



PEMRA

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

INFORMATION FOR USERS/CLIENTS OF TELEVISION AUDIENCE MEASUREMENT (TAM) / TELEVISION RATING POINTS (TRP) DATA

In pursuance of the orders dated 27.09.2018 of the Hon'ble Supreme Court of Pakistan in the matter of Crl.Org.Petition No. 108/2018 & PEMRA Registration / Accreditation of Television Audience Measurement (TAM)/Television Rating Points (TRP)/ Rating Service Regulations-2018, all the rating agencies registered/ accredited with Pakistan Electronic Media Regulatory Authority (PEMRA) shall provide TAM data to the Authority on daily basis which will be made available by PEMRA on its website and same may be accessed by clients i.e. broadcasters, media companies, advertisers etc. on payment of prescribed fee available on PEMRA website. The list of registered / accredited companies for TAM services will be available on PEMRA website i.e. (www.pemra.gov.pk) along with a rate card for each TAM service provider.

All clients i.e. broadcasters, media companies, advertisers etc. interested in obtaining the TAM data from any company registered with PEMRA are required to apply on prescribed form available on PEMRA website. All the interested parties will be given access to TAM data after completion of formalities laid down in the prescribed form and on payment of requisite fee.

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“DONATE FOR DIAMER - BASHA & MOHAMAND DAMS”