



**PAKISTAN ELECTRONIC MEDIA
REGULATORY AUTHORITY
HEADQUARTERS, ISLAMABAD**

**INVITATION OF APPLICATIONS FOR
REGISTRATION / ACCREDITATION OF COMPANIES
FOR PROVISION OF TELEVISION AUDIENCE
MEASUREMENT (TAM) SERVICES**

Pakistan Electronic Media Regulatory Authority (PEMRA) invites applications from the companies registered under the Companies Act 2017 for registration / accreditation on non-exclusive basis under section 19 of the PEMRA Ordinance 2002 (Amendment Act 2007) read with relevant provisions of PEMRA Registration / Accreditation of Television Audience Measurement (TAM)/Rating Service Regulations-2018 as amended in 2019 (hereinafter referred to as TAM Regulations in short) for provision of television audience measurement (TAM)/ television rating point (TRP) Services in Pakistan.

The eligibility criteria, application form, documents required along with the application, fee structure, no. of registrations to be granted etc., can be downloaded from PEMRA website (www.pemra.gov.pk/tam.php).

Interested companies shall submit application (complete in all respects) along with processing fee of Rs. 200,000/- (non-refundable) in the form of Demand Draft or Pay Order drawn in favor of PEMRA during working hours i.e., 9:00 AM to 5:00 PM on working days i.e. Monday to Friday on or before **10th July, 2023**. Applications received will be evaluated as per the eligibility criteria given in the TAM Regulations. Registration/accreditation of the companies will be done on fulfilment of eligibility criteria and after completion of legal requirements in accordance with PEMRA Ordinance 2002 (Amendment Act 2007) / TAM Regulations. Incomplete applications will not be entertained.

The registered TAM company(ies) will be required to employ state of the art rating methodology for provision of TAM data in a transparent manner and which conforms to the best international standards.

Submission of applications shall not establish any right or claim of any applicant company whatsoever for the grant of registration/ accreditation for TAM services. The Authority reserves the right to accept or reject any application by recording reasons in writing in the light of PEMRA laws/TAM Regulations.

**DIRECTOR GENERAL LICENSING
(BROADCAST MEDIA-I)**

PEMRA Headquarters Building, 4th Floor, Mauve Area G-8/1, Islamabad.
Ph: 051-9107162, 051-9107151--53, Fax: 051-9107165
www.pemra.gov.pk