

DOCUMENTS REQUIRED ALONG WITH APPLICATION:

The applicant company shall submit following documents along with application:

1. The applicant company shall submit the duly filled application form (**Schedule-A**) along with all information required therein; any missing information may lead to disqualification.
2. Board Resolution of the applicant company authorizing filing of the application for registration/accreditation of TAM service.
3. True attested Certificate of Incorporation, Memorandum & Articles of Association and Forms from SECP regarding ownership/management of the Applicant Company, the holding & Shareholding Company (if any) in the applicant e.g. Form A, Form 29, Form 3 (if any), etc.
4. Copy of NTN certificate of the applicant company & where applicable that of its holding company, any shareholding company etc.
5. A description of the applicant company's ownership and control structure, including its holding company, any shareholding company (if any) etc.
6. Names, detailed CVs, NTN & income tax filer certificates of the Directors / shareholders of the applicant company & where applicable, those of the holding company, any shareholding company etc.
7. Attested copies of CNICs of Directors and shareholders or Passports of the Directors (in case of foreigner).
8. Summary of other businesses of the applicant company, if any.
9. Audited accounts/ financial statements and annual reports of recent last two years of the applicant company including those of its holding company or any of its shareholding company, where applicable.
10. Income tax returns of the applicant company, its shareholding or holding company, where applicable, for recent last two years, otherwise the tax returns/tax filer certificates of the Directors/shareholders, for the last two years.
11. Bank statement of the applicant company for last one year or in case of new company proof of bank account of the applicant company and bank statements having details of last one year of the Directors / shareholders of the company.
12. Detailed financial feasibility.
13. Detailed technical feasibility.
14. Demand Draft or Pay Order in favour of PEMRA amounting to rupees two hundred thousand only (Rs. 200,000/-) as application processing fee, which shall be non-refundable.
15. Affidavit of applicant company that neither the applicant company nor any of its Directors or shareholders are defaulter of PEMRA, any financial institution, or government and tax authorities and that the company or any of its Directors or

shareholders have never been blacklisted (**Schedule-B**);

16. Affidavit of applicant company that it shall abide by all relevant PEMRA Laws, terms of registration and directions issued by the Authority from time to time (**Schedule-C**);
17. Affidavit of the applicant company that neither the applicant company nor any of its Directors or shareholders are directly or indirectly owning, controlling or operating any broadcasting, landing rights, advertising or any other television rating service (**Schedule-D**);
18. Affidavit to the effect that all information submitted along with the application are true and nothing has been concealed or misrepresented therein. Any concealment of facts or misrepresentation revealed subsequently may result in disqualification of the applicant and or cancellation of registration / accreditation (**Schedule-E**).
19. Soft / scanned copy of the filled application form and all allied documents.

Schedule-A

**APPLICATION FORM FOR THE REGISTRATION /
ACCREDITATION OF THE
TELEVISION AUDIENCE MEASUREMENT
(TAM)/RATING SERVICE**

(To be submitted in triplicate)

- To be submitted after printing on A4 paper size;
- Give complete answers, use extra sheets if required, attach copies of other relevant documents, if required, to illustrate an answer;
- Use the typescript or write in black ink in CAPITAL letters;
- Please attach documentary evidence of your authorization to act on behalf of the applicant company (**Annex-I**);

1. Profile of the applicant company

Company Name _____

Name of the CEO _____

CEO National Identity Card & Passport No. _____

Company registration No. _____

National Tax No. _____

Date of establishment/incorporation _____

Business Address _____

Mailing Address _____

Telephone No. _____ Cellular No. _____

Fax No. _____ Email _____

Website _____

Does the company have, or will it have offices outside Pakistan? If so, please specify the countries

Location of applicant's Head Office _____

Paid-up Capital of the Company Rs. _____

Bank account details for any reimbursement in future (if any) _____

Amount of application processing fee paid Rs. _____

Bank Draft/Pay Order No. _____

Please attach the pay order for processing fee in original.

Projected date of start of operation: _____

2. Information to be provided:

The following information and documents need to be provided.

