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**A
BILL**

further to amend the Khyber Pakhtunkhwa Press, Newspapers,
News Agencies and Books Registration Act, 2013.

WHEREAS it is expedient further to amend the Khyber Pakhtunkhwa Press, Newspapers, News Agencies and Books Registration Act, 2013 (Khyber Pakhtunkhwa Act No. XX of 2013), for the purposes hereinafter appearing;

It is hereby enacted by the Provincial Assembly of Khyber Pakhtunkhwa as follows:

1. Short title and commencement.---(1) This Act may be called the Khyber Pakhtunkhwa Press, Newspapers, News Agencies and Books Registration (Amendment) Act, 2025.

(2) It shall come into force at once.

2. Amendment of section 2 of the Khyber Pakhtunkhwa Act No. XX of 2013.---In the Khyber Pakhtunkhwa Press Newspapers, News Agencies and Books Registration Act, 2013 (Khyber Pakhtunkhwa Act No. XX of 2013), hereinafter referred to as the said Act, in section 2,-

(a) for clause (a), the following shall be substituted, namely:

“(a) **“advertising agency”** means an agency, which is registered with the Information Department, in the prescribed manner, and operated for designing and release of advertisements, mainly for print and electronic media;”;

(b) after clause (c), the following new clauses shall respectively be inserted, namely:

“(c-i) **“cable television operator”** means a cable television licensee of Pakistan Electronic Media Regulatory Authority, who provides service through a cable television system or otherwise controls or is responsible for the management and operation of a cable television system;

(c-ii) **“campaign or promotional advertisements”** mean advertisements for projecting and showcasing the reforms initiatives, developmental achievements and activities or functions of Government, including public service messages and mass awareness campaigns;

(c-iii) **“classified advertisement”** means public notices, tender notices, auction notices, recruitment notices, absentees notices, expression of interests, request for proposals, court notices and statutory notifications;

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- (c-iv) **“digital advertising agency”** means agency, which is registered with the Information Department, and operated for designing and release of advertisements for social or digital media;”;
- (c) for clause (h), the following shall be substituted, namely:
- “(h) **“Information Department”** means the Information and Public Relations Department of Government;”.
- (d) after clause (l), the following new clause shall be inserted, namely:
- “(l-i) **“outdoor advertising agency”** means an agency, which is registered with the Information Department, in the prescribed manner, which also includes digital advertising agency, outdoor advertising agency, for executing outdoor campaigns, through billboards, digital-billboards, gantries, panaflexes, streamers, banners and transit advertising through buses or vehicles;”;
- (e) after clause (w), the following new clauses shall respectively be inserted, namely:
- “(w-i) **“social or digital media”** means websites, applications, social networking platforms that focus on communication, community-based input, interaction, content-sharing and collaboration;
- (w-ii) **“social or digital media advertisements”** mean all advertisements that are intended to be disseminated through social or digital media platforms; and
- (w-iii) **“social media influencers”** mean bloggers, vloggers, celebrity, online entrepreneurs or persons, who create engaging contents to inform, educate, entertain and motivate masses and own a social media page, account, site, online channel or blog with fans, following in Pakistan;”.

3. **Amendment of title of PART-II of the Khyber Pakhtunkhwa Act No. XX of 2013.**---In the said Act, in PART-II, for the title “PRINTING PRESSES, NEWSPAPERS AND NEWS AGENCIES, the title “PRINTING PRESSES, NEWSPAPERS, ADVERTISING AGENCIES, DIGITAL ADVERTISING AGENCIES AND OUTDOOR ADVERTISING AGENCIES” shall be substituted.

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4. **Amendment of section 6 of the Khyber Pakhtunkhwa Act No. XX of 2013.**---In the said Act, in section 6, for sub-section (8), the following shall be substituted, namely:

“(8) The declaration issued under this section may be transferred to another person on the application of the owner of the declaration in the manner as may be prescribed by rules:

Provided that the declaration of newspaper, after ten years of its authentication of the declaration, may be transferred to anyone by the publisher, subject to the condition that the new owner or publisher fulfills the requirements or conditions for publisher, as specified under this Act and on payment of fee as may be prescribed by rules.”.

5. **Amendment of section 21 of the Khyber Pakhtunkhwa Act No. XX of 2013.**---In the said Act, in section 21,-

- (a) in sub-section (1), for the word “periodical”, the word “newspaper” shall be substituted;
- (b) in sub-section (2), the words “or periodical” shall be deleted; and
- (c) after sub-section (2), as so amended, the following new sub-sections shall be added, namely:

“(3) For the purpose of this Act, Government advertisements shall include classified advertisements and campaign or promotional advertisements, run through print, electronic, outdoor and social or digital media platforms.

(4) The advertising agencies, digital advertising agencies, outdoor advertising agencies and social media influencers shall be allowed to work with public sector, under sub-section (3), that are registered with the Information Department, in the prescribed manner.”.

6. **Deletion of section 22 of the Khyber Pakhtunkhwa Act No. XX of 2013.**---In the said Act, section 22 shall be deleted.

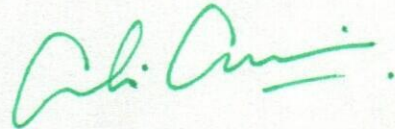
STATEMENT OF OBJECTS AND REASONS

To make the Act compatible with the existing trends/requirements, new features are required to be included. The existing Act lacks a defined mechanism for Advertising Agencies to disseminate government advertisements effectively. To address this, the Act must incorporate a clear definition of Advertising Agencies and their role. Additionally, the current Act/Rules do not recognize Cable Television Operators, despite their increasing role in government communication. The proposed amendments introduce Terms of Reference (ToRs) and Standard Operating Procedures (SoPs) for their registration and operations, ensuring structured dissemination of government advertisements.

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Furthermore, after the separation of the Culture Department from the Information & Public Relations Department, necessary modifications must be made to avoid administrative confusion. The Act currently limits legal benefits to family members, but updating it will ensure equitable facilitation for all. Additionally, replacing "periodical" with "newspaper" in the Provincial Media List criteria will eliminate ambiguity. These updates align the Act with modern media trends and government communication needs, ensuring efficiency and clarity in implementation.

The Bill seeks to achieve the above mentioned objectives.



MINISTER-IN-CHARGE

Peshawar,
dated the: ____/____/2025.

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