



**PAKISTAN ELECTRONIC MEDIA
REGULATORY AUTHORITY
ISLAMABAD**

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Operations Wing,
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No.13(89)/OPS/015/.....²²¹³

June 8, 2020

All Satellite TV Channel Licensees

Subject: Prohibition of TVC "Power Full (Energy Drink)"

Whereas, it has monitored that most of the Satellite TV channels are airing a TVC of "Power Full (Energy Drink)". The content of the advertisement is considered to be indecent, vulgar and against the Islamic values, social norms and ethics of Pakistani society. PEMRA is continuously receiving complaints and wrath from general public through Pakistan Citizen Portal (PCP) and PEMRA Complaints Call Centre. Public at large is criticizing concept of this advertisement which is promoting vulgarity and unethical norms, especially among the youth.

2. Whereas, all PEMRA licensees are obliged to ensure that content aired through their respective satellite TV channel must be in conformity with Electronic Media (Programmes and Advertisements) Code of Conduct, 2015.

3. Whereas, Article 19 of the Constitution of Islamic Republic of Pakistan guarantees freedom of expression subject to certain restrictions (including decency or morality) to be imposed by law. The said provision is reproduced as follows:

19. Freedom of Speech etc.- *"Every citizen shall have the right to freedom of speech and expression, and there shall be freedom of press, subject to any reasonable restrictions imposed by law in the interest of the glory of Islam or the integrity, security or defence of Pakistan or any part thereof, friendly relations with foreign states, public order, decency or morality, or in relation to contempt of court, commission of incitement to an offence."*

4. Whereas, Section 20(c) of PEMRA (Amendment) Act 2007 read with Rule 15(1) of PEMRA Rules 2009 and Clause 3(1)(a), 3(1)(e), 12 & 14 of Electronic Media (Programmes and Advertisement) Code of Conduct, 2015 prohibits airing of any indecent, obscene, vulgar or pornographic content.

5. Now, therefore, the TVC of "Power Full (Energy Drink)" is hereby prohibited under Section 27 of PEMRA (Amendment) Act, 2007 with immediate effect. In case of non-compliance, legal action shall be initiated under Section 29 and 30 of PEMRA Ordinance 2002 as amended PEMRA Amendment) Act, 2007.

6. This issues with approval of the competent authority.


(Muhammad Fahir)
General Manager
(Operations-Broadcast Media)

Copy to:

- i. Director General (Licensing-Broadcast Media).
- ii. General Manager (Monitoring).
- iii. Head (Legal).
- iv. Dy. General Manager, Chairman Secretariat.
- v. AGM Executive Member Secretariat.