setup. The Chairman presented PEMRA souvenir to ISPR delegation Head Brig. Anwar Ahmad.



PEMRA Report (2010-14)

PEMRA has published its performance, operational & consolidated Report for the financial initiatives during the last Financial Years (2010-14) under obligation of Section 17 of PEMRA Ordinance. The report gives an overview of Authority's progress, from all previous PEMRA Reports as it contains a thorough picture of Financial Accounts of PEMRA which have not been published in previous reports. The report has been presented to the President of Pakistan and its circulation to media and stakeholders is also being arranged.

Promotions & Transfers

Promotions:

Dr. Mukhtar Ahmad and Mr. Javaid Iqbal were promoted as Director Generals on October 2, 2014 on recommendations of Departmental Promotion Committee.

Ten Deputy General Managers; Mr. Junaid Nagi, Mr. Abdul Jalal Kakar, Mr. Amjad Ali Afridi, Mr. Rahat Ali, Mr. Khurram Siddiqui, Mr. Muhammad Tahir, Mr. Omer Waqas Qureshi, Mr. Tariq Mahmood, Mr. Muhammad Ikram Barkat and Mr. Nasir Ayub were also promoted as General Manager.

After promotions, Dr. Mukhtar Ahmad has been allocated portfolio of Director General (Admin./ HR), Mr. Javaid Iqbal has been appointed as Director General (Licensing).

Transfers:

Sardar Arfan Ashraf Khan previously working as Director General (Licensing) has now been transferred and posted as Director General (Operations).

Mr. Nazir Ahmad working as driver in PEMRA on deputation from Board of Investment (BoI) and Mr. Asghar Khan driver on deputation from Office of the Auditor General of Pakistan (AGPR) were repatriated to their parent organizations on September 4, 2014.

Mr. Muhammad Yousuf, an employee on deputation from Pak PWD was also repatriated on September 15, 2014.

Mr. Shafqat Ali working as senior Field Inspector in PEMERA on deputation has been repatriated to his parent department, Motorway Police on October 14, 2014.

Transition:

Mr. Rashid Khan working as Field Inspector was dismissed from service after his academic credentials were found fake.

Court Cases

During the period July to December, 2014, 64 cases were disposed off in favour of PEMRA from different Courts of the country bringing down the total number of pending cases to 251. Brief of disposed off cases is given table:

S. No.	Courts	Number of Cases
1	Supreme Court	01
2	Lahore High Court, Lahore	43
3	Sindh High Court	08
4	Islamabad High Court	03
5	Civil Courts	09

Editorial Team

Patron:

Muhammad Parvez Rathore
Acting Chairman

Editor:

Kamal Uddin Tipu PSP
Executive Member

Assistant Editor:

Fakhar-ud-Din Mughal
Media & PR
Tel: 051-9107109
Fax: 051-9107129
Email: info@pemra.gov.pk
www.pemra.gov.pk



Pakistan Electronic Media Regulatory Authority

Headquarters, Mauve Area, G-8/1, Islamabad.

+92 (51) 9107151-3

Call Center: 0800-73672

www.pemra.gov.pk