



TELEVISION Talk Shows During December 2014

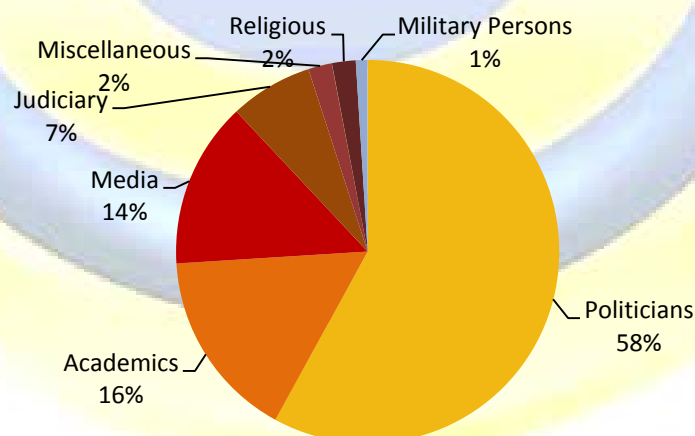
In the 7 Talk Shows analyzed during December 2014, 'Politics' was the main topic under discussion (45%), while majority of the guests were politicians (58%), PML-N was the political party with the most airtime representation (35%) and only 8% of guests invited to talk shows were women. GALLUP Pakistan

Islamabad, January 30, 2015

According to a Monthly Research Study conducted by Gallup Pakistan Media Research Consultancy, in the talk shows analyzed 'Politics' was the main topic under discussion (45%), while majority of the guests were politicians (58%) and PML-N was the political party with the most airtime representation (35%). The duration of the analysis is December 2014.

Content analyses of 7 popular current events talk shows (Off the Record; Capital Talk; Meray Mutabiq; Sawal Yeh Hai; News Eye; Aapas Ki Baat and Tonight with Jasmeen) consisting of a total of **102** episodes aired on different cable television networks was conducted for December 2014. 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.

On average 3 guests appeared per episode for each show. While some guests were frequently invited on different talk shows, overall there were **120** unique guests out of a total of **310** guests in the 102 episodes analyzed. Furthermore, majority of the guests were Politicians (58%), followed by Academics including professors, defense analysts and senior analysts at 16%. Media persons such as Journalists and Experts took the next spot at 14%, while 7% of the guests invited were former Judiciary Members. Guests from various miscellaneous professional backgrounds such as art, cricket, civil society and bureaucracy occupied a 2% chunk of the total airtime and Religious authorities also took only 2% of the air-time, while only 1% of the guests invited were Military Personnel.

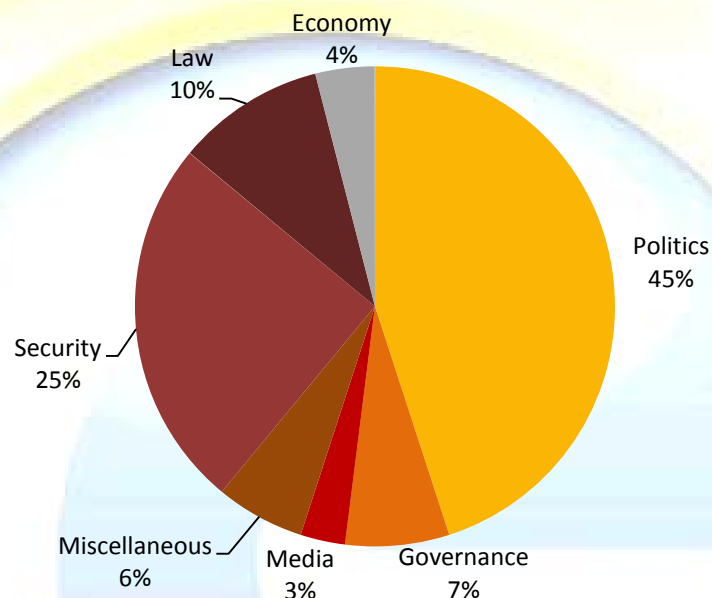


Source: Source: TV Content Analysis by Gallup Pakistan Media Research Consultancy

Maximum representation amongst Political Parties was from Pakistan Muslim League Nawaz (PML-N) at 35%, followed by Pakistan Tehreek-e-Insaaf (PTI) at 23%. Pakistan People's Party had 18% share of the representation on talk shows during December; Members of Awami National Party and Muttahida Qaumi Movement (MQM) both had 5% share of the representation.

Pakistan Muslim League Quaid-e-Azam (PML-Q) formed 3% of the politicians invited along with Jamaat-e-Islami which also had 3% representation. While representatives of Jamiat Ulema-e-Islam (JUI-F) and Pakistan Awami Tehreek (PAT) had 2% participation each in all talk shows.

Politics was yet again the most dominant topic of discussion in talk shows during December, consuming 45% of the discussion in talk show during this month. The second most popular topic of discussion was 'Security' at 25%, followed by Law taking up 10% of the total airtime. 7% of discussion time in talk shows was given to 'Governance' while 6% was devoted to 'Miscellaneous' issues. 'Economy' took 4% chunk of total discussions while 'Media' was the least discussed topic at 3%.



Source: TV Content Analysis by Gallup Pakistan Media Research Consultancy

The most frequently discussed topics falling under the umbrella of Politics included 'Imran Khan rallies and agitation call in various cities' (25%), 'PTI and Government negotiations' (20%), 'Formation of Investigation Commission for 2013 Elections' (15%) and 'Speeches and agitation of politicians against each other' (13%). These were followed by 'Confrontation of PTI and PML-N workers' at 8%. Various other topics such as 'Asif Zardari's speech in Larkana', 'Tensions between Bilawal Bhutto and Asif Zardari', 'Issues related to Military Courts' and 'Miscellaneous Political Issues' each took up 4% of the air time devoted to Politics.

