



TELEVISION Talk Shows During February 2015

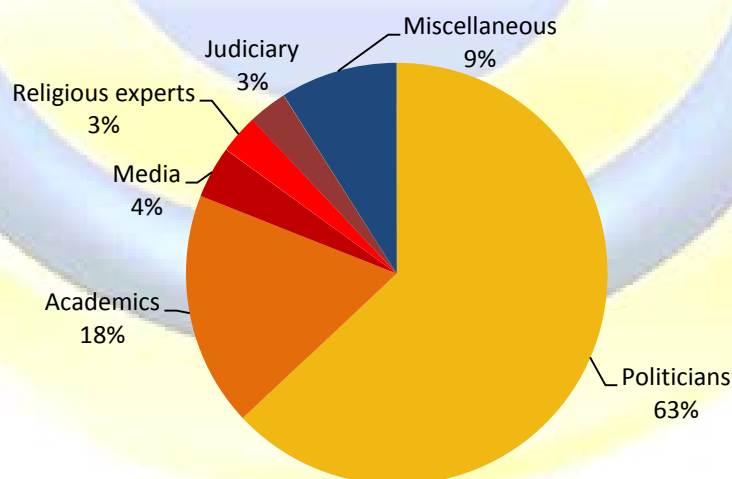
In the 8 Talk Shows analyzed during February 2015, 'Security' was the main topic under discussion (39%), while majority of the guests were politicians (63%), PPP was the political party with the most airtime representation (24%) and only 8% of guests invited to talk shows were women. GALLUP Pakistan

Islamabad, April 8, 2015

According to a Monthly Research Study conducted by Gallup Pakistan Media Research Consultancy, in the talk shows analyzed 'Security' was the main topic under discussion (39%), while majority of the guests were politicians (63%) and PPP was the political party with the most airtime representation (24%). The duration of the analysis is February 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 Jasmeen) consisting of a total of **101** episodes aired on different cable television networks was conducted for February 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.

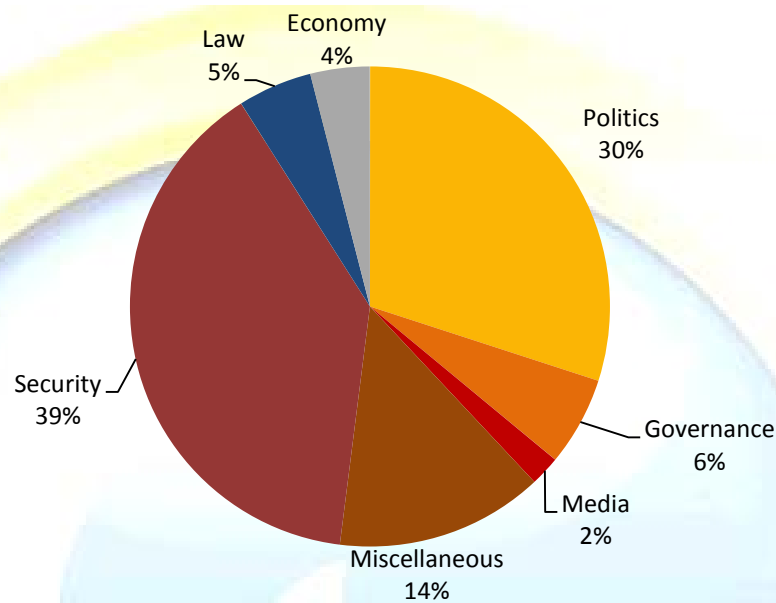
On average 3 guests appeared per episode for each show. While some guests were frequently invited on different talk shows, overall there were **124** unique guests out of a total of **281** guests in the 101 episodes analyzed. Furthermore, majority of the guests were Politicians (63%), followed by Academics including professors, defense analysts and senior analysts at 18%. 9% of the guests invited were from miscellaneous occupational categories such as art, cricket, civil society and bureaucracy. Media personnel (anchors, experts, journalists) took the next spot at 4%, while Judiciary members and Religious experts occupied 3% airtime each.



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

Maximum representation amongst Political Parties was from Pakistan People's Party at 24%, followed by Pakistan Muslim League Nawaz (PML-N) at 23%. Pakistan Tehreek-e-Insaaf (PTI) had 17% share of the representation on talk shows during February. Members of Muttahida Qaumi Movement (MQM) had 12% share of the representation while Awami National Party secured 5% participation.

In the month of February, Politics was overtaken by Security as the most dominant topic of discussion, consuming 39% of the discussions in talk shows in comparison to a 30% chunk taken up by Politics. The third most popular topic of discussion was 'Miscellaneous' issues at 14%, followed by 'Governance' taking up 6% of the total airtime. 5% of discussion time in talk shows was given to 'Law' while 4% was devoted to 'Economy'. 'Media' was the least discussed topic and took only 2% chunk of total discussions.



