



**PAKISTAN ELECTRONIC MEDIA  
REGULATORY AUTHORITY  
ISLAMABAD**

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**PRE SS R E L E A S E**

**PEMRA IMPOSES FINE OF RUPEES ONE LAC ON NEO TV CHANNEL AND  
DIRECTS TO AIR APOLOGY, ON NONCOMPLIANCE, CHANNEL LICENSE  
SHALL BE SUSPENDED ON MAY 26, 2016**

Pakistan Electronic Media Regulatory Authority (PEMRA) imposed fine of Rs. One Lac on NEO TV Channel for airing indecent language used by Ms. Qandeel Baloch during the program "Ajeeb Sa". PEMRA has ordered the said channel to tender apology and deposit fine by May 26, 2016 by 4 p.m. In case of failure to deposit the fine and to air apology by 26-05-2016 (4 p.m.) license of the channel shall be suspended.

This fine is imposed as a consequence to show cause notice dated 11-04-2016 issued to M/s Fun Infotainment (SMC-PVT Ltd) / NEO TV on the basis of various public complaints received on PEMRA twitter account and Complaint Cell against the program titled "Ajeeb Sa" dated 10-04-2016, wherein derogatory remarks against the Pakistani Nation were aired.

However, NEO TV channel did not respond to the aforementioned show cause notice, subsequently channel was given seven days but it abstained from responding to PEMRA.

Now therefore, license shall be suspended on the given date if channel fails to comply with PEMRA's decision in letter and spirit.

**(Muhammad Tahir)  
General Manager (Media & PR)**