



TELEVISION

Talk Shows During June 2015

In the 8 Talk Shows analyzed during June 2015, Pakistan Muslim League Nawaz (PML-N) was the political party with the most airtime representation (27%), only 7% of guests invited to talk shows were women, 'Politics' was the main topic under discussion (50%) and majority of the guests were politicians (70%). Gallup Pakistan

Islamabad, August 12, 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 (50%), while majority of the guests were politicians (70%) and the PML-N was the political party with the most airtime representation (27%). The duration of the analysis is June 2015.

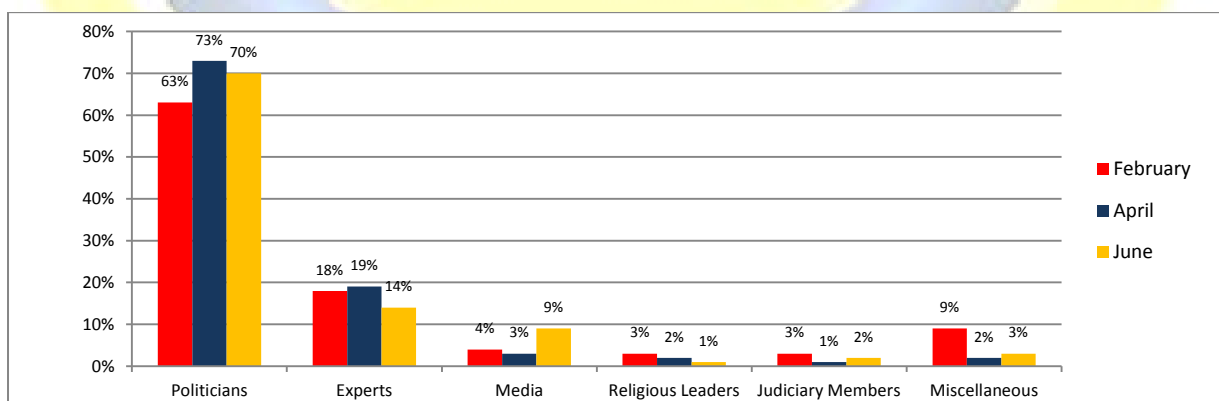
Content analyses of 8 popular current events talk shows (Off the Record; Capital Talk; Meray Mutabiq; Sawal Yeh Hai; News Eye; Aapas Ki Baat; Nadeem Malik Live and Tonight with Fareeha) consisting of a total of 118 episodes aired on different cable television networks was conducted for June 2015. The 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 the months of March and April. While some guests were frequently invited on different talk shows, overall there were 102 unique guests out of a total of 375 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, the majority of the guests were politicians (70%), followed by experts including professors, defense analysts and senior analysts at 14%. Media personnel (anchors, experts, journalists) also occupied 9%, while 3% of the guests invited were from miscellaneous occupational categories such as art, cricket, civil society and bureaucracy. Judiciary members constituted 2% while religious experts had a 1% share in broadcast participation.



Source: TV Content Analysis by Gallup Pakistan Media Research Consultancy

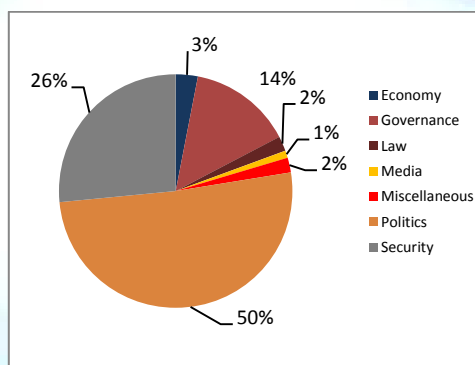
Air- time Share of Political Parties: PML (N) in the lead, with PTI close behind

In June, the maximum representation amongst political parties was from Pakistan Muslim League Nawaz (PML-N) at 27% followed by Pakistan Tehreek-e-Insaf at 26%. Pakistan

People's Party (PPP) had a share of 23 % and the Muttahida Qaumi Movement (MQM) had a representation of 13% on talk shows during the month of June, with the Awami National Party and other parties constituting the remaining portion of airtime.

Most Discussed Topic in Talk Shows: Politics

In the month of June, political discussions continued to dominate talk show airtime. 50% of the total time in talk shows was dedicated to conversation on political happenings in Pakistan. Security remained the second most frequently discussed topic at 26% while Governance at 14 % replaced Law as the third most popular topic, in juxtaposition with April 2015. Deliberations over economic issues fell from 7 % in April to 3 % in June, with Miscellaneous topics and the Law each constituting a 2% portion of overall airtime. Media related discussions were negligible at 1 %.



Source: TV Content Analysis by Gallup Pakistan Media Research Consultancy

Most Discussed Subject under Politics: Allegation of MQM being funded by RAW

The most frequently discussed topic falling under the umbrella of Politics was the allegation of MQM being funded by the Indian organization, RAW (25%). This was followed by allegations of rigging by the PPP and demands for re-election (18%) and Asif Zardari's speech against the army (15%). General political issues took up 12 % of total airtime while local body elections for KPK and Gilgit Baltistan were discussed 8 % of the time.

Most Discussed Subject Under Security: Operations by rangers against corrupt political leaders

Politics was followed by Security as the second most frequently discussed topic in talk shows during June. Within Security, the most discussed theme was the operation undertaken by rangers against corrupt political leaders. Another frequently mentioned topic was India's veiled threat to Pakistan which was discussed 18% of the time under Security. The Karachi Operation was discussed 13% of the time, while conversation on Rohingya Muslims took up 8 % of airtime under Security.

