

September 9, 2015

The News Director,

*Secretariat*

Dear Sir,

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

**PRESS RELEASE**

*“Karachi, September 9, 2015: The Board of Directors of Pakistan Broadcasters Association (PBA) met Wednesday September 9th 2015 in continuation of television audience measurement (TAM) tampering investigation that the Board had been undertaking since August 1. The meeting was 4th in a series of Board meetings since Medialogic, the television rating company, had made a complaint regarding tampering of viewership ratings by Express channels (Television Media Network).*

*The PBA Board noted with concern that all types of disinformation was being spread about the said TAM tampering issue which was adversely affecting the credibility of the TV media and advertising industry. The PBA Board regretted that instead of resolving the issue within the auspices of the PBA as agreed by both parties - the Express group, followed by Medialogic, have resorted to a media campaign against each other which is detrimental to the interests of the entire industry. Both parties have been recommended to stop the media campaign and let PBA carry on a proper investigation/inquiry on merit without fear or favor.*

*In order to clarify the matter and negate any disinformation being spread, the PBA Board has decided to apprise the public and all stakeholders of the salient aspects of this issue which are as follows.*

*Over 40 days ago, Medialogic made a complaint to PBA Medialogic and subsequently presented the following alleged evidence to the full Board of PBA 1) Affidavits of household members who claimed they were asked to watch Express channels in return for money 2) Affidavits of three Medialogic employees who claim they were paid by people to push the watching of Express channels 3) Bank account and financial*



*transactions showing Express companies paying certain Express employees who then paid Medialogic staff members through banking channels 4) a TV recording where an Express employee is asking Medialogic person to tamper ratings and in case of any negative consequences the following Express Group's companies will have vacancy for you 5) Analysis of loss to advertisers and broadcaster due to the manipulation amounting to Rs.45 crores which was minimum benefit also to Express channels*

*However so far Express has failed to provide any evidence or counter allegation to PBA Board, even though additional time was asked from PBA which was given.*

*PBA had also asked an international auditor previously used by PBA to audit TAM systems, after consulting local and international parties, to conduct an independent audit regarding the allegations of TAM tampering. PBA will announce the result of its investigation/inquiry after hearing both parties.*

*Accordingly, a show cause notice has been issued by PBA to the Express group along with the evidence presented by MediaLogic and the international audit report. As per PBA rules, Express has 10 days to give its version, defense, or counter allegation to PBA. Moreover, in order to ensure absolute neutrality in this regard, the PBA Board has - as per the PBA rules - temporarily suspended the PBA membership of Express pending the show cause proceedings as the latter is also Secretary General of PBA.*

*The above was passed unanimously by the PBA Board including the following members:*

*APNA, AAJ, TV One, KTN, Dunya, Dawn, Samma, ARY, HUM, Radio FM 91, HUM FM 106.2, Radioactive FM 96, Sind TV and GEO".*

*Sincerely for,*  
**Pakistan Broadcasters Association-**



**Muhammad Ali Butt**  
Executive Director