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PART II

Statutory Notifications (S.R.O.)

GOVERNMENT OF PAKISTAN
PAKISTAN ELECTRONIC MEDIA REGULATORY AUTHORITY (PEMRA)

NOTIFICATION

Islamabad, the 1st August, 2024

PEMRA REGISTRATION / ACCREDITITION OF TELEVISION AUDIENCE MEASUREMENT (TAM)/RATING SERVICE REGULATIONS-2018 AS AMENDED IN 2024

S. R. O. 1187(I)/2024.—In exercise of powers conferred by sub-section (3) of Section 4 read with all other enabling provisions of Pakistan Electronic Media Regulatory Authority Ordinance 2002 as amended by PEMRA Amendment Act 2023, the Pakistan Electronic Media Regulatory Authority (PEMRA) is pleased to notify the following amendments in PEMRA Registration/ Accreditation of Television Audience Measurement (TAM)/Rating Service Regulations-2018 as amended in 2019:

Price : Rs. 5.00

[8272(2024)/Ex. Gaz.]

1. **Short title and Commencement.**—The regulations shall be called PEMRA Registration / Accreditation of Television Audience Measurement (TAM)/Rating Service Regulations-2018 as amended in 2024 and shall come into force with immediate effect.

[1]3.15 **(New clause)** *"The registered TAM company shall not change the Chief Executive Officer (CEO) of the company without prior approval of Authority".*

[1]7.7 **(New clause) Change of Technical Set up/Main Technical Office having TAM Data Servers etc.**—"The registered TAM company shall not change the location of its technical set up/ main technical office where TAM data servers etc. are installed without prior approval of Authority".

[1]6.0 **(Amended clause)** The table in clause 6 shall be amended as under:

S. No.	*Description*	*Amount (Rs.)*
5	*Fee for change in management/ Directors/ Transfer of registration/Change of CEO*	*250,000*
6	*Fee for change in technical set up / Main technical office having TAM data servers etc.*	*100,000*

[1]*15.1* ***(amended clause)*** *"Where a registered TAM company is involved in any violation of the provisions of these regulations including, inter alia, default in payment of fee, change in management/CEO of the company & change / shifting of technical set up / main technical office where TAM data servers, etc. are installed, without approval of the Authority, legal action under Section 29A and 30 as well as other enabling Sections of the Ordinance, rules, regulations and terms and conditions of registration may be initiated against the company".*

[1]*Inserted through amendment in August 2024.*

[F. No. PEMRA-1(09)/Secy./Gazette/2024/32.]

SARDAR ARFAN ASHRAF KHAN,
EDG / Secretary to the Authority.

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