

PBA/05/17/Cir-13414
May 16, 2017



All Members / Associate Members
Pakistan Broadcasters Association

Secretariat

Dear Members,

You will be glad to know that significant progress has been made on the formation of a Joint Industry Committee (JIC). We are now calling it the 'Broadcasting and Advertising Council' (BAC). The scope of BAC is to supervise and address all issues related to Television Audience Measurement System. The body will also take up the larger industry issues referred to it by the respective representative bodies i.e. PBA, PAS and MBHs and will act as an industry platform to facilitate best practices and developments in the industry.

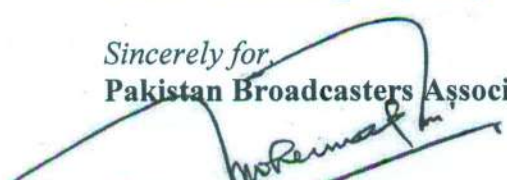
In order to achieve its objective, BAC has successfully completed the TAM (TV Audience Measurement) pitch conducted jointly by PAS, PBA and MBHs last year. The project has been awarded to Medialogic with an expanded scope of 1,800 households that will cover entire Urban and Peri Urban Pakistan.

Timelines for the project have been decided and if all goes well, we will be looking at expanded panel data by Jan 1, 2018. A TAM sub-committee comprising leading Advertisers, Broadcasters and Media Buying Houses has been formed and this committee will now supervise the roll out of expanded panel data in collaboration with Medialogic as well as the international consultants CESP.

Here we would also like to inform everyone that any client query or concern related to TAM service/data should now be addressed to this committee. This committee has the authorization from respective industry bodies as well as the technical resources to take up and effectively address these queries. Please contact the BAC Office with any suggestions/concerns/questions you may have:

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Sincerely for,
Pakistan Broadcasters Association


Muhammad Ali Butt
Executive Director