



TELEVISION Talk Shows During April 2015

In the 8 Talk Shows analyzed during April 2015, Pakistan Tehreek- e- Insaaf was the political party with the most airtime representation (28%), only 8% of guests invited to talk shows were women, 'Politics' was the main topic under discussion (46%) and majority of the guests were politicians (73%). Gallup Pakistan

Islamabad, May 2, 2015

According to a Monthly Research Study conducted by Gallup Pakistan Media Research Service, in the talk shows analyzed 'Politics' was the main topic under discussion (46%), while majority of the guests were politicians (73%) and PTI was the political party with the most airtime representation (28%). The duration of the analysis is April 2015.

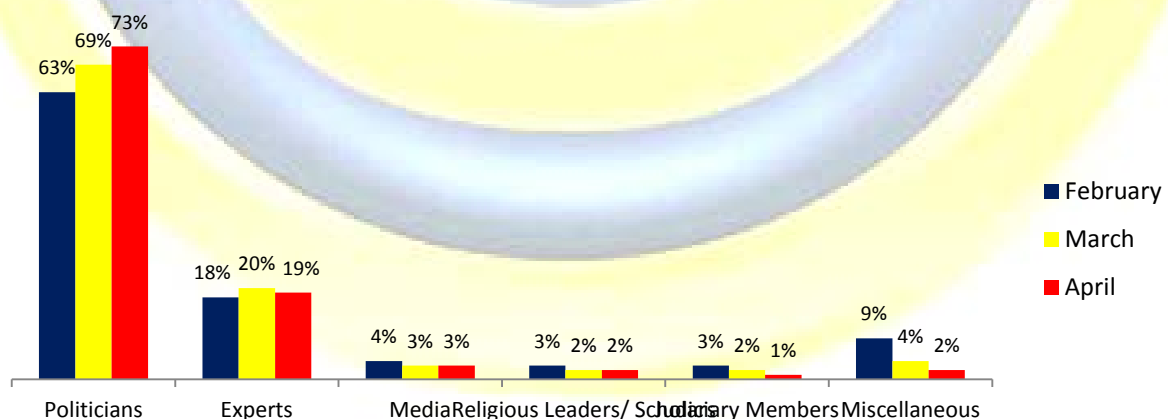
Content analyses of 8 popular current events talk shows (Off the Record; Capital Talk; Meray Mutabiq; Sawal Yeh Hai; News Eye; Aapas Ki Baat; Nadeem Malik Live and Tonight with Fareeha) consisting of a total of 118 episodes aired on different cable television networks was conducted for April 2015. The topics discussed on these shows were distilled into 7 broad categories: 'Economy', 'Governance', 'Law', 'Politics', 'Media', 'Security' and 'Miscellaneous'. Issues that were discussed less frequently, for example sports and socio-cultural subjects, have been included in the 'Miscellaneous' category.

Average Number of Guests: 3 Guests per Episode

On average 3 guests appeared per episode for each show which is the same as February and March. While some guests were frequently invited on different talk shows, overall there were 78 unique guests out of a total of 333 guests in the 118 episodes analyzed. The figure of repeat appearances by same guests signifies the limited availability and rudimentary capacity of talk shows in attracting fresh faces. It also underlies the limited nature of fresh ideas and lack of diversity of opinion in talk shows.

Background of Guests Invited: Politicians Continue to Dominate

Furthermore, majority of the guests were Politicians (73%), followed by Experts including professors, defense analysts and senior analysts at 19%. 3% of the guests invited were from miscellaneous occupational categories such as art, cricket, civil society and bureaucracy. Media personnel (anchors, experts, journalists) also occupied 3%, while Religious experts occupied 2% and Judiciary member had 1% share of the broadcast participation.



Source: TV Content Analysis by Gallup Pakistan Media Research Consultancy

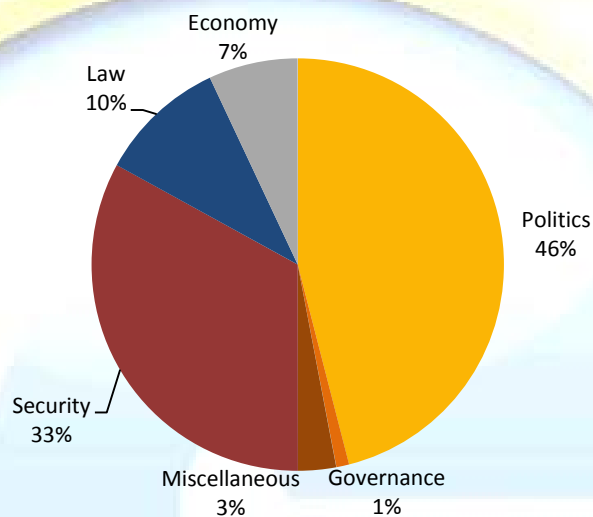
Air- time Share of Political Parties: PML-N's Share Down, PTI Leads

