



PAKISTAN ELECTRONIC MEDIA  
REGULATORY AUTHORITY  
HEADQUARTERS  
ISLAMABAD

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F. No. 10-11 (01) TAM-18 / 365

31<sup>st</sup> March, 2023

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 supersession of earlier notification dated 25-08-2022 regarding the subject matter.

2. In compliance with Regulation 17 of “PEMRA TAM Regulations-2018 as amended in 2019”, the Competent Authority is pleased to formulate “Joint Industry Regulatory Committee” (JIRC) comprising of following members for a period of one year.

| Stakeholders | Names of nominated Members for JIRC   |
|--------------|---|
| PEMRA        | i. Mr. Wakeel Khan, DG Licensing (Broadcast Media).<br>ii. Mr. Shamim Gul Durrani, DG (Finance).<br>iii. Mr. Umair Azeem, Director Operations Broadcast.        |
| PAS          | i. Ms. Farheen Salman, Vice Chair, PAS<br>ii. Ms. Asima Haq, General Secretary, PAS.<br>iii. Mr. Qamar Abbas, Executive Director, PAS.                          |
| PBA          | i. Mr. Shakeel Masud (Chairman PBA)<br>ii. Mir Ibrahim Rahman (Senior Vice Chairman PBA)<br>iii. Mian Aamir Mahmood / Mr. Naveed Kashif (Secretary General PBA) |
| PTV          | Managing Director, PTV.   |
| Media Agency | i. Mr. Naveed Asghar, CEO GroupM Pakistan.<br>ii. Mr. Farhan Khan, CEO M/s. Starcom Pakistan (Pvt.) Ltd.  |

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

  
Director  
(Licensing Broadcast Media)

**Distribution:**

- All Members of JIRC.

**CC:**

- Director/PSO to Chairman, PEMRA.
- Director IT, PEMRA (with a request to upload the notification on PEMRA website).