

## **PRESS RELEASE**

**Karachi: September 20, 2015:** The Board of Directors of Pakistan Broadcasters Association (PBA) met on Saturday, September 19<sup>th</sup> 2015. The meeting was 5<sup>th</sup> in a series of Board meetings since Medialogic, the television audience measurement company, had made a complaint regarding tampering of viewership ratings by Express channels (Television Media Network).

In previous Board meetings PBA had decided to ask a third party international auditor to independently investigate the allegations of Medialogic against Express.

The purpose of the meeting was, firstly, to hear the independent auditor, and to allow Board members and the accused Express News, an opportunity to ask him any questions and, secondly, to conduct a hearing of the show cause proceedings and reach a decision regarding the tampering allegation.

Mr. Robert Ruud, the international auditor, told the Board that over 8 months of data of all the channels was audited including Express, representing 6,000 individuals in the TAM (Television Audience Measurement) panel and 12 million data points. The auditor concluded that there was undeniable evidence of tampering in favor of Express channels. While Mr. Robert Ruud appeared and duly clarified aspects of his report and answered the queries from the Board, the hearing of the show cause proceedings could not be concluded due to the non-appearance of Mr. Sultan Lakhani (Express News) who through an email asked for more time and more documents to file a reply. In the interests of justice, the PBA Board allowed Express News 10 more days to file reply and appear before the Board. The Board also extended the earlier suspension of Express News from the PBA until conclusion of the show cause proceedings.

The above was passed unanimously by the PBA Board.

About Robert Ruud: Rudd is a technical adviser to the Norwegian Media Businesses' Association and has played a central role in introducing TAM meters in Norway. Robert has a Masters of Social Science from Oslo University and has done TAM audits and consulting in Romania, Norway, Lebanon, UAE, Poland, Ukraine, Russia, Switzerland, Denmark, Czech Republic, Bulgaria, Croatia, South Africa and Pakistan.

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