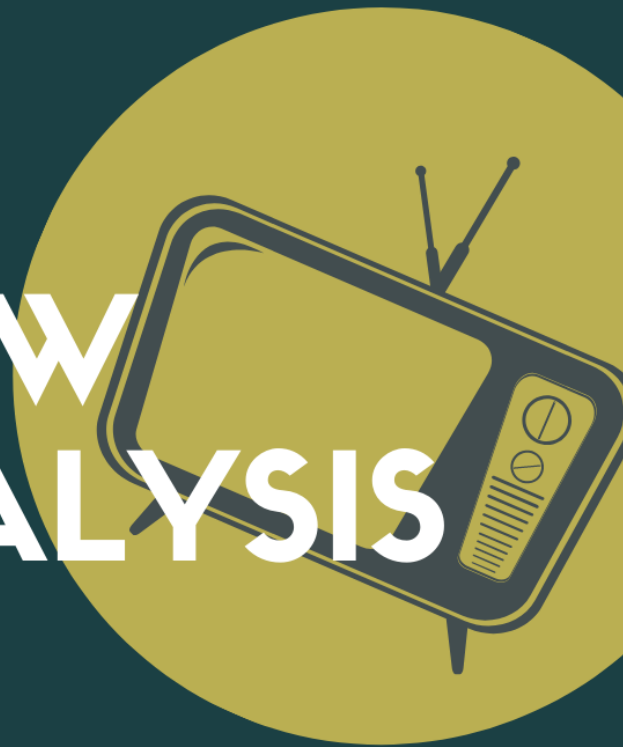


TALK SHOW CONTENT ANALYSIS



BASED ON TOP 10 PROGRAMMES



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7. Top 5 Unique Guests

Key Insights- 1/2

1. **417** out of **483** topics discussed in the shows monitored were related to **Politics** [CLICK HERE](#)
2. The most discussed political topic in the last month was **4.Army Chief Job Extension/ Notification** [CLICK HERE](#)
3. **PTI** and **PML N** are the top two parties which appeared most frequently among **10** parties. [CLICK HERE](#)
4. Party which appeared most frequently on **Ary News** was **PTI** PTI was also one of the most appeared parties on all other channels too. [CLICK HERE](#)
5. Appearance of **PTI** is highest on **ARY News** . Likewise , appearance of **PML N** , **PPP** and **MQM** is the highest on **ARY News** , **GEO News** and **Dunya News** respectively. [CLICK HERE](#)
6. **Faisal Wada** and **Fawad Chaudhry** were the top two guests who appeared most frequently in all the programmes. [CLICK HERE](#)



Key Insights- 2/2

7. **Fawad Chaudhry** was the most frequent guests on the shows.



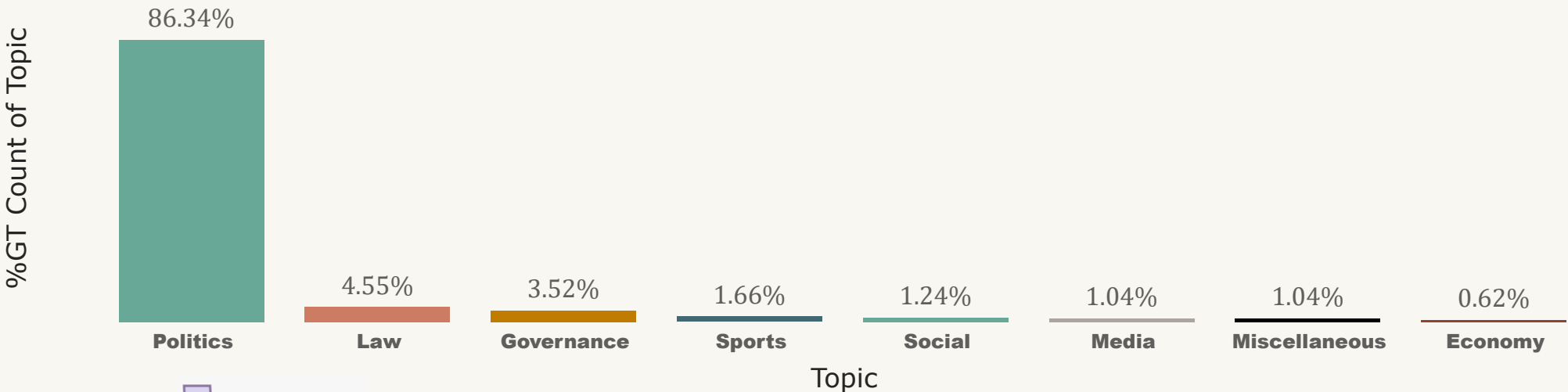
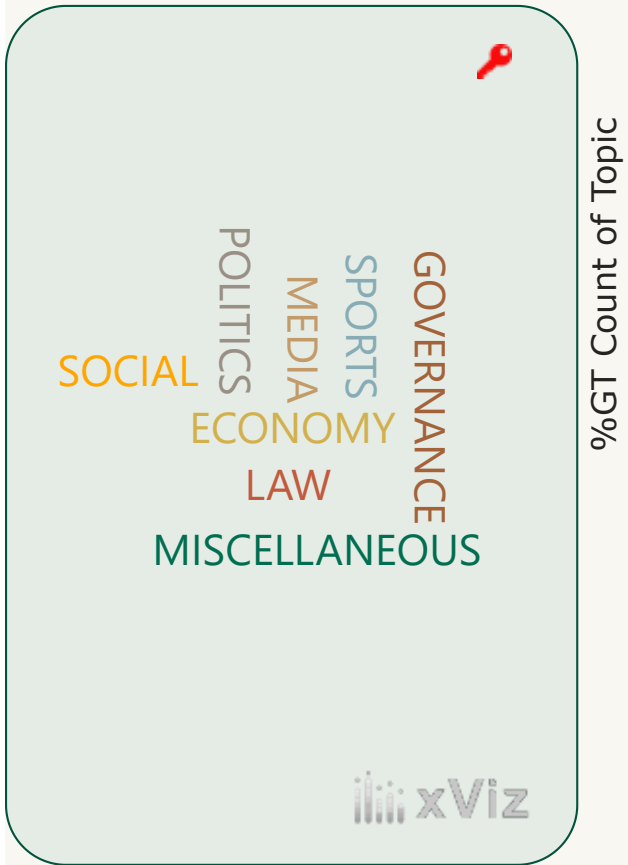
8. Total number of programmes monitored are **10**. Total number of unique guests appeared in these programmes are **208** whereas repeated guests were **483**



9. Program with the highest appearance of repeated guests was **Dunya Kamran Khan Kay Sath** with a total count of **82**



2. Main Topics Under Discussion

