



TELEVISION Talk Shows During August 2015

In the 8 Talk Shows analyzed during August 2015, PML- N had the most airtime representation (32%); only 7% of guests invited to talk shows were women; 'Politics' was the main topic under discussion (40%); and majority of the guests were politicians (68%). GALLUP Pakistan

Islamabad, October 28, 2015

According to a Monthly Research Study conducted by Gallup Pakistan Media Research Consultancy, 'Politics' was the main topic under discussion (40%) in the analyzed talk shows, while majority of the guests were politicians (68%) and PML- N was the political party with the most airtime representation (32%). The duration of the analysis is August 2015.

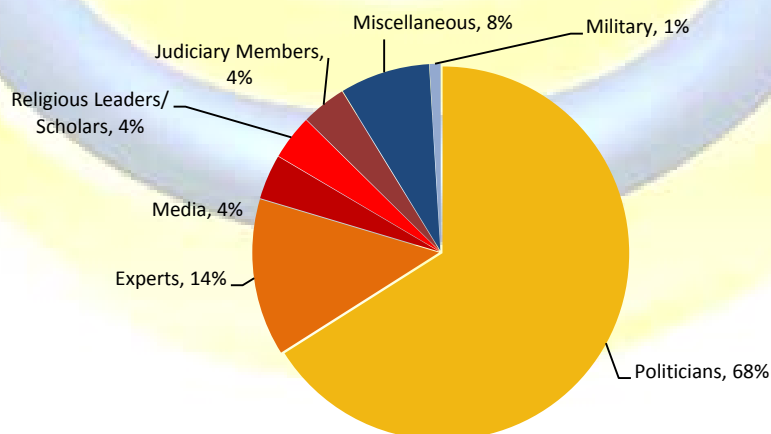
Content analysis of 8 popular current events talk shows (Off the Record; Capital Talk; Meray Mutabiq; Sawal Yeh Hai; News Eye; Aapas Ki Baat; Nadeem Malik Live and Tonight with Fareeha) consisting of a total of 120 episodes aired on different cable television networks was conducted for August 2015. The topics discussed in 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 128 unique guests out of a total of 361 guests in the 120 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 (68%), followed by academics (including professors), defense analysts and senior analysts at 14%. 8% of the guests invited were from miscellaneous occupational categories such as art, cricket, civil society and bureaucracy. Media personnel (anchors, experts, journalists), religious leaders and judicial members took the next spot, each at an equal standing of 4%, while guests from the military: army rangers, air force, police and elite forces constituted a mere 1 % of total guests.



Source: TV Content Analysis by Gallup Pakistan Media Research Consultancy

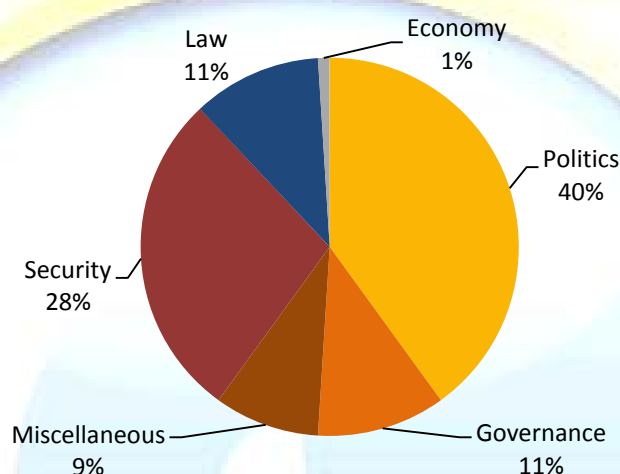
Air- time Share of Political Parties: PML-N in the lead

In August, the maximum representation amongst political parties was from Pakistan Muslim League Nawaz (PML-N) at 32% followed by Pakistan Tehreek-e-Insaf at 24%. The

Muttahida Qaumi Movement (MQM) had a representation of 16% and People's Party (PPP) had a share of 15 % on talk shows during the month of August, with the Awami Muslim League and other parties constituting the remaining portion of airtime.

Most Discussed Topic in Talk Shows: Politics

In the month of August, Politics was as usual, the most popular subject of conversation on talk shows. 40% of the total time in talk shows was dedicated to discussing the political situation in Pakistan. Security concerns and issues formed the second most frequently discussed topic at 28%. Governance and Law constituted the next most significant share at 11 % each, while Miscellaneous topics were discussed 9% of the time. Discussions on economic matters and media-related topics were negligible at 1% and 0% respectively.



