

## Schedule “D”

### Rules for Clearance of Digital Media Outstanding Dues

#### Preamble:

Over the last couple of years, just like all other countries, the digital media in Pakistan has also gained significance and the Satellite TV Channels have also put their digital products front and center due to the emerging potential market of digital media advertising in Pakistan.

Just like in case of electronic media, for their digital media segment, electronic media industry has felt the need for a trusted body that they can turn to for advice and support.

Since for almost a decade now, Pakistan Broadcasters Association has been championing the cause in the interest of electronic media industry and working as a central welfare organization for electronic media including TV Broadcasters, Radio broadcasters and Advertising Agencies. With regard to growing broadcast medium, on its members’ request PBA has decided to provide services for the clearance of their digital media outstanding dues and dispute resolution between digital broadcasters, advertising agencies and advertisers. PBA also aims at playing its part in the growth and development of digital media in Pakistan and to encourage digital innovation.

#### **Complaints Procedures:**

1. Any member broadcasters having more than one digital property shall be required to register each additional digital property separately.
2. Application of a member broadcaster for the registration of its each individual digital property for clearance must be made on the prescribed form – D and such Application shall be eligible for consideration only if it is accompanied by fee as mentioned below

a. Non-refundable Application Fee	Rs. 10,000/-
b. Registration Fee	Rs. 100,000/-
c. Annual Subscription Fee	Rs. 100,000/-
d. Annual Subscription Fee for an Additional Digital Property	Rs. 75,000/-

The above fee shall be paid in form of a Pay Order in the name of the Association.

3. The application received by the Association shall be placed before the Scrutiny Committee. The Scrutiny Committee shall scrutinize and determine whether the application should be sent for consideration to the Board of Directors. If the Scrutiny Committee comes to the conclusion that the application should not be placed before the Board of Directors, the application shall be rejected and the applicant shall be informed. In case the Scrutiny Committee by a simple majority comes to the conclusion that an applicant should be registered for digital clearance, the Committee shall recommend the

case for final approval of the Board of Directors. The Board of Directors may grant the application of registration for the digital clearance by vote of simple majority. In case of rejection by any means, the applicant shall be eligible to re-apply after a period of 1 year has elapsed from the date of the communication of the refusal.

4. The Digital Media Broadcasters / Properties registered under these rules will lodge their complaints with Association Secretariat **through e-clearance software** for non-payment of their digital media outstanding dues pertaining to the relevant clearance period on the 10<sup>th</sup> of the payment month in accordance with the clearance calendar.
5. All reported digital media outstanding dues must be paid to the Association and no defaulting Agency / MBH will be exempted under any circumstances whatsoever.
6. The Advertising Agencies / MBHs will be entitled to the agency commission, prevailing in the market, on the business placed by them on the Digital Media / Property registered under these rules on behalf of their respective clients.
7. In case of default in clearing the reported outstanding dues of registered digital media broadcasters / properties, action shall be initiated in the following manner;
  - a. The Secretariat will initiate action of suspension against the defaulting advertising Agencies / MBHs across all digital broadcasters/properties registered under these rules and the Agencies / MBHs so suspended will only be restored on payment of the reported digital media outstanding dues, restoration fee and a Late Payment Surcharge (LPS) in accordance clause 15 of Rules and Regulations.
  - b. In case the default in payment of the reported outstanding dues of digital media continues till one month the defaulting advertising agency/MBH shall also be suspended across all satellite member broadcasters.
8. However, the Secretary General can allow extension upto 7 days and further extension upto 14 days with approval of the Chairman, to the advertising agencies/MBHs applying in this regard. In addition to the above, in case the further extension is sought the matter will be referred to the Executive Committee, which will be empowered to grant further extension/rescheduling, in consultation with the stakeholders, subject to plausible justifications.
9. No Digital Media Broadcaster/property shall run/accept advertisement of a suspended Agency/MBH, or a blacklisted client. In the event of violating this rule, the violating Member shall be liable to a fine equivalent to the 100% of invoice value.
10. Any or all disputes between an accredited Agency / MBH and a Digital Media Broadcast House/Property, related to the placement of business shall be referred to Dispute Resolution Committee. The DRC shall conduct dispute resolution in accordance with the rules and regulations governing conduct of advertising agencies & MBHs.

## Fee Structure for Digital Property

<b>a.</b> Non-refundable Application Fee	Rs. 10,000/-
<b>b.</b> Registration Fee	Rs. 100,000/-
<b>c.</b> Annual Subscription Fee	Rs. 100,000/-
<b>d.</b> Annual Subscription Fee for an Additional Digital Property	Rs. 75,000/-



**APPLICATION – REGISTRATION FOR CLEARANCE OF  
DIGITAL MEDIA BROADCASTER / PROPERTY**

The Secretary General  
Pakistan Broadcasters Association  
(PBA) Karachi

I/We request you to enroll me/us as a member of the digital property of Pakistan Broadcasters Association. The necessary particulars are given below:

<b>Digital Property Member Name</b>			
<b>Language(s)</b>			
<b>Website URL</b>			
<b>Address</b>			
<b>Telephone</b>		<b>Fax</b>	
<b>Mobile</b>		<b>Email</b>	
<b>Whether it has been in continuous operation, if so since when?</b>			
<b>Digital Property Type</b>	<input type="checkbox"/> Website <input type="checkbox"/> APP <input type="checkbox"/> Other		
<b>Digital Property (ies) details. e.g.:</b> <ul style="list-style-type: none"><li>• Website: <a href="http://mywebsite.com">http://mywebsite.com</a></li><li>• Facebook: <a href="https://fb.com/PAGENAME">https://fb.com/PAGENAME</a></li><li>• YouTube: <a href="https://youtube.com/PAGENAME">https://youtube.com/PAGENAME</a></li><li>• Others (if any):</li></ul>			
<b>Name of the representative, who will manage/represent the digital property</b>			
<b>Name</b>		<b>Designation</b>	
<b>Mobile</b>		<b>Email</b>	

**UNDERTAKING**

I/We the \_\_\_\_\_ Do hereby solemnly declare that I/We shall abide by the Rules and Regulations of the PBA and further I/We shall honour the commitments made by the PBA under their Constitution towards all our clients and Advertising Agencies.

I/We also undertake to follow the Code of Ethics prescribed or approved by the PBA.

Cheque/Draft/Pay order on account of fee for Digital Property as per fee schedule drawn in favour of "**Pakistan Broadcasters Association**" is enclosed herewith:

Date: .....

For and behalf of the  
Broadcaster Proprietor/Chief Executive/Senior Executive