PEMRA

PAKISTAN ELECTRONIC MEDIA REGULATORY AUTHORITY HEADQUARTERS ISLAMABAD

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F. No. 10-11 (01) TAM-18/171

13th February, 2026

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 UPTO 2024.**

In compliance with Regulation 17 of "PEMRA TAM Regulations-2018 as amended upto 2024" the Competent Authority is pleased to formulate "Joint Industry Regulatory Committee" (JIRC) comprising of following members for a period of one year w.e.f., 13-02-2026.

Stakeholders	Names of nominated Members for JIRC
PEMRA	i. Mr. Shamim Gul Durrani, EDG (Finance), PEMRA ii. Mr. Faqir Afzal Masoom, DG Licensing (Broadcast Media-I). iii. Mr. Saeed Ahmed Soomro, DG Admin / Sec.to Authority
PAS	i. Mr. Nauman Khan, General Secretary, PAS. ii. Mr. Ammad Danish, Executive Council, PAS. iii. Mr. Qamar Abbas, CEO, PAS.
PBA	i. Mr. Shakeel Masud, PBA. ii. Mir Ibrahim Rahman, PBA. iii. Mr. Naveed Kashif, PBA.
PTV	Nominee of MD PTV.
Media Agency	i. Mr. Ateeq Ur Rehman, WPP Media *formerly GroupM Pakistan.* ii. Mr. Farhan Khan, M/s. Starcom.

2. The scope of the JIRC, shall be as defined in Regulation 17 of "PEMRA TAM Regulations-2018 as amended upto 2024".

13/02/2026

Director Licensing
(Broadcast Media)

Distribution:

- All Members of JIRC

CC:

i. DG to Executive Member, PEMRA HQs, Islamabad.
ii. Director IT, PEMRA (with a request to upload the notification on PEMRA website)