



**PAKISTAN ELECTRONIC MEDIA
REGULATORY AUTHORITY
ISLAMABAD**

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PRESS RELEASE

**PEMRA ISSUES WARNING TO ARY DIGITAL FOR AIRING ADVERTISEMENT
PROHIBITED BY PEMRA**

Pakistan Electronic Media Regulatory Authority has issued a warning to ARY Digital to not air any Advertisement/Commercial prohibited by PEMRA and to ensure strict compliance.

PEMRA had issued a show cause notice to ARY Digital on July 15, 2017 for defying PEMRA's order where the regulatory authority had prohibited the broadcast or re-broadcast of "IGLOO" Advertisement and had directed the management of the channel to explain its position in writing as well as appear for personal hearing.

Considering the stance taken by the management of ARY Digital in its reply and during personal hearing, PEMRA has not only warned the channel to not air any Advertisement/Commercials prohibited by PEMRA but has also warned the channel that in case of repeated violations, strict legal action will be taken against the channel.