Source: TV Content Analysis by Gallup Pakistan Media Research Consultancy

The most frequently discussed topic falling under the umbrella of Security was 'Terrorism' at 22%, which included its various causes and ways of mitigating this evil. The second most frequently discussed topic was the recent 'Karachi Operation' (20%) under which the law and order situation in the city was discussed. This was followed by 'National Security Plan' and 'Baldia Town Incident and JIT Report' both at 14%.

Security was followed by Politics as the second most frequently discussed topic in talk shows during February. 'Horse Trading and Other Issues in Senate Elections' were most discussed with 27% airtime devoted to it. 20% airtime was devoted to 'General Political Issues' and 14% to discuss 'Pakistan India Relationship'. Both 'Chaudhary Sarwar's Resignation as Governor Punjab' and 'MQM Demands and Politics' each took up 11% of time under Politics.

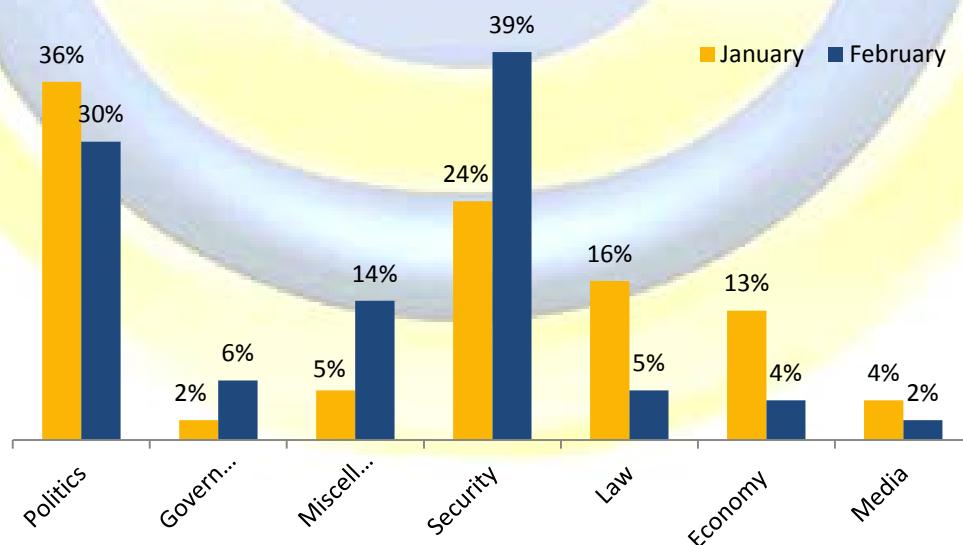
Miscellaneous issues formed the third most frequently discussed category. Some of the major themes discussed under Miscellaneous issues were: 'Pakistani Cricket Teams Performance' (48%), 'Corruption' (27%), 'Religious Extremism' (12%) and 'Human Rights' and 'Doctor's Strikes in Government Hospitals' each discussed 3% of the time. The Pakistani cricket teams was of course a hot topic because of the ICC Cricket World Cup that was taking place from mid of February through to March.

The analysis of talk shows during February was interesting due to the fact that there was a major shift observed in the themes that were brought under discussion. Over the course of last many months, politics was the most discussed theme. However, in February our data finds that Security related issues have overtaken Politics to become the most discussed category. This is a welcome change because it points to the fact that the government, media and masses are all interested in the critical security situation prevailing in Pakistan and discussions are taking place on how to tackle the menace of terrorism that is ravaging its cities.

Furthermore, a pattern that has been recurrent over the past months once again surfaced in February 2015 talk shows. Data reveals that the gender-wise representation of guests is very disproportionate in these leading talk shows. 92% of the guests invited were males while only 8% were females. Although these figures do show a slight improvement in the representation of females from January, their abysmally low participation is a cause of concern.

PML-N, PTI and PPP were once again the three parties with the highest representation in talk shows during February. However, this month PPP actually had a larger share of representation in the form of guests compared to PML-N, which is striking since PML-N has been dominating this field since the past many months. This may be attributed to the numerous discussions on Senate Elections in which PPP is a major stakeholder.

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 January 2015 and February 2015 Analysis reveals that Politics has fallen down a notch from 36% to 30% in talk shows discussions while Security has gone up significantly from 24% to 39%. This change arises as a result of the Army's crackdown on miscreants as a part of Karachi Operation and ongoing debates on National Action Plan to counter terrorism. This Governance, Economy and Media continue to remain on the sidelines of discussions and occupy small chunks of the total discussion airtime.



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 January 2015. This data was obtained after reviewing over 60 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 Jasmeen) and 101 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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