



TELEVISION Talk Shows During March 2015

In the 8 Talk Shows analyzed during March 2015, PML- N was the political party with the most airtime representation (24%), only 7% of guests invited to talk shows were women, 'Politics' was the main topic under discussion (46%) and majority of the guests were politicians (69%).
GALLUP Pakistan

Islamabad, May 4, 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 (46%), while majority of the guests were politicians (69%) and PML- N was the political party with the most airtime representation (24%). The duration of the analysis is March 2015.

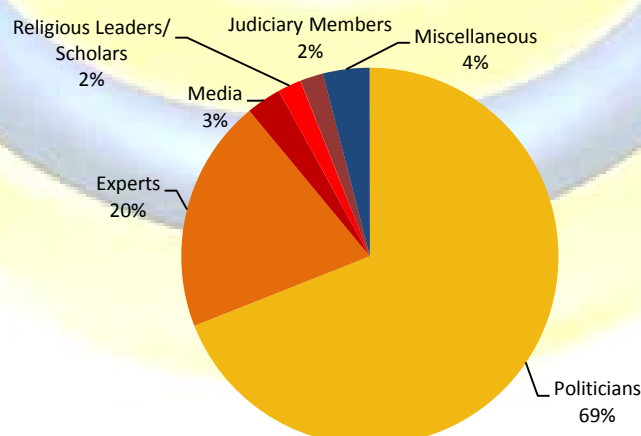
Content analyses of 8 popular current events talk shows (Off the Record; Capital Talk; Meray Mutabiq; Sawal Yeh Hai; News Eye; Aapas Ki Baat; Nadeem Malik Live and Tonight with Jasmeen) consisting of a total of **114** episodes aired on different cable television networks was conducted for March 2015. 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. While some guests were frequently invited on different talk shows, overall there were **118** unique guests out of a total of **347** guests in the 114 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 (69%), followed by Academics including professors, defense analysts and senior analysts at 20%. 4% 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 3%, while Judiciary members and Religious experts occupied 2% of the broadcast each.



Source: TV Content Analysis by Gallup Pakistan Media Research Consultancy

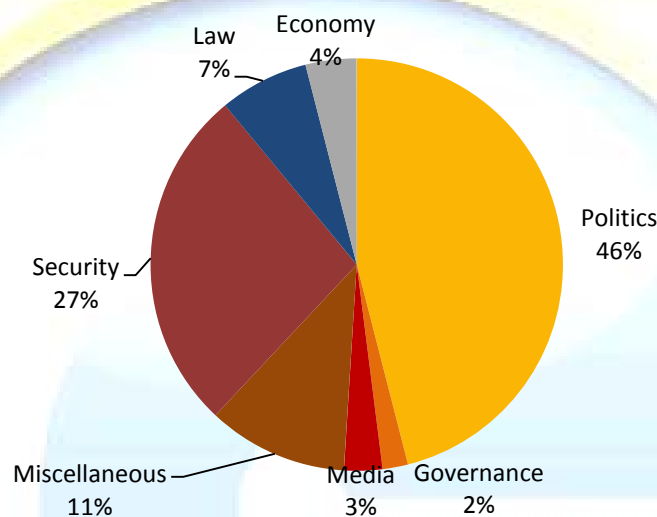
Air- time Share of Political Parties: Almost Equal Share of Three Largest Parties

In March, the share of air-time for members of top political parties was almost equal. Maximum representation amongst political parties was from Pakistan Muslim League Nawaz (PML-N) at 24% followed by Pakistan Tehreek-e-Insaf (PTI) at 22%. Pakistan People's Party

(PPP) had 21% share of the representation on talk shows during March. Members of Muttahida Qaumi Movement (MQM) had 16% share of the representation.

Most Discussed Topic in Talk Shows: Politics

In the month of March, Politics once again led the talk shows as the most discussed topic, after being briefly overtaken by Security as the favorite topic of discussion in February. 46% of the total time in talk shows was dedicated to discussing political on goings in Pakistan. Security was the second most frequently discussed topic at 27% while Miscellaneous issues like Pakistan's Performance in Cricket World Cup and Education System in Pakistan were discussed 11% of the time. Law (7%), Economy (4%), Media (3%) and Governance (2%) also came under discussion during March.



Source: TV Content Analysis by Gallup Pakistan Media Research Consultancy

Most Discussed Topic Under Politics: Senate Elections

The most frequently discussed topic falling under the umbrella of Politics was Senate Elections and Horse Trading in these Elections (28%). MQM Demands and Politics emerged as the second most popularly discussed topic in talk shows and was discussed 11% of the time. General Political Opinions about PML- N Government came under debate 9% of the time. Another significant topic of discussion was the By- Election held in NA 246, which took 7% of the air- time in March.

Most Discussed Topic Under Security: Rangers Raid on Nine Zero

Politics was followed by Security as the second most frequently discussed topic in talk shows during March. Within Security, the most discussed theme was the Rangers Raid on MQM Political Headquarter Nine Zero (21%). Government's Security Policy to Eliminate Terrorism and Karachi Operation were also recurrent in discussions, each occupying 17% of the air time. A significant chunk of time (15%) was spent by experts in discussing the Yemen Crisis while 10% of the time was taken discussing Saulat Mirza's accusations before his execution and another 10% in discussing the suicide attack on Lahore Church.

Most Discussed Topic Under Miscellaneous: Pakistan's Performance in Cricket World Cup

Miscellaneous issues formed the third most frequently discussed category. Some of the major themes discussed under miscellaneous issues were: Pakistani Cricket Team's Performance in Cricket World Cup (22%), Education System in Pakistan (22%), Crimes (19%) and Pakistan Day Resolutions (19%).

