



**PAKISTAN ELECTRONIC MEDIA
REGULATORY AUTHORITY
HEADQUARTERS
ISLAMABAD**

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F. No. 10-11 (01) TAM-18 / 343

5th May, 2020

Subject: **Notification for the Formulation of “Appellate Forum” under PEMRA Registration / Accreditation of Television Audience Measurement (TAM)/Television Rating Points (TRP) Rating Service Regulations-2018 as amended in 2019**

In compliance with Regulation 8.2 of “PEMRA TAM Regulations-2018 as amended in 2019” the Competent Authority is pleased to formulate “Appellate Forum” comprising of following members:

Members from PEMRA:

- i. Sardar Arfan Ashraf Khan, DG (Licensing - Distribution)
(Chairman/Head Appellate Forum)
- ii. Mr. Sohail Asif Ali Khan, DG (Ops-Broadcast)
- iii. Mr. Tariq Mehmood, GM (Licensing-BM)
- iv. Mr. Tahir Farooq Tarar, DGM/Head Legal

Members from Pakistan Advertisers Society (PAS):

- i. Mr. Asif Aziz, Chairman PAS
- ii. Ms. Zeelfa Munir, Vice Chair, PAS

2. The scope of the Appellate Forum, shall be as defined in Regulation 8.2 of “PEMRA TAM Regulations-2018 as amended in 2019”.

**Director General Licensing
(Broadcast Media)**

Distribution:

- i. Chairman/Members of Appellate Forum.
- ii. Executive Director, PAS
- iii. Registered TAM companies.

CC:

- i. DGM to Chairman.
- ii. DGM IT (with a request to upload the notification on PEMRA website)