



PRESS RELEASE (also emailed*/faxed separately)

TELEVISION

Talk Shows During October 2014

In the 8 Talk Shows analyzed during October 2014, 'Politics of Rallies' was the main issue under discussion (33%), while majority of the guests were politicians (52%) and PPP was the political party with the most airtime representation (27%). GALLUP Pakistan

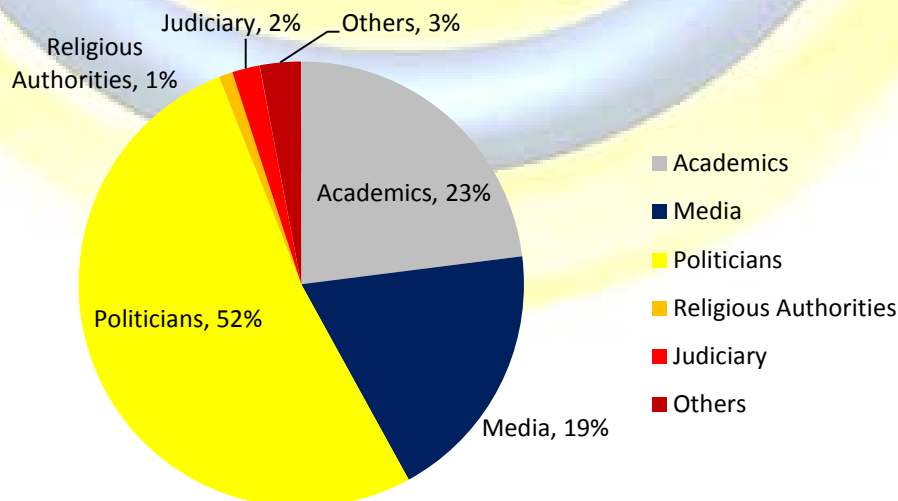
Islamabad, November 20th, 2014

According to a Monthly Research Study conducted by Gallup Pakistan Media Research Consultancy, 'Politics of Rallies' was the main issue under discussion (33%), while majority of the guests were politicians (52%) and PPP was the political party with the most airtime representation (27%). The duration of the analysis is October 2014.

Content analyses of 8 popular current events talk shows (Off the Record; Capital Talk; Meray Mutabiq; To the Point; Sawal Yeh Hai; News Eye; Aapas Ki Baat and Tonight with Jasmeen) consisting of a total of 113 episodes aired on different cable television networks was conducted for October 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 133 unique guests out of a total of 354 guests in the 113 episodes analyzed. Furthermore, majority of the guests were Politicians (52%), followed by Academics including professors, defense analysts and senior analysts at 23%. Media persons such as Journalists and Experts took the next spot at 19%. Guests from various miscellaneous professional backgrounds such as art, cricket, civil society and bureaucracy occupied a 3% chunk of the total airtime. 2% of the guests invited were Judiciary Members while Religious authorities took only 1% of the air-time.

Maximum representation amongst Political Parties was from Pakistan People's Party (PPP) at 27%, followed by Pakistan Tehreek-e-Insaaf (PTI) and Pakistan Muslim League Nawaz (PML-N) at 26% each. Members of Muttahida Qaumi Movement (MQM) formed 7% of the politicians invited while representatives of Awami National Party (ANP) and Pakistan Awami Tehreek (PAT) each had 3% participation in all talk shows.

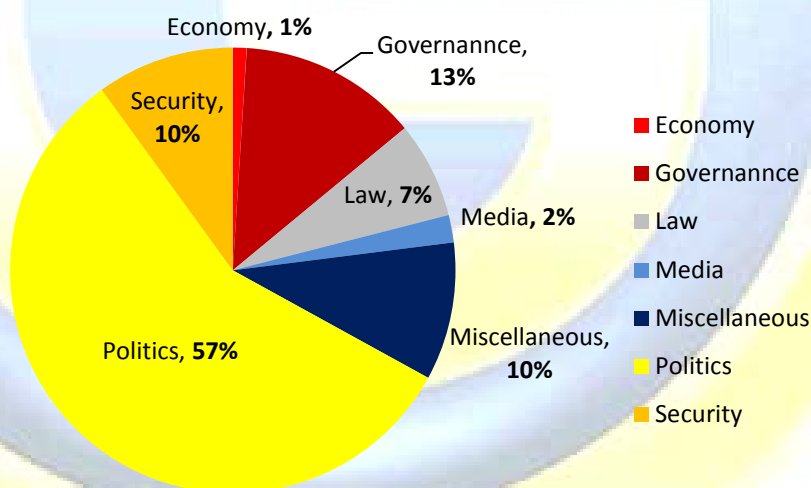


Source: Source: TV Content Analysis by Gallup Pakistan Media Research Consultancy

