



**PAKISTAN ELECTRONIC MEDIA  
REGULATORY AUTHORITY  
ISLAMABAD**

PEMRA Headquarters,  
Maive Area G-8/1,  
Islamabad.  
Tel: 9107109  
Fax: 9107129

F. No. 2(05)/PR-2015/I

Islamabad: August 10, 2017

**PRESS RELEASE**

**PEMRA ISSUES WARNING TO APNA TV FOR AIRING INDECENT CONTENT  
IN THEIR MORNING SHOW**

Pakistan Electronic Media Regulatory Authority (PEMRA) has issued a warning to APNA TV for its morning morning show hosted by Baber Ali where the issue of infertility in males and females was discussed. During the discussion, the guest, Humair Asif over exaggerated certain terminologies/words which could have been avoided. Airing of such words are deemed offensive and against the generally accepted standards of our society. The channel should be mindful of the fact that majority of the families in our country watch television together and airing of any sensitive issue may create disturbance among the viewers and pollute innocent minds of children watching that particular program.

Airing of such content is in violation of of several clauses of PEMRA Ordinance 2002 as amended by PEMRA (Amendment) Act 2007 and Electronic Media Code of Conduct 2015.

PEMRA has directed the channel to be vigilant while airing morning shows and selection of content/language/conduct should be in compliance with PEMRA Laws.

The channel is also directed to appoint an effective and efficient In-House Committee and provide its details to the Authority within 15 days.