



PRESS RELEASE (also emailed*/faxed separately)

Opinion Poll TELEVISION

Talk Shows During September 2014

In the 8 Talk Shows analyzed during September 2014, 'Imran Khan's Agenda During Azadi March' was the main issue under discussion (31%), while majority of the guests were politicians (58%) and PML-N was the political party with the most airtime representation (31%). GALLUP Pakistan

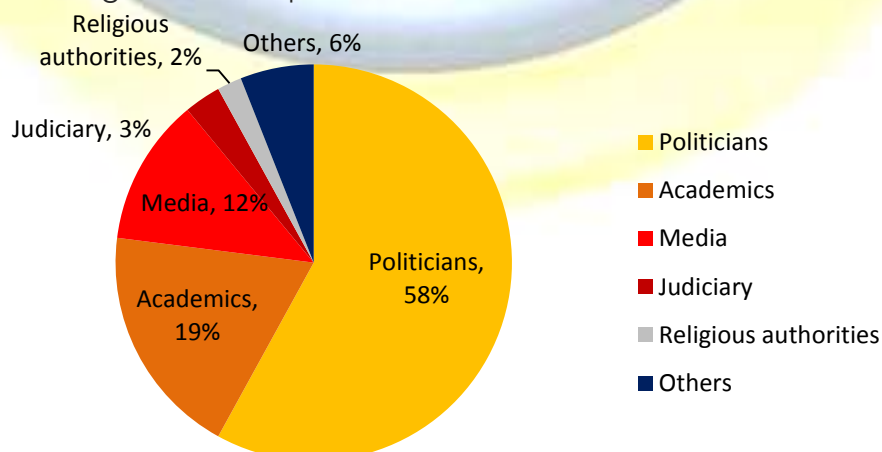
Islamabad, October 29th, 2014

According to a Monthly Research Study conducted by Gallup Pakistan Media Research Consultancy, 'Politics' was the main issue under discussion (63%), while majority of the guests were politicians (58%) and PML-N was the political party with the most airtime representation (31%). The duration of the analysis is September 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 109 episodes aired on different cable television networks was conducted for September 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 135 unique guests out of a total of 332 guests in the 109 episodes analyzed. Furthermore, majority of the guests were Politicians (58%), followed by Academics including professors, defense analysts and senior analysts at 19%. Media persons such as Journalists and Experts took the next spot at 12%. Guests from various miscellaneous professional backgrounds such as art, cricket, civil society and bureaucracy occupied a 6% chunk of the total airtime. 3% of the guests invited were Judiciary Members while Religious authorities took 2% of the air-time.

Maximum representation amongst Political Parties was from Pakistan Muslim League (PML-N) at 31%, followed by Pakistan Tehreek-e-Insaf (PTI) at 24% and Pakistan People's Party (PPP) at 21%. Members of Pakistan Awami Tehreek (PAT) formed a menial 2% of the politicians invited while representatives of Awami National Party (ANP) had 7% participation in all talk shows. Muttahida Qaumi Movement (MQM) took 5% of the total air-time. 10% of the politicians invited belonged to other parties.

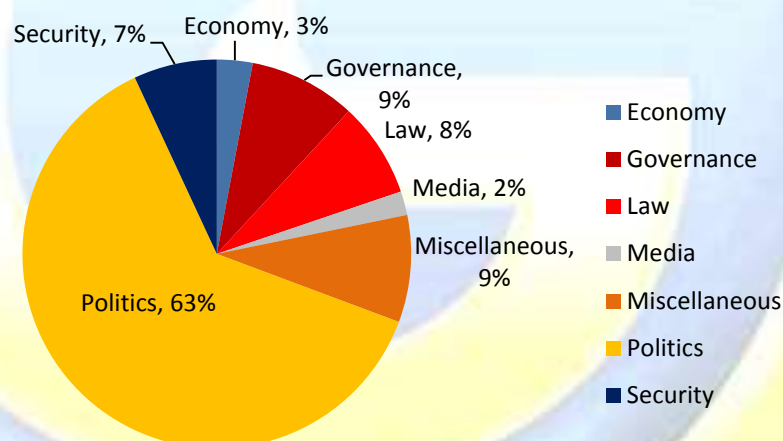


Source: Source: TV Content Analysis by Gallup Pakistan Media Research Consultancy