The climate of political intrigue and activity that was prevalent in September followed through to October as well and the media predictably shed a lot of spotlight on various debates related to politics of Pakistan. Hence, 'Politics' as a category consumed 57% of the discussion in talk show during October. The second most popular topic of discussion was 'Governance' at 13% followed by 'Miscellaneous' topics such as Cyclone Nilofar and Malala Yusufzai's Nobel Prize taking 10% airtime. Issues related to 'Security' also had 10% of airtime devoted to them. 'Law', 'Media' and 'Economy' were the topics under discussion 7 %, 2% and 1% of the time respectively.

The most frequently discussed topics falling under the umbrella of Politics included 'Politics of Rallies' at 33%, given the trend seen in October of organizing rallies to display political prowess by PTI, PAT and PPP. This was followed by various topics related to elections including 'Rigging in 2013 Elections', 'Mid- term Elections' and 'By- elections' taking 13% of the total airtime. 10% of time during talk show discussions was taken by 'Imran Khan's strategy during Islamabad protest'. A significant chunk (8%) of all political discussions was occupied by 'PP rally in Karachi and Bilawal Bhutto's political career' while a similar 8% was devoted to 'MQM's political activities' which included differences arising between MQM and PPP in Sindh and the consequent resignation of MQM from Sindh Assembly followed by its demand to divide Sindh into multiple provinces.

The second most popular topics in talk shows during October was Governance. Within this category, 'Performance of PML-N during its current tenure and its strategies to address issues' was discussed most frequently at 41%. 'Kashmir issue' was another popular topic at 22% while 'Governance by Political governments' came under discussion 19% of the time. Pakistan-India relations were deliberated over 15% of the time due to the ensuing border tensions. Lastly, Pakistan- Afghanistan relations' were discussed 4% of the time.



Source: TV Content Analysis by Gallup Pakistan Media Research Consultancy

In 'Miscellaneous' the most frequently discussed issues included: 'Malala Yusufzai winning the Nobel Peace Prize' with 32% share of airtime and 'Cyclone Nilofar' at 23%. Security issues are always of keen interest in Pakistan with topics like 'Firing exchanges on LOC', 'Operation Zarb-e-Azab' and 'Attack on Maulana Fazal ur Rehman' occupying 29%, 24% and 24% of the total talk shows discussions under the genre of Security. Law was also a popular genre, with issues like 'Electoral reform' and 'Legitimacy of Nawaz Government' owning 29% of the discussions each. 'Pakistani money in Swiss accounts' along with 'Call of increase in power tariffs' led the discussions in the 'Economy' category with 50% of the total share each. 'Ban on Mubashhar Luqman' was most discussed in the Media category (50%).

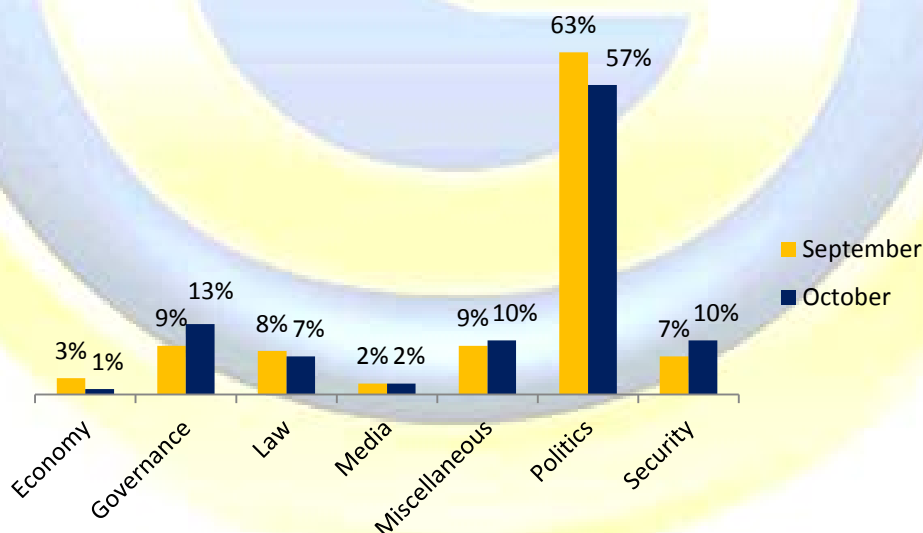
Lastly, it is most interesting to know that the four most frequently invited guests in talk shows during October were Talal Chaudhry of PML-N, Qamar Zaman Qaira of PPP, Rauf Klasra who is a journalist and writer, and finally Haroon al Rasheed, leader of Nisbat- e- Rasooli and a prominent journalist.

