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PART II

Statutory Notifications (S.R.O.)

GOVERNMENT OF PAKISTAN

PAKISTAN ELECTRONIC MEDIA REGULATORY AUTHORITY (PEMRA)

NOTIFICATION

Islamabad, the 28th October, 2024

S. R. O. 1674(I)/2024.—In exercise of powers conferred by sub section (3) of Section 4 read with Section 13 and 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 2024:

Price: Rs. 5.00

[8844(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.

(to be inserted at the end of Clause 15.1)

[1]***Provided that the Chairman shall have the power to issue a show cause notice to a registered TAM company, and after providing a reasonable opportunity for personal hearing, may impose a fine of up to one million rupees and also have the power to suspend services.***

Provided further that in case of severe violation, the Chairman may suspend services without a show cause notice, if deemed necessary in the public interest.

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

[F.No. PEMRA-1(09)/Secy./Gazette/2024/42.]

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

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