



PBA PRESS RELEASE - MAY 1, 2019

1 message

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To: info@pba.org.pk

Cc: secretarygeneral@pba.org.pk

Wed, May 1, 2019 at 7:25 PM

The News Director,

Dear Sir,

Please broadcast the following Press Release of PBA in News Bulletins / Tickers on your esteemed channel.

PRESS RELEASE

Karachi, May 1, 2019: Pakistan Broadcasters Association has strongly objected to and condemned PEMRA's decision to conduct the auction proceedings for the issuance of new licenses for Satellite TV Broadcast Stations on 2nd May, 2019, and 3rd May, 2019, without deciding the representation filed by Pakistan Broadcasters Association against the issuance of such new licenses for Satellite TV Broadcast Stations. The said representation had been filed by Pakistan Broadcasters Association in compliance of the Orders passed by the Honourable High Court of Sindh, however, PEMRA, in complete negation of the spirit of the aforesaid Orders, has decided to go ahead with the issuance of new licenses for Satellite TV Broadcast Stations while keeping the representation of Pakistan Broadcasters Association as pending.

The present cable system in Pakistan is mainly based on the analogue system which has a capacity to carry a maximum of 80 channels at one given time. At present PEMRA has already issued 121 licenses for Satellite TV Broadcast Stations which means that at any given time at least 40 channels cannot be aired. Therefore, issuance of further licenses will put a large number of channels off air resulting in irrecoverable losses to the media industry which is already suffering due to the economic slowdown.

Pakistan Broadcasters Association further stated that till the time the analogue distribution system is converted to the digital system new TV licences must not be issued as this exercise of PEMRA will lead to the destruction of the local broadcast industry. Pakistan Broadcasters Association also appealed to the Prime Minister to intervene and stop the process immediately.

Regards,

Muhammad Ali Butt
Executive Director



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