	Supplied Yes/No	Remarks
2.1 Company registration <ul style="list-style-type: none">a. Certificate of Incorporation with SECPb. Statutory Returnsc. Memorandum & Articles of Associationd. Forms regarding ownership/management of the applicant company, e.g. Form A, Form 29, Form 3, etc.e. Copy of NTN certificate		
2.2 clear, comprehensive and detailed view of the candidate ownership and control structure, including sister companies. <ul style="list-style-type: none">a. Description of ownership & control structureb. Description of all direct and indirect relationship with companies or individuals who own, control or operate directly or indirectly any broadcast media licence or landing rights permission, including any common shareholder, director or ultimate beneficiary.c. Description of all direct and indirect relationship with companies or individuals who own, control or operate directly or indirectly any broadcast media / rating service including any common shareholder, director or ultimate beneficiary if any.d. Forms provided for identifying foreign shareholding of the applicant companye. Forms provided for identifying foreign shareholding of foreign companies that hold shares in the applicant companyf. List of Directors and shareholders with details of their shareholding, relations to other PEMRA licensees and applicants if any		

<p>2.3 Company profile</p> <ul style="list-style-type: none"> a. Names of the members of the Board Directors and the shareholders, along with their detailed CVs, an attested copy of CNIC & copies of passport (in case of foreign nationals), their job description and responsibility in the Company. b. Description of the rating service experience of the company, of key management personnel and of key shareholders if any c. Organisation chart d. Other businesses (if any) of the company e. The audited financial statements of the company for the last 2 years where applicable f. Tax return for the company for the most recent two years; if not applicable, the tax returns / filer certificates of the Directors of the company for the last two years. g. List of other companies in which the Directors hold shares or position, directly or indirectly. 		
<p>2.4 Summary of the rating services company intends to provide:</p>		
<p>2.5 Description of the financial capability of the company</p>		
<p>2.6 Summary of the project financial feasibility, including:</p> <ul style="list-style-type: none"> a. Brief Description of the project b. Capital costs with break-up c. Forecast balance sheets, profit & loss accounts / income statements and cash flow statements for the first 5 years of operation showing the source of revenues (subscriptions, advertisement, etc.) d. Break-even analysis & payback period, Sources of financing, foreign and local, including equity and long term debt and debt to equity ratio. e. Brief description of committed financial resources to meet capital and operational expenditures of the project for the 1st year, with relevant proofs, such as bank statement of company's accounts, letter of intent or memorandum of understanding signed with the relevant investors or banks. If such financial commitments are from foreign company shareholders, include evidence of the foreign shareholder board resolution authorising the investment for the teleport services. 		
<p>2.7 Summary of the project technical feasibility.</p>		
<p>2.8 Description of how the company will contribute to the economic and social objectives such as:</p> <ul style="list-style-type: none"> a. Generating economic activity b. Generating direct and indirect employment 		

c. Attracting private sector investment and FDI in electronic media		
2.9 Undertakings and affidavits and Power of attorney		
a. Undertaking as per annexures		
b. Power of Attorney, on stamp paper and executed, notarized, witnessed, stamped and authenticated as required by law, as evidence for grant of authority in individual signing the application and related documents.		
2.10 Board resolution		
Board resolution of the applicant company authorizing filing of the application for Registration / accreditation of Rating Service		

3 Organizational Setup

3.1 Details regarding Ownership / Control of the Company:

(Information regarding CEO, Directors and Shareholders).

S. No.	Name	Father/ Spouse name	Home Address	Nationality	Position in the Company	NIC #	Extent of Share	Any other details

(Please attach organisational chart/financial standing/position. Use separate sheets if required)

3.2 Names and addresses of the ultimate beneficial ownership of the Company

S. No.	Name, address, NIC Number, Passport No.

(* Use additional sheet if required)

3.3 Details of other applications of the company under process with the Authority (if any)

S. No.	Description /Category/ Application for	Date of Application	City/Area/ Region	Any other details

4 **SHAREHOLDING PATTERN OF APPLICANT COMPANY**

Shareholding of (company name) _____

As of (date) _____

Face value of the Share, Rs. _____

S. No	Category of Shareholders	Shareholding			
		Direct Investment		Indirect Investment	
		No. Of shares	% of total Paid Up capital	No. Of shares	% of total Paid Up capital
1	Local individual				
2	Local company*				
3	Foreign individual				
4	Foreign company				
5	Non-Resident Pakistani				
6	Any other				

* The shareholding information of any local shareholding company shall also be provided.

UNDERTAKING

TO BE ATTESTED BY OATH COMMISSIONER ON STAMPED PAPER OF RS. 100 or above.

I/We _____, the applicant company do hereby declare that the all facts given herein are correct in all respects and nothing has been concealed or misrepresented therein. I/We also undertake that:

- I/we shall respect the sovereignty, security, integrity and ideology of the Islamic Republic of Pakistan.
- I/we shall respect the national, cultural, social and Islamic values and the principles of public policy as enshrined in the Constitution of the Islamic Republic of Pakistan and to safeguard the ideology of Pakistan.
- I/we have read and understood the eligibility criteria and shall strictly comply with the same in letter and spirit.
- I/we, if registered, shall comply with relevant PEMRA laws, these regulations, terms & conditions and directions issued by the Authority from time to time and pay the requisite fee, annual fee etc. and such percentage of annual gross revenue as determined by the Authority.
- I/we shall obtain NOC from the Authority before import of any equipment under Section 20 of the PEMRA Ordinance 2002.
- I/we shall not sell, transfer or assign any of the rights conferred by the registration without prior permission of the Authority.
- I/we have provided all documents which are required to be submitted along with the application for registration of rating agency and shall provide any further information if and when required by the Authority.