In April the maximum representation amongst political parties was from Pakistan Tehreek-e-Insaaf (PTI) at 28% followed by Muttahida Qaumi Movement (MQM) at 24%. Pakistan People's Party (PPP) and Pakistan Muslim League Nawaz (PML-N) both had 16%

share of the representation on talk shows during April. Members of Jamat- e- Islami were also prominently featured with 9% share of the representation.

Most Discussed Topic in Talk Shows: Politics

In the month of April, Politics yet again led the talk shows as the most discussed topic. 46% of the total time in talk shows was dedicated to discussing political on goings in Pakistan, which is the same proportion as was seen in March. Security was the second most frequently discussed topic at 33% while Law was discussed 10% of the time. Economy as a topic saw a major rise in discussions, taking about 7% of the total time in talk shows. Miscellaneous issues were discussed 3% of the time and only 1% was taken up by Governance- related topics. Discussions regarding Media were missing from the picture altogether.



Source: TV Content Analysis by Gallup Pakistan Media Research Consultancy

Most Discussed Topic Under Politics: NA- 246 Elections

The most frequently discussed topic falling under the umbrella of Politics was NA- 245 by-elections (43%). This was followed by Altaf Hussain Money Laundering and Imran Farooq Murder Case at 11%. Another frequently discussed topic was Criticism against PTI on re-entering Parliament (9%). PPP's decline/Zulfiqar Mirza's hostility was discussed 8% of the total time.

Most Discussed Topic Under Security: Pakistan's Stance on Yemen Crisis

Politics was followed by Security as the second most frequently discussed topic in talk shows during April. Within Security, the most discussed theme was the Government and Military's Stance on Assisting Saudi Arab in Yemen Crisis (39%). Another frequently mentioned topic was SSP Rao Anwar's Allegations on MQM which was discussed 24% of the time under Security. Karachi Operation was discussed 9% and Saulat Mirza's Accusations was a topic of discussion 7% of the time.

Most Discussed Topic Under Law: Judicial Commission for Elections 2013

Law formed the third most frequently discussed category. Some of the major themes discussed under Law issues were: Judicial Commission Investigation into 2013 Elections (81%), followed by Pending Cyber Crime Bill (12%), Army Court's Approval of Suspended Death Penalties (3%) and Human Rights Laws (3%).

The main topic discussed under the theme of Economy was the Pak- China Economic Corridor (73%). Bad Governance in KPK and Sindh each took at 33% share under Governance.

Commentary by Gallup Pakistan Media Research Consultancy Team:

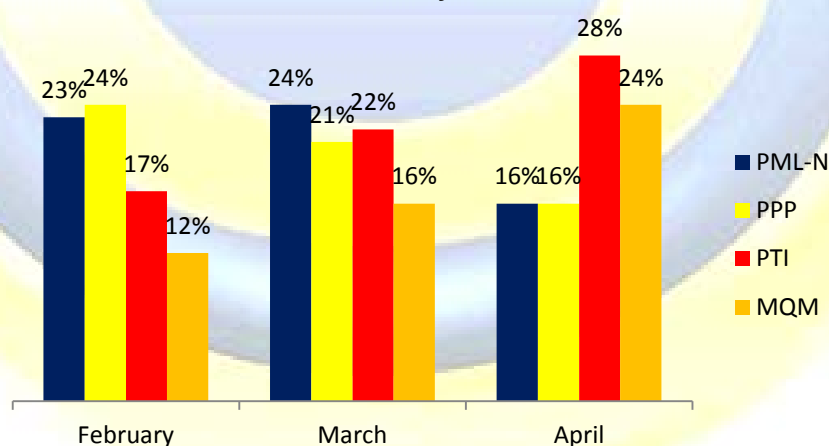
The analysis of talk shows during April reveals that politics once again prevailed over the media landscape, as has been the pattern over the past year, with very few exceptions. It had a significant lead of 13% over the next most discussed category of Security. This may well be attributed to the overwhelming interest in the NA- 246 Elections and consequent showdown between MQM and PTI dominating the headlines. This trend also hints towards the fact the Pakistani talk shows have a tendency of discussing the immediate, short- term issues facing the country, while more concrete, long- term debates such as those on education, social problems and energy crisis are relegated to the sidelines.