Most Discussed Topic Under Governance: Inadequacy of Sindh government to tackle electricity problems in Karachi

Governance formed the third most frequently discussed category. Some of the major themes discussed under Governance were: Inadequacy of Sindh government to tackle electricity problems in Karachi (46%), followed by the Metro Bus Project and PML-N performance, at 17 % each, while the budget for 2015-16 constituted 15 % of airtime under governance. The main topic discussed under the theme of Economy was the Budget and Economic Survey (55%). The Judicial Commission investigation took up 88% airtime under Law.

Commentary by Gallup Pakistan Media Research Consultancy Team:

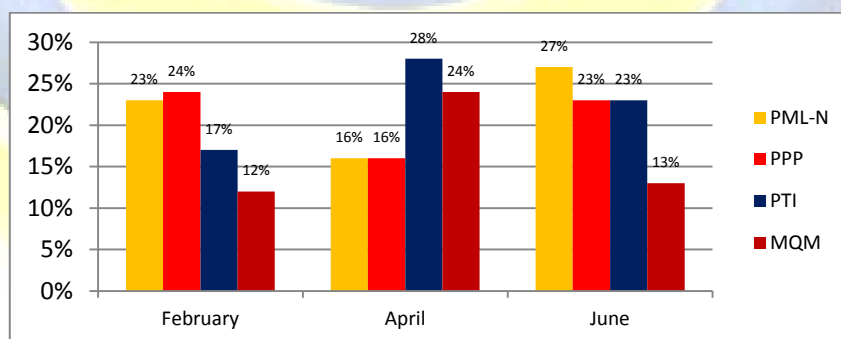
The analysis of talk shows during June reveals that politics once again prevailed over the media landscape, as has been the pattern over the past year, with very few exceptions. It greatly surpassed the next most discussed category of Security by 24%.

This may well be attributed to the massive interest sparked by the BBC documentary that alleged MQM to be receiving funds from an Indian intelligence agency, called RAW. Another cause of this big difference could be the focus on allegations of rigging by the PTI and the widespread demand for re-election. Though such issues are significant to the nation, these statistics reveal that Pakistani talk shows are characteristic of a tendency to focus largely on only current, short-term problems the nation is facing, and are likely to sideline the long-term, substantial debates on social problems like inadequate education. Generally, this trend is a cause for concern. However, it is heartening to see that anti-corruption measures are being taken more seriously.

The pattern of inadequate female representation of guests in Pakistani talk shows is a pattern that has continues to prevail, as in the last few months. 93 % of the guests were male, while a mere 7 % were female, illustrating the imbalance in gender-wise participation. We observed the exact same figures for March, and very similar figures for April.

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. After a fall in share in representation in April, PML-N once again leads in terms of airtime at 27%. In juxtaposition with April, we can observe that the share of PTI has fallen, while the share of PPP has risen, so that they are now at an equal standing of 23%. We believe the higher representation of the PPP could be due to a major chunk of media attention on Asif Ali Zardari's critical speech on the army. The fall in the airtime participation of the PTI and MQM is due to the fading out of the hype that surrounded the April discussions on the NA-246 elections and contest for political supremacy in Karachi.

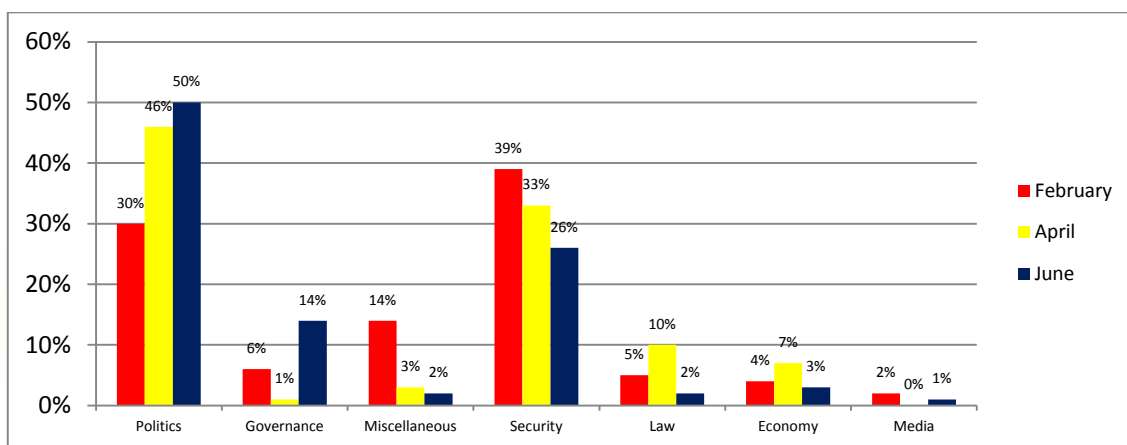


Source: TV Content Analysis by Gallup Pakistan Media Research Consultancy

A topic-wise comparison between the analysis undertaken in February, April and June 2015 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. Upon closer observation, we note that the share of Politics has shown an increase over these months, while the representation of Security depicts a downward trend. The pattern of welcomed increase in discussions on the previously under-represented topics of Law and the Economy from February till April, does not follow in the month of June.

This can be attributed to the increased debates on governance. However, since a lot of the conversation on governance revolved around the electricity problem in Karachi, we

cannot say that the energy crisis and economy were totally ignored topics. A good strategy would be for these talk shows to emphasize the need to identify and solve problems that will impact the nation and its people in tangible terms, rather than encourage superfluous talk on repetitive political conspiracies.



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 June 2015. This data was obtained after reviewing over 73 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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