



**PAKISTAN ELECTRONIC MEDIA
REGULATORY AUTHORITY
HEADQUARTERS
ISLAMABAD**

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F. No. 10-11 (01) TAM-18/1000

19th November, 2020

Subject: **NOTIFICATION FOR THE FORMULATION OF "JOINT INDUSTRY REGULATORY COMMITTEE" (JIRC) UNDER PEMRA REGISTRATION / ACCREDITATION OF TELEVISION AUDIENCE MEASUREMENT (TAM)/TELEVISION RATING POINTS (TRP) RATING SERVICE REGULATIONS - 2018 AS AMENDED IN 2019.**

This is in continuation of this office earlier notification dated 03-07- 2020 regarding the subject matter.

2. With the addition of Mr. Raihan Ali Merchant representing M/s. Starcom Pakistan (Pvt.) Limited, following are the members of Joint Industry Regulatory Committee (JIRC) as per Regulation 17 of "PEMRA TAM Regulations-2018 as amended in 2019":

Stakeholders	Names of nominated Members for JIRC
PEMRA	i. Dr. Mukhtar Ahmed, DG Tech ii. Mr. Wakeel Khan, DG Licensing (Broadcast Media). iii. Mr. Muhammad Tahir, General Manager (Ops-B)
PAS	i. Ms. Farheen Salman, General Secretary PAS. ii. Mr. Qamar Abbas, Executive Director, PAS. iii. Mr. Khalid Farid, Member PAS Executive Council.
PBA	i. Mr. Shakeel Masood, Chairman PBA. ii. Mr. Duraid Qureshi, Secretary General, PBA.
PTV	i. Mr. Khawar Azhar, Chief Marketing & Strategy Officer PTVC.
Media Agency	i. Mr. Naveed Asghar, CEO GroupM Pakistan. ii. Mr. Raihan Ali Merchant, Chairman M/s. Starcom.

3. The scope of the JIRC, shall be as defined in Regulation 17 of "PEMRA TAM Regulations-2018 as amended in 2019".

**Director General Licensing
(Broadcast Media)**

Distribution:

- All Members of JIRC

CC:

- DGM Chairman Secretariat, PEMRA.
- DGM IT, PEMRA (with a request to upload the notification on PEMRA website).