The main topic discussed under the theme of Law was the formation of Judicial Commission (45%), while under Economy Pending Development Projects was discussed 27%

of the time. Media trial of MQM was the most popular topic under the Media at 71%. Lastly, PML- N's governance in Punjab was discussed 40% of the time under Governance.

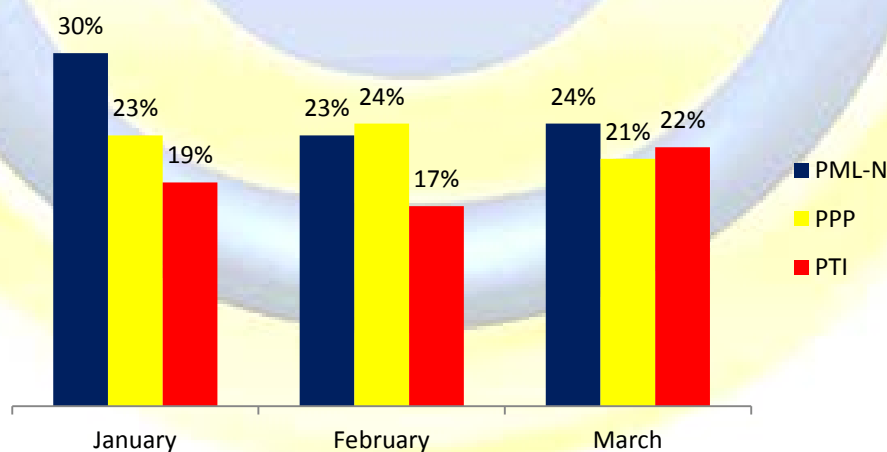
Commentary by Gallup Pakistan Media Research Consultancy Team:

The analysis of talk shows during March reveals that politics once again dominated the media landscape, as has been the pattern over the past year, with very few exceptions. It had a major lead of 19% over the next most discussed category of Security. This may well be attributed to the overwhelming interest in the Senate Elections and allegations of corruption and horse- trading 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 development and energy crisis are relegated to the sidelines.

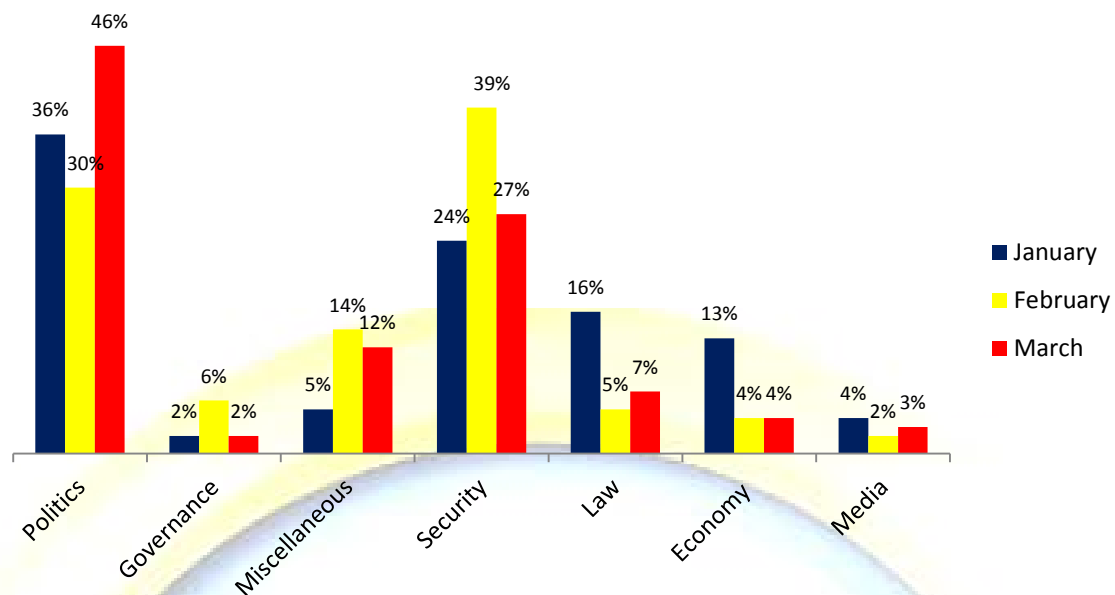
Furthermore, a trend that has been persistent over the past months yet again surfaced in March 2015 talk shows. Data reveals that the gender- wise representation of guests is very unbalanced in these leading talk shows. 93% of the guests invited were males while only 7% were females. This figure is very similar to that observed in February (92% Males; 8% 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 PML-N, PTI and PPP were once again the three parties with the highest representation in talk shows during March. However this month the time dedicated to participant parties was more evenly spread across the three biggest voters- based political parties in Pakistan. PML- N had a 24% share, followed by PTI with a 22% share and PPP with 21% share in the air- time during talk shows. This distribution indicates that media in Pakistan is independent to a large extent and there is little, if any, bias towards propagating the views of a single political party. However, top 3 political parties occupied over two- thirds of airtime on talk shows in March (similar figures for earlier months). This points to limited representation of other parties in the airtime.



A topic-wise comparison between the January, February and March 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, Economy and Media continue to be underrepresented. In a country whose economy needs a pressing revival, and where bad governance and injustice to media is the cause of frequent discontentment from the masses, it is concerning that such vital topics are come under discussion for only a fraction of time.



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 March 2015. This data was obtained after reviewing over 66 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 114 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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