PEMRA

PAKISTAN ELECTRONIC MEDIA REGULATORY AUTHORITY HEADQUARTERS ISLAMABAD

PEMRA Headquarters
Building, 4th Floor, Mauve
Area G-8/1, Islamabad.
Ph: 051-9107117
Fax: 051-9107165

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

26th February, 2026

Subject: **Notification for the appointment of Chairman "Joint Industry Regulatory Committee (JIRC)" under PEMRA Registration / Accreditation of Television Audience Measurement (TAM)/ Rating Service Regulations-2018 as amended upto 2024**

On the recommendation of the majority of the members of JIRC, Chairperson PEMRA has been pleased to appoint Mr. Sarfaraz Ahmed Rehman as Chairman "Joint Industry Regulatory Committee (JIRC)" for a period of one year effective from 26-02-2026 under Regulation 17.3 of "PEMRA Registration / Accreditation of Television Audience Measurement (TAM))/ Rating Service Regulations-2018 as amended upto 2024".

2. The Chairman JIRC will be paid a meeting fee of Rs. 40,000/- (inclusive of taxes) plus boarding & lodging, where applicable.

Director General Licensing
(Broadcast Media)

Distribution:

i. All members of JIRC.
ii. Registered TAM companies.
iii. Director IT, PEMRA *(with a request to upload the notification on PEMRA website)*