Source: TV Content Analysis by Gallup Pakistan Media Research Consultancy

Most Discussed Topic Under Politics: Election Results/ Rigging/ Reforms/ Judicial Commission

The most frequently discussed topic falling under the umbrella of Politics was Elections, with 'Results', 'Rigging', 'Judicial Commission' and 'Electoral Reforms' being discussed most frequently in relation to this topic (19%). The MQM party was given significant attention in political dialogue in August, particularly as MQM resignations from the Parliament and Sindh Assembly emerged as the second most popularly discussed topic in talk shows (15%). This was followed by allegations against the party at 12% and discussions on Altaf Hussain's statements and speeches criticizing the army and state at 9%. Debate on protests (*dharnay*) launched by PTI, its boycott of the elections and demands for resignation of key personnel also formed 9 % of talk show airtime.

Most Discussed Topic Under Security: Pakistan-India Relations/ Kashmir Issue

Politics was followed by Security as the second most frequently discussed topic in talk shows during August. Within Security, the most discussed theme was the relationship between India and Pakistan, in connection with the Kashmir issue and Hurriyat Leadership. The Karachi Operation was also significant under the banner of security-related debates, occupying 18% of airtime, followed by foreign relations and international issues at 12%. Discussions on the murder of Shuja Khanzada and Raheel Shareef/ military were also recurrent, each occupying 12% of the airtime.

Most Discussed Topic Under Governance: Performance of the Government

Governance and Law were the third most frequently discussed categories. The performance of government and Kasur Child Abuse Scandal were the two primary topics constituting the discourse on governance, at 53% and 44% respectively.

The main topics discussed under the theme of Law were the military courts and Dr. Asim Hussain's arrest at 21% each, while action against the criminals behind the Kasur incident was emphasized in 15% of the air time under Law. Interviews of important figures formed 33% and Independence Day related programs comprised 26% of talk show airtime that was categorized as miscellaneous.

Commentary by Gallup Pakistan Media Research Consultancy Team:

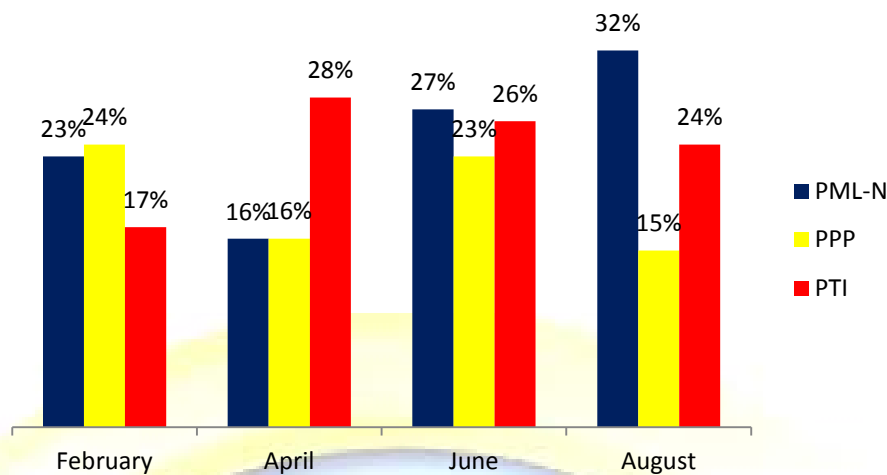
The analysis of talk shows during August portrays the dominance of politics over the media landscape, as has been the pattern over the past year, with rare exceptions. In August, it has a lead of 12% over the next most discussed category of Security. Airtime attributed to political dialogue has shown a rise of 6 % over July (34%). These trends may be understood as caused by the overwhelming and increasing interest in Elections and related topics like Rigging of Results, Demand for Electoral Reforms and Judicial Commission investigations. Security has shown an increase of 8 % compared to July, possibly due to Pakistan-India relations over the Kashmir issue and the efforts of the Karachi Operation coming into sharper focus once again.

This pattern is welcome in terms of counter-terrorism endeavors but it is also alarming considering the poor representation of media and economy in talk shows. This trend also illustrates the tendency of Pakistani talk shows to discuss the immediate, short- term issues facing the country, while more concrete, long- term debates such as those on development and energy crisis are neglected and relegated to the sidelines.