Politics was followed by Security as the second most frequently discussed topic in talk shows during December. 'National security plan after Peshawar Incident' occupied the major chunk of discussions at 77%. 'Miscellaneous Security Issues' such as counter-terrorism and Operation Zarb- e- Azab had a 7% share while 'Afghan refugee registration' and 'Model Town Incident' each had 5% coverage. 3% of time was taken discussing 'Pakistani authorities' crack down on illegal SIM cards'. Lastly, 'Cross-border terrorism' was given a 2% share in security-related discussions.

Issues pertaining to Law were the third most discussed category. Among the sub-topics, 82% time was taken by 'Constitutional amendment for anti-terrorism law and Army Courts'. This was followed by 'Pervaiz Musharraf cases/ Article no.6' at 13%. 3% of the time was consumed discussing 'Human Rights Laws' and 'Zia-ur-Rahman Lakhvi Case' each.

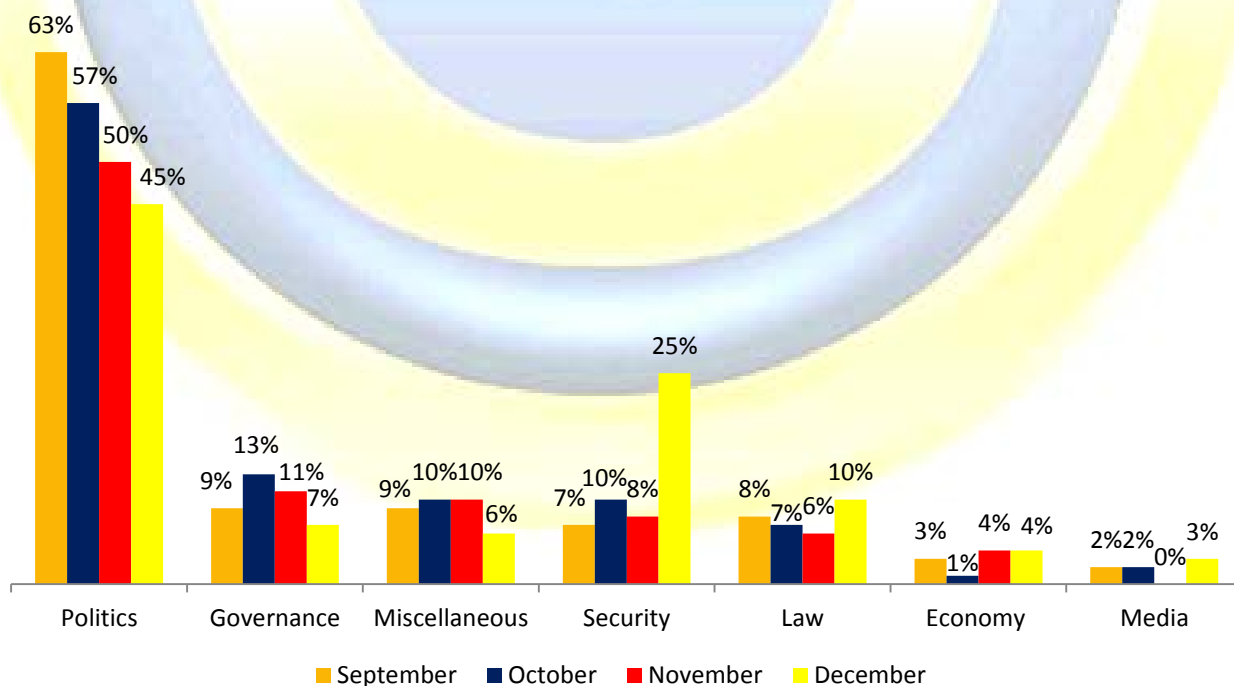
Commentary by Gallup Pakistan Media Research Consultancy Team:

Discussions in talk shows during December 2014 continued to be dominated heavily by Political debates and issues, although a minor shift in focus was observed towards discussions about Security, especially towards the end of December after the Peshawar Tragedy. Popular media discourse in Pakistan at the end of year 2014 was mostly interested in the ongoing political agitation by Imran Khan and the appeals for accountability of Election 2013.

Another interesting observation in the talk shows analyzed during December was that the gender- wise representation of guests is very disproportionate. In December only, 92% of the guests invited were males while only 8% were females. Issues related to social stream such as education, inflation, gender issues and unemployment were missing from the debate.

PML-N, PTI and PPP were the three parties with the most representation in talk shows during December, and yet again the governing party took the top spot (35%). This is a continuation of the same trend observed in prior months in which the PML-N and PTI political stalemate has been in the media spotlight. The media seems to be aware of the interest this topic holds among the public and is catering to the demand by focusing its major attention on these two parties.

This study is part of a continuum and hence a comparison of current trends with past ones is helpful in establishing changing developments. A topic-wise comparison between the September, October, November and the December 2014 Analysis reveals that although political issues continued to dominate the media landscape in Pakistan, this category saw a gradual decline in the past 4 months. The most striking change in trends was the increase in discussions about Security situation in Pakistan from 7% in September to 25% in December. This was a consequence of the Operation Zarb- e- Azab and Peshawar APS Tragedy due to which the discussions about countering terrorism in the country gained momentum.



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 December 2014. This data was obtained after reviewing over 73 hours of video, spread over 7 talk shows (Off the Record; Capital Talk; Meray Mutabiq; Sawal Yeh Hai; News Eye; Aapas Ki Baat and Tonight with Jasmeen) and 102 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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