Furthermore, a trend that has been persistent over the past months yet again surfaced in April 2015 talk shows. Data reveals that the gender- wise representation of guests is very unbalanced in these leading talk shows. 92% of the guests invited were males while only 8% were females. This figure is very similar to that observed in March (93% Males; 7% Females).

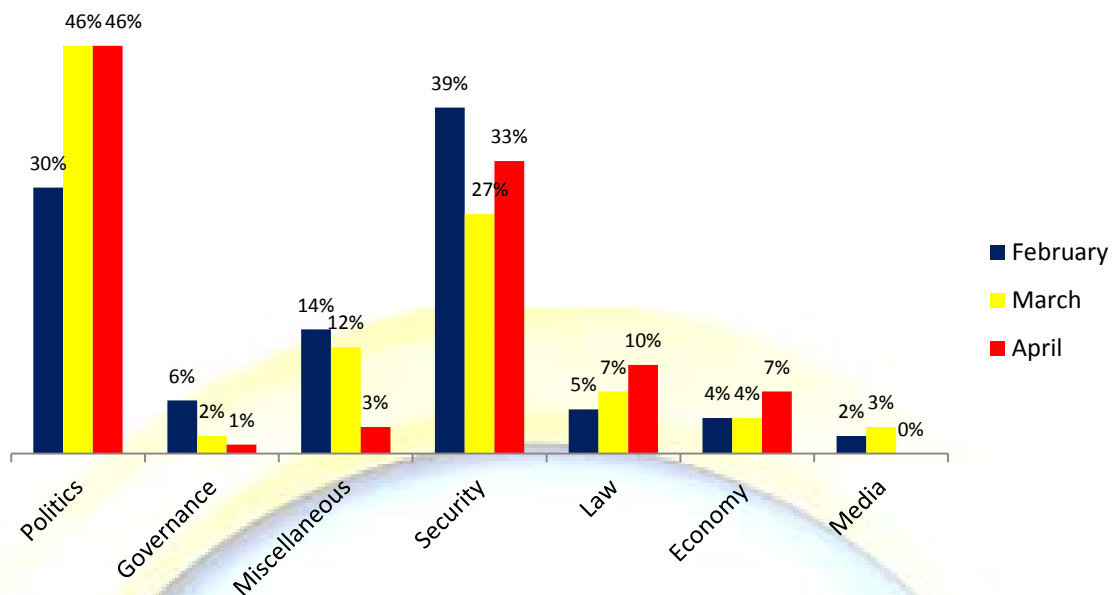
Trend Analysis

This study is part of a continuum and hence a comparison of current trends with past ones is helpful in establishing changing developments. Comparison of participation of political parties in talk shows reveals that contrary to the prevalent trend over the last few months, PML-N and PPP were not the parties with the highest representation in talk shows during April. Instead, it was PTI's graph of representation in major talk shows of Pakistan that saw a sharp rise with 28% share in April compared to 16% in February and March. Surprisingly, MQM also had considerable increase in its share of representation, so much so that in April its share exceeded that of the incumbent party PML- N and the historically strong PPP. The prime reason for these two observations is the NA- 246 Election and the contest for political supremacy in Karachi between PTI and MQM that was subjected to the major chunk of Pakistani media's attention in April.

We believe that this higher representation of PTI and MQM is only a momentary phenomenon caused due to NA- 246 Elections and the picture would become more consistent with previous trends in the month of May.



A topic-wise comparison between the February, March and April 2015 Analysis reveals that Politics and Security related topics continue to occupy the major portion of time in leading talk shows of Pakistan while Governance and Media continue to be underrepresented. A positive development in April was the increase in share of air- time for topics related to Economy, which is a theme grossly under-represented in previous months. There is a dire need in talk shows to focus more on constructive topics such as social development, accountability and energy crisis so that those the higher echelons of power can debate over them and extract solutions rather than discussing mundane political intrigues.



Source: TV Content Analysis by Gallup Pakistan Media Research Consultancy

The study was released by Gilani Foundation and carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International. The duration of the analysis is April 2015. This data was obtained after reviewing over 69 hours of video, spread over 8 talk shows (Off the Record; Capital Talk; Meray Mutabiq; Sawal Yeh Hai; News Eye; Aapas Ki Baat; Nadeem Malik Live and Tonight with Fareeha) and 118 episodes.

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Gilani Research Foundation is headed by Dr. Ijaz Shafi Gilani who pioneered the field of opinion polling in Pakistan and established Gallup Pakistan in 1980. Currently Dr. Gilani, who holds a PhD from the Massachusetts Institute of Technology (MIT) and has taught at leading universities in Pakistan and abroad, is Chairman of Gallup Pakistan.

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