



Opinion Poll TELEVISION Talk Shows

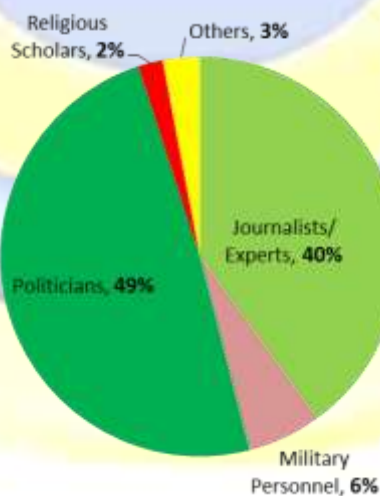
In the 7 Talk Shows analyzed, 'Politics' was the main issue under discussion (53%) while majority of the guests were politicians (49%) and PML-N was the political party with the most airtime representation. GILANI POLL/GALLUP PAKISTAN

Islamabad, June XX, 2014

This study was conducted by Gallup Pakistan Media Research Consultancy. The duration of the analysis is May 2014. The 07 talk shows reviewed under this study include Off the Record; Aaj Kamran Khan Ke Saath; MerayMutabiq; To the Point; News Eye; Aapas Ki Baat; and Tonight with Jasmeen. On whole, 63 hours of video, spread over 107 episodes were reviewed for this analysis.

The topics discussed on these popular current events talk shows were distilled into 6 broad categories: 'Economy', 'Governance', 'Law', 'Politics', 'Media' and 'Security'. 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, there were overall 159 unique guests in the 107 episodes analyzed. Furthermore, majority of the guests were Politicians (49%), followed by Journalists, TV anchors and Experts at 40% and Military Personnel at 6%. 2% were Religious Scholars whereas 3% of the guests belonged to other professions. Maximum representation amongst Political Parties was from Pakistan Muslim League-Nawaz (PML-N) at 36%, followed by Pakistan Tehreek-e-Insaaf (PTI) at 25% and Pakistan People's Party (PPP) at 13%. Members of the Pakistan Awami Tehreek formed 6% politicians while 4% of the political guests belonged to Muttahida Quami Movement (MQM) whereas Jamat-e-Islami represented 5%. 2% of the politicians invited belonged to Jamat-e-Ulema-e-Islam-Fazal-ur-Rehman (JUI-F) and 2% were a part of Awami Muslim League (AML). 1% of the political invitees represented Pakistan Muslim League-Quaid (PML-Q). 6% of the political guests represented other parties.



Source: Gallup and Gilani Surveys

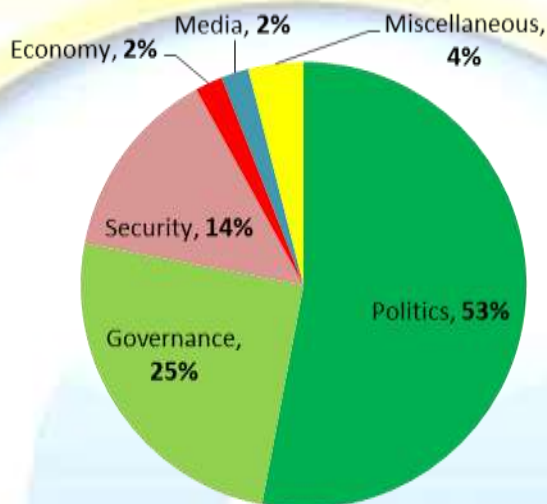
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Keeping in line with the current situation of the country, issues related to 'Politics' dominated the airtime at 53%. Second most popular topic of discussion was Governance at 25%, followed by Security at 14%. Economy and Media had an equivalent of 2% each of the airtime while 1% covered Law. Miscellaneous topics comprised 5% of the airtime. Under the 'Politics' banner, the 'PTI's



Claims of Rigged Elections’ took precedence over all other related issues, taking up 37% of the total ‘Politics’ airtime. Other frequently discussed topics include ‘Nawaz-Modhi Meeting’ at 17%, followed by ‘Imran Khan’s Allegations against Geo TV’ (16%), ‘Opposition’s Alliance’ (11%) and ‘Altaf Hussain: Money Laundering Case’ (9%). 6% of the airtime constituted of talks about the ‘Army-Government Split’ while the remaining 5% discussed other political concerns.

Under ‘Governance’, ‘Government’s Role in Geo TV Issue and PEMRA’ was the most popular topic (32%) followed by ‘Overall Performance of PML-N in the Previous Year’ (28%) and matters related to ‘Government’s Strategy in Dealing with Taliban’ (17%). 9% of the airtime was dedicated to the discussion of ‘Electoral Reforms’ while the remaining 14% focused on other governance related issues.



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In ‘Security’ the most frequently discussed issues include: ‘Law and Order Situation in Karachi’ at 57%; ‘Dialogue with/Military Operation against Taliban’ at 31% and ‘Drone Attacks’ at 2%. The remaining airtime (10%) was devoted to miscellaneous security issues. Furthermore, under the ‘Economy’ heading, ‘Energy Crisis’ and ‘PIA’ were the most debated topics, taking up 33% of the airtime each. This was followed by ‘Loans/Circular Debt’ and ‘Pak-India Trade’, both at 17%. ‘Geo News’ Allegations against ISI’ was a highly discussed topic under the ‘Media’ caption at 83% followed by ‘Protests against Geo Entertainment’s Morning Show’ at 17%.