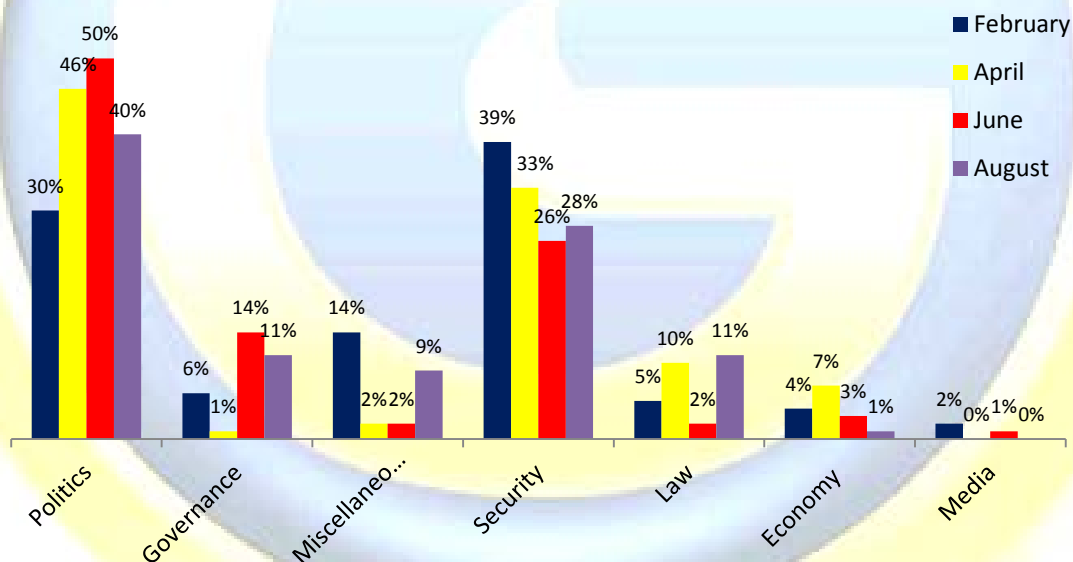
Furthermore, a trend that has been persistent over the past months yet again surfaced in August 2015 talk shows. Data reveals that gender- wise representation of guests is very unbalanced in these leading talk shows. 93% of the guests invited were males while only 7% were females. This figure had temporarily risen to 9 % in July but has again fallen, confirming gender bias in terms of guest participation. This low representation of females on talk shows can also be due to the lesser participation of women in the political sphere in general.

Trend Analysis

This study is part of a longer project hence a comparison of current trends with past ones is helpful in detecting new 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 August. However this month the time dedicated to participant parties was distributed quite unevenly, with PML-N leading at 32%, followed by the PTI (24%) and PPP (15%). This is unlike June, in which the percentages for all three ranged from 23 % to 27%, and July in which all three parties were at an equal standing of 24%. 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. The fluctuations in representation may be linked to the parties' role in or views on the prevailing situation in the nation, their performance, level of activity in the political domain or their own choices in terms of participation in the media. However, the consistent high representation of the same three parties over these months points to limited airtime occupied by other parties.



A topic-wise comparison between the February, April, June and August 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, Law and Media continue to be underrepresented. Pakistan is a nation whose economy has a pressing need for revival, where media is an important source of information for the public and where bad governance and injustice is the cause of frequent discontentment from the masses. Thus it is worrisome that such vital topics are highlighted in discussions for such a small fraction of total 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 March 2015. This data was obtained after reviewing over 70 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 120 episodes.

If for any reason you wish to unsubscribe please send an email to misha.raza@gallup.com.pk

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.

Disclaimer: Gallup Pakistan is not related to Gallup Inc. headquartered in Washington D.C. USA. We require that our surveys be credited fully as Gallup Pakistan (not Gallup or Gallup Poll). We disclaim any responsibility for surveys pertaining to Pakistani public opinion except those carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International Association. For details on Gallup International Association see website: www.gallup-international.com

For more survey data on social and other issues see website www.gallup.com.pk

For any queries please contact:

Ms. Misha Raza
Research Executive

Phone: +92-51-2655630
E-mail: misha.raza@gallup.com.pk