Keeping in line with the current political turmoil in the country and the havoc wrecked by the monsoon floods, issues related to 'Politics' dominated the airtime at 63% and 'Miscellaneous' issues including floods and IDPs related discussions (9%) were also a popular topic in talk shows. 'Governance' was also moderately popular genre of discussion with 9% airtime. This was followed by 'Law' at 8% and 'Security' at 7%. Issues pertaining to economy comprised 5% of the airtime while 'Media' took 2% of the total time. Under the 'Politics' banner, 'Imran Khan's demands/ agenda during Azadi March' took precedence over all other related issues yet again, taking up 31% of the total 'Politics' airtime.

Other frequently discussed topics falling under the umbrella of politics include 'Imran Khan's allegation on rigging in 2013 elections' at 17%, followed by 'Azadi and Inqilaab Marches and speculation over the London Plan' at 11%. This was followed by 'Role of Army, Government and Opposition to resolve political crisis' taking 10% of the total airtime. 9% of time during talk show discussions was taken by 'Tahirul- Qadri's demands during the Inqilaab March'. A significant chunk (6%) of all political discussions was occupied by 'Security Forces' action against MQM workers and the consequent events in Karachi'.

Under 'Miscellaneous' category, more than half (52%) of the discourse was comprised of 'Damages caused by floods and Government's response to the disaster'. 'Education system policy' was the second most frequently discussed topic with 31% airtime. Furthermore, since the World Democracy Day was celebrated in September, 17% of discussions revolved around the 'Future of Democracy in Pakistan' and democracy around the world.



Source: TV Content Analysis by Gallup Pakistan Media Research Consultancy

In 'Governance' the most frequently discussed issues included: 'Performance and policies of Government on various issues' with 50% share of airtime and 'Pak- India relations' at 23%. Law was also a popular genre, with issues like 'Electoral reform' and 'FIR Model Town incident' owning 48% and 41% of the discussions individually. Under the 'Security' heading, 'Karachi law and order situation' was the most popular topic, taking up 48% of the airtime devoted to Security. This was followed by 'Cross border terrorism' and 'Operation Zarb- e- Azab' at 22% each. 'Economic indicators and growth' along with postponement of Chinese President's visit' led the discussions in the 'Economy' category with 44% of the total share each. 'Geo TV issue' was most discussed in the Media category (60%).

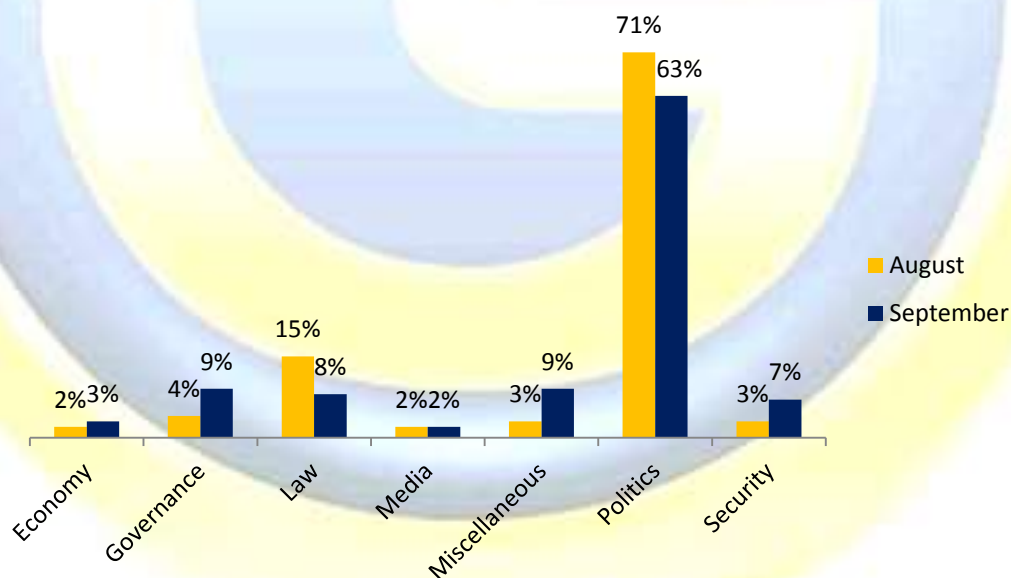
Lastly, it is most interesting to know that the three most frequently invited guests in talk shows were Asad Umer of PTI, Arif Alvi of PTI and Babar Sattar, a writer/ columnist and an advocate High Court.

