

KARACHI, March 21, 2016: Today, a historic milestone was achieved for Media and Advertising Industry in Pakistan when the first session of the Joint Industry Committee (JIC) took place comprising of members from both the representative bodies of broadcasters and advertisers in Pakistan - Pakistan Broadcasters Association (PBA) and Pakistan Advertisers Society (PAS). The Board of PAS has nominated the following members to represent them in JIC: Bank Alfalah, Unilever, Tapal, Procter & Gamble Pakistan, Coca Cola, and National Foods, while the PBA board has nominated Geo, ARY, Dawn, HUM, Dunya and TV One.

PBA and PAS have been working towards establishing a body which can tackle issues common to both Advertisers and Broadcasters in the industry. In a major step for the first time in the history of Television Industry in Pakistan, PBA and PAS have formed a JIC which includes equal representation from both industry bodies.

JIC, amongst other things, will work towards establishing a market reliable, authentic, tamper proof and consistent system of television audience measurement. JIC will also work towards raising the competitiveness of television and other communication platforms while establishing effective mechanisms to promote transparency and quality.

In the first session of the JIC, which took place today at the PBA Secretariat, Mr. Sarfaraz Rehman was unanimously elected as Chairman of the JIC. Mr. Sarfaraz Rehman is the ex CEO of Engro Foods and has previously served in Unilever and as Country Manager for PEPSI Co. Both PBA and PAS congratulated Mr. Sarfaraz Rehman and welcomed him as the first Chairman of JIC.

PBA and PAS look forward to this historic collaboration between Broadcasters and Advertisers through the JIC and extend their full support to the Chairman and Members of the JIC to take up issues that are common to both Broadcasters and Advertisers