Seal of the Company

Signature of Applicant

For and on behalf of

M/s. _____

Place _____

Dated _____

Attested by Magistrate 1st Class on stamped paper of Rs. 100 or above

RECEIPT

Received Application Form S. No. _____ along with Application

Processing Fee, amounting Rs. _____ through Pay Order/Bank Draft
No. _____

_____ from
Bank _____

_____ today on
_____ (date).

For Pakistan Electronic Media Regulatory Authority, Islamabad

SCHEDULE-B

NON-DEFAULTER STATUS AFFIDAVIT

(To be provided on Stamp Paper of Rs. 100 or above and attested by Oath Commissioner)

I, _____ S/o _____

(Designation) _____ of M/s _____

(hereinafter referred as “the applicant company”) do hereby solemnly state and affirm on oath that neither the applicant company nor any of its CEO, Directors and shareholders are defaulter of PEMRA, any financial institution, tax authorities or the Government of Pakistan or any provincial and Local Government.

M/s _____ do hereby solemnly state and affirm on oath that neither the applicant company nor any of its CEO, Directors and shareholders have ever been blacklisted by PEMRA, any organization of the Government of Pakistan or any other government.

DEPONENT

VERIFICATION:

I, the above named deponent do hereby solemnly affirm on oath that the contents of the above affidavit are correct and true to the best of my knowledge and nothing has been concealed therein.

DEPONENT

SCHEDULE-C

AFFIDAVIT FOR COMPLIANCE

(To be provided on Stamp Paper of Rs. 100 OR above and attested by Oath Commissioner)

I, _____ S/o _____

(Designation) _____ of M/s _____

(hereinafter referred as “the applicant company”) do hereby solemnly state and affirm on oath that the applicant company and its CEO, Directors and shareholders shall abide by the relevant PEMRA laws, regulations, terms & conditions, as well as the directions issued by the Authority from time to time. I also undertake to pay the applicable registration fee, annual fee including the percentage of the gross revenue, performance bank guarantee as provided for in these regulations or as approved by the Authority from time to time and applicable taxes.

DEPONENT

VERIFICATION:

I, the above named deponent do hereby solemnly affirm on oath that the contents of the above affidavit are correct and true to the best of my knowledge and nothing has been concealed therein.

DEPONENT

SCHEDULE-D

AFFIDAVIT - CROSS MEDIA OWNERSHIP

(To be provided on stamp Paper of Rs. 100 or above and attested by Oath Commissioner)

I, _____ S/o _____

(Designation) _____ of M/s _____

(hereinafter referred as “the company”) do hereby solemnly state and affirm on oath that neither the applicant company nor any of its CEO, Directors or shareholders directly or indirectly own, operate or manage any broadcast media licenses, landing rights or an advertising agency or any other rating agency.

DEPONENT

VERIFICATION:

I, the above named deponent do hereby solemnly affirm on oath that the contents of the above affidavit are correct and true to the best of my knowledge and nothing has been concealed therein.

DEPONENT

SCHEDULE-E

AFFIDAVIT FOR CORRECT INFORMATION

(To be provided on stamp Paper of Rs. 100 or above and attested by Oath Commissioner)

I, _____ S/o _____

(Designation) _____ of M/s _____

(hereinafter referred as “the applicant company”) do hereby solemnly state and affirm on oath that all the information submitted alongwith the application and documents provided are true and nothing has been concealed or misrepresented therein and that any concealment of facts or misrepresentation revealed subsequently may result in our consequent disqualification and or cancellation of our registration as the case may be.

DEPONENT

VERIFICATION:

I, the above named deponent do hereby solemnly affirm on oath that the contents of the above affidavit are correct and true to the best of my knowledge and nothing has been concealed therein.

DEPONENT

AUTHORITY LETTER

**(To be submitted on Stamp Paper of Rs. 100 or above, duly attested by Oath
Commissioner, accompanied with Board Resolution)**

M/s (the Applicant Company) ----- here by authorize

Mr./Ms. -----S/o/D/o -----

holding CNIC No. / Passport No. -----(attested copy attached) Designation: -----of
the applicant company to submit application for registration / accreditation for rating service and
make any statement or give any undertaking on behalf of the company.

Chief Executive Officer
Seal/Stamp of the Applicant Company
Date:
(Attorney)