Commentary by Gallup Pakistan Media Research Consultancy Team:

Pakistan's media discourse over the last month has yet again been dominated by opinions and debates revolving around the Azadi and Inqilaab Marches that have settled in the D- Chowk of the Federal Capital Islamabad. Over the course of September, most discussions tackled the same issue from various angles, sometimes depicting the Government's stances while also showing both the PTI and PAT's grievances.

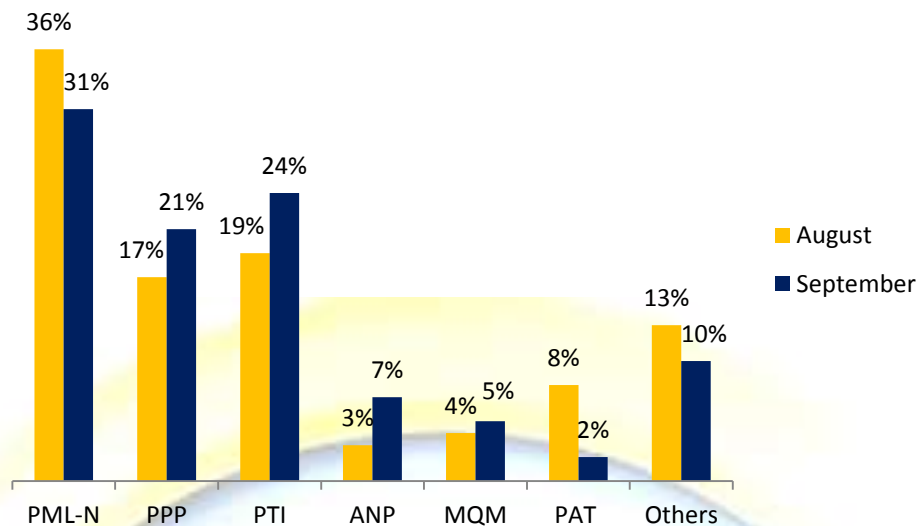
During September, it is noted that although Dr. Tahir- ul- Qadri's PAT participants in the rally were greater in number when compared to the followers of PTI's Imran Khan, the media coverage for the former was markedly low in comparison. In August, PAT received 8% of talk time in shows which dropped to a mere 2% in September. This may be attributed to the fact that PAT is an emerging face in the political arena of Pakistan and is not yet considered an electoral power. Hence, parties like ANP and MQM had a greater share of air- time than PAT.

This study is part of a continuum and hence a comparison of current trends with past ones is helpful in establishing changing trends. A topic- wise comparison between the August 2014 Analysis with the September 2014 Analysis reveals that while politics has been the dominant theme under discussion due to PTI and PAT's rally/ sit- in, there is a slight decline in this figure from 71% to 63%. This curious decline is observed because there was a marked increase (3% in August to 9% in September) in discussions about miscellaneous issues including the monsoon floods and the resulting flux of IDPs. There was also an increase in ideological debates about democracy and ethics that should flourish in Pakistan and hence the air- time for such miscellaneous issues increased.



Source: TV Content Analysis by Gallup Pakistan Media Research Consultancy

Similarly, a comparison of representation of Political Parties shows that the presence of PML-N has decreased somewhat while the presence of other major parties like PTI, PPP and MQM has increased. This change in trend may be attributed to the hubbub around the long march and sit-in dying down a little to allow room for other parties' perspectives. Consequently, parties like PPP, MQM and ANP that were not directly involved in the protests saw their airtime rise in September.



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 September 2014. This data was obtained after reviewing over 69 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 109 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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