PEMRA

* Improve the standards of information, education and entertainment ;
* Enlarge the choice available to the people of Pakistan in the media for news, current affairs, religious knowledge, art, culture, science, technology, economic development, social sector concerns, music, sports, drama and other subjects of public and national interest ;
* Facilitate the devolution of responsibility and power to the grass roots by improving the access of the people to mass media at the local and community level ;
* Ensure accountability, transparency and good governance by optimization the free flow of information.

# FUNCTIONS

The Authority is responsible for facilitating and regulating the establishment and operation of all broadcast media and distribution services in Pakistan established for the purpose of international, national, provincial, district, and local or special target audiences.