Commentary by Gallup Pakistan Media Research Consultancy Team:

It was observed that the leading talk shows in Pakistan finally shifted their lens from the PTI and PAT 'Dharna' in Islamabad (after two months) and instead turned their attention to other political happenings taking place outside of the Federal Capital. As a result, more attention was given to parties like PPP and MQM, so much so that PTI lost its lead as the party with the most representation in talk shows and was replaced by PPP. This shift may be attributed to the stalemate between PTI and PML-N government over resignation of the Prime Minister accompanied by the end of the PAT sit-in.

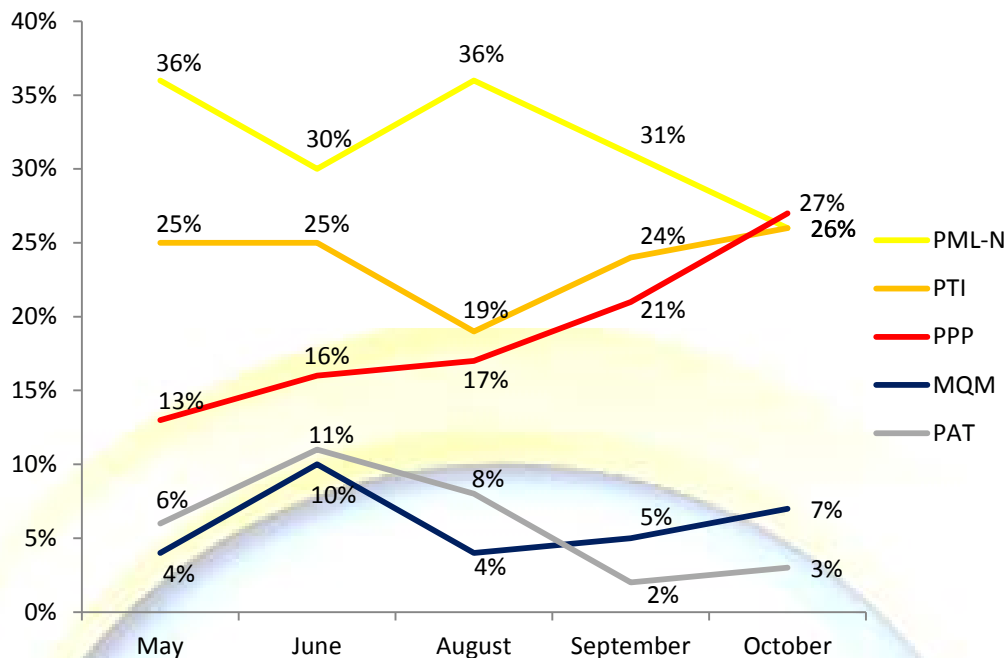
A notable anomaly observed in the analysis for October is that the Pakistan People's Party rose to claim the spotlight in talk shows, beating the incumbent party PML-N and Imran Khan's PTI in the most frequently represented category. This major change might be a result of PPP's tactics to capture attention for their young and rising leader Bilalwal Bhutto. His appearance in the London Million March for the Kashmir Cause and huge political rally in Karachi on October 18th was given considerable media attention.

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 2014 Analysis with the October 2014 Analysis reveals that political issues continue to dominate the media landscape in Pakistan. In October the ratio of topic discussed was very similar to that in the previous months. Economics and Media continue to be neglected topics while the dominant narrative is that of politics, governance and security situation.



Source: TV Content Analysis by Gallup Pakistan Media Research Consultancy

Furthermore, a comparison of representation of Political Parties shows that the presence of PML-N has decreased considerably in October while the presence of other major parties like PPP, PTI and MQM has increased. It is notable, however, that the three biggest political parties in Pakistan by mandate i.e. PML-N, PTI and PPP continue to be the most heavily represented while smaller yet influential parties like MQM, ANP and PAT consistently receive less representation.



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 October 2014. This data was obtained after reviewing over 73 hours of video, spread over 8 talk shows (Off the Record; Capital Talk; Meray Mutabiq; To the Point; Sawal Yeh Hai; News Eye; Aapas Ki Baat and Tonight with Jasmeen) and 113 episodes.

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Gilani Research Foundation is a not for profit public service project to provide social science research to students, academia, policy makers and concerned citizens in Pakistan and across the globe.

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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