

TELEVISION

Talk Shows During October 2015

In the 8 Talk Shows analyzed during October 2015, PML-N had the most airtime representation (34%); only 7% of guests invited to talk shows were women; 'Politics' was the main topic under discussion (48%); and majority of the guests were politicians (47%). GALLUP Pakistan

Islamabad, December 28, 2015

According to a Monthly Research Study conducted by Gallup Pakistan Media Research Consultancy, 'Politics' was the main topic under discussion (48%) in the analyzed talk shows, while majority of the guests were politicians (47%) and PML- N was the political party with the most airtime representation (34%). The duration of the analysis is October 2015.

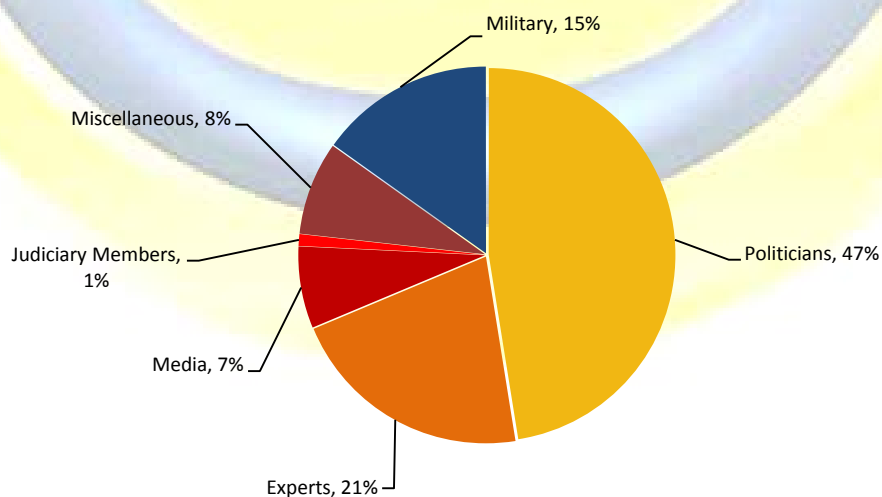
Content analysis of **8** popular current events talk shows (Off the Record; Capital Talk; Meray Mutabiq; Sawal Yeh Hai; News Eye; Aapas Ki Baat; Nadeem Malik Live and Tonight with Fareeha) consisting of a total of **122** episodes aired on different cable television networks was conducted for October 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 **130** unique guests out of a total of **393** guests in the 122 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 (47%), followed by academics (including professors), defense analysts and senior analysts at 21%. Guests from the military: army rangers, air force, police and elite forces constituted 15% of total guests while 8% were from miscellaneous occupational categories such as art, cricket, civil society and bureaucracy. Media personnel (anchors, experts, journalists) formed 7 % of the total while judicial members came last at a standing of 1%.



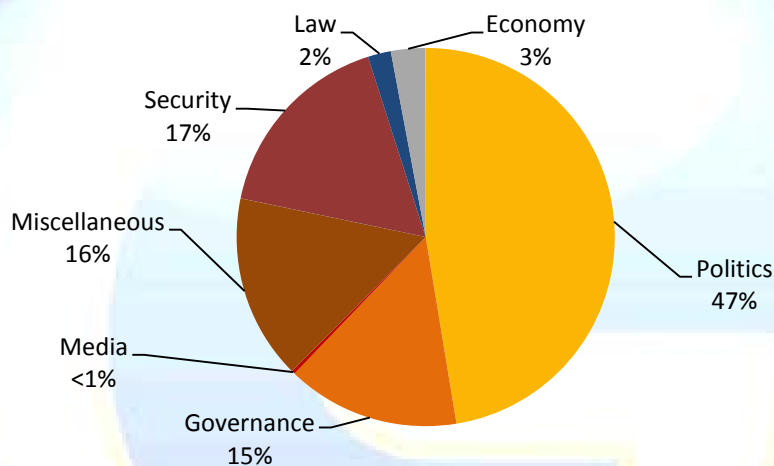
Source: TV Content Analysis by Gallup Pakistan Media Research Consultancy

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

In October, the maximum representation amongst political parties was from Pakistan Muslim League Nawaz (PML-N) at 34%, followed closely by Pakistan Tehreek-e-Insaf at 33 % and Pakistan People's Party at 15%. The Muttahida Qaumi Movement (MQM) was in fourth place with a representation of 6% with PML-Q and other parties constituting the remaining portion of airtime.

Most Discussed Topic in Talk Shows: Politics

In the month of October, politics regained its position as the most popular subject of conversation on talk shows. 48% of total airtime in talk shows was dedicated to debating the political situation in Pakistan. Security concerns and issues were next and formed 17% of total discussions. Miscellaneous topics constituted the next most significant share at 16%, followed closely by Governance, which was talked about 15% of the time. Discussions on economic matters and law were relatively infrequent at 3% and 2 % while the media was almost totally ignored at <1%.



Source: TV Content Analysis by Gallup Pakistan Media Research Consultancy

Most Discussed Topic Under Politics: Debates on various constituencies/ Election Results & Rigging

Politics was the most frequently discussed topic. Debates on the various constituencies, election results, and rigging were recurrent, forming 26% of total airtime under politics. The local body elections and other election related discussions made up another 15% of airtime devoted to politics. The relationship between the PML-N and PTI was also another popular subject, and constituted 13% of total discussions. Other significant subjects included the internal political dynamics of the PTI and the issues the PTI raised at 7% as well as the PPP's current political situation, political future and the capabilities of Bilawal Bhutto, also at 7%.

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

Within Security, an overwhelming portion of talk time constituted debates on Pakistan's relations with the neighbouring India and Afghanistan as well as with America. 53% of total airtime was occupied by concerns over the dynamics of the Pakistan-India relationship and the Kashmir issue. This was followed by discussions on Pakistan-America Relations and Nawaz Sharif's visit to the United States at 32%. There was minimal discussion on the Karachi Operation, terrorism or the military.

Most Discussed Topic Under Miscellaneous: October 26 Earthquake

Miscellaneous topics were the third most frequently discussed. An overwhelming 48% of talk time under the wider banner of Miscellaneous was devoted to the Earthquake experienced in several districts of Pakistan on October 26th of this year. This was followed by numerous interviews of key personnel, mostly from the political domain at 17%. General issues that did not fit into other categories also formed 17% of total miscellaneous airtime, while the Shiv Sena and Benazir Bhutto murder were at an equal standing of 9% each.

The main topics debated within the category of Governance were corruption and the National Accountability Bureau (40%) in addition to the performance of the current government (35%). Economic discussions were mostly general in nature (67%), with 33% of airtime under the banner of the **economy** devoted to discussions on the textile industry. Under the umbrella of law, the single most popular topic was the Asghar Khan case while discussions on the media were negligible (<1%)

Commentary by Gallup Pakistan Media Research Consultancy Team:

The analysis of talk shows during October portrays how politics has regained its influence over the political landscape. Politics had been the most dominant domain over the past months, with the exception of September, in which political discussions (21%) had fallen below security and governance related debates (29% and 28% respectively). In October, politics acquired the lion's share of representation, as security concerns surrounding terrorism and discussions on the armed forces were reduced on talk shows. Interest in governance had also spiked from 11 % in August to 28% in September but fell to 15% in October. However, the emphasis on using the National Accountability Bureau to tackle corruption has increased within the share of airtime constituted by Governance (34% in September; 40% in October).

This pattern is welcome in terms of endeavours to improve the transparency of the authorities but it is also alarming considering the poor representation of economy and media in talk shows. The reduced airtime devoted to security and governance has not meant a shift to more intellectual debates on progress in real terms and other substantial, pressing issues, but is reflected in more engagement with politics. 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.

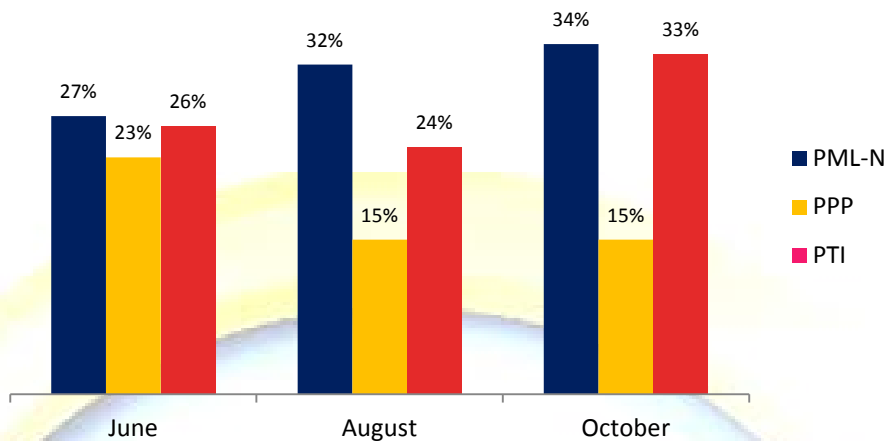
Furthermore, a trend that has been persistent over the past months yet again surfaced in October 2015 talk shows. Data reveals that gender- wise representation of guests is very unbalanced in these leading talk shows. 93% of the guests invited were males while only 7% were females. This figure had temporarily risen to 9 % in July but fell in the succeeding months (7% in August, 6 % in September), 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 September, with the PML-N leading at 34%, followed closely by the PTI at 33%. The PPP was in third place at 15%. The PML-N has shown a gradual increase in representation over the past few months, rising from 27% to 32% between June and August and from 32% to 34% between August and October. The PPP, on the other hand, exhibited a decrease in representation between June and August but was on overall stable between August and October (15%). The PTI's representation fell slightly from 26% to 24% between June and August but rose by 9% between August (24%) and October (33%).

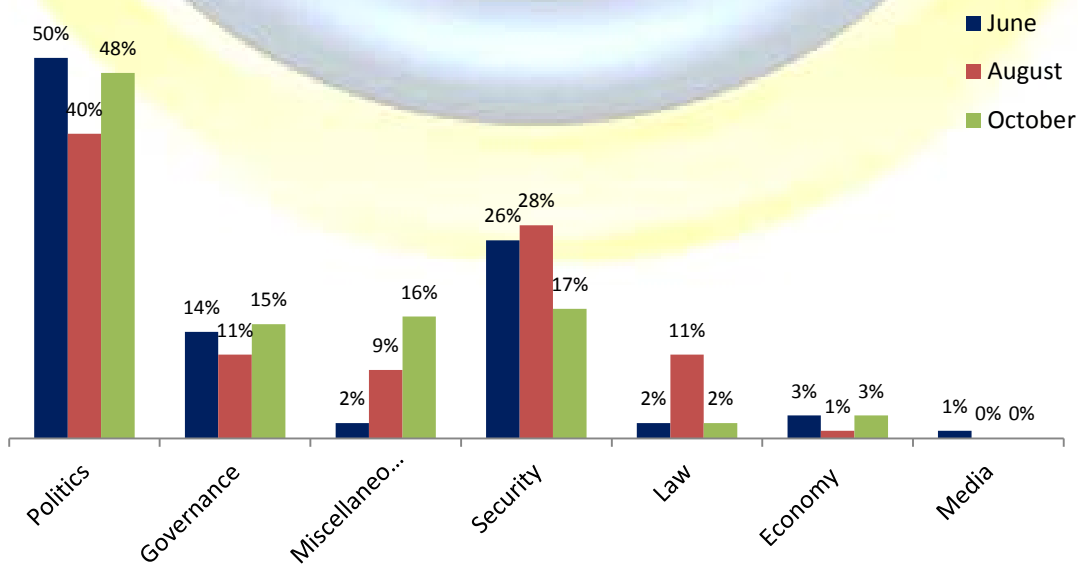
This distribution indicates that media in Pakistan is independent to a large extent and there is little, if any, bias towards propagating the views of a single political party. The

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.



Source: TV Content Analysis by Gallup Pakistan Media Research Consultancy

A topic-wise comparison between the June, August and October 2015 Analysis reveals that relative to other topics, the significance of politics can fall temporarily (as it did in September), but it will remain the most popular domain of discussion from a holistic perspective. As the graph depicts, it has generally constituted the highest share of airtime, followed by security and governance. We can note that the gap between the representation of security and governance has been bridged to a great extent in October as discussions on terrorism and counter-terrorism measures are reduced and the focus shifts to the need to eradicate incompetent and dishonest authorities. Law, Economy 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 discrimination is the cause of frequent discontentment from the masses. The increased focus on governance is a good start to this process of revival. We can also see that the Economy has shown some improvement in terms of representation, or has at least stabilized in comparison to June, which is a promising trend for the future of this nation. However, the representation of Law has fallen considerably, a phenomenon that needs special attention if justice is to be served effectively. Discussions on the media are also almost absent from the scene, a phenomenon that should be investigated, since it is one of the most important institutions in Pakistan.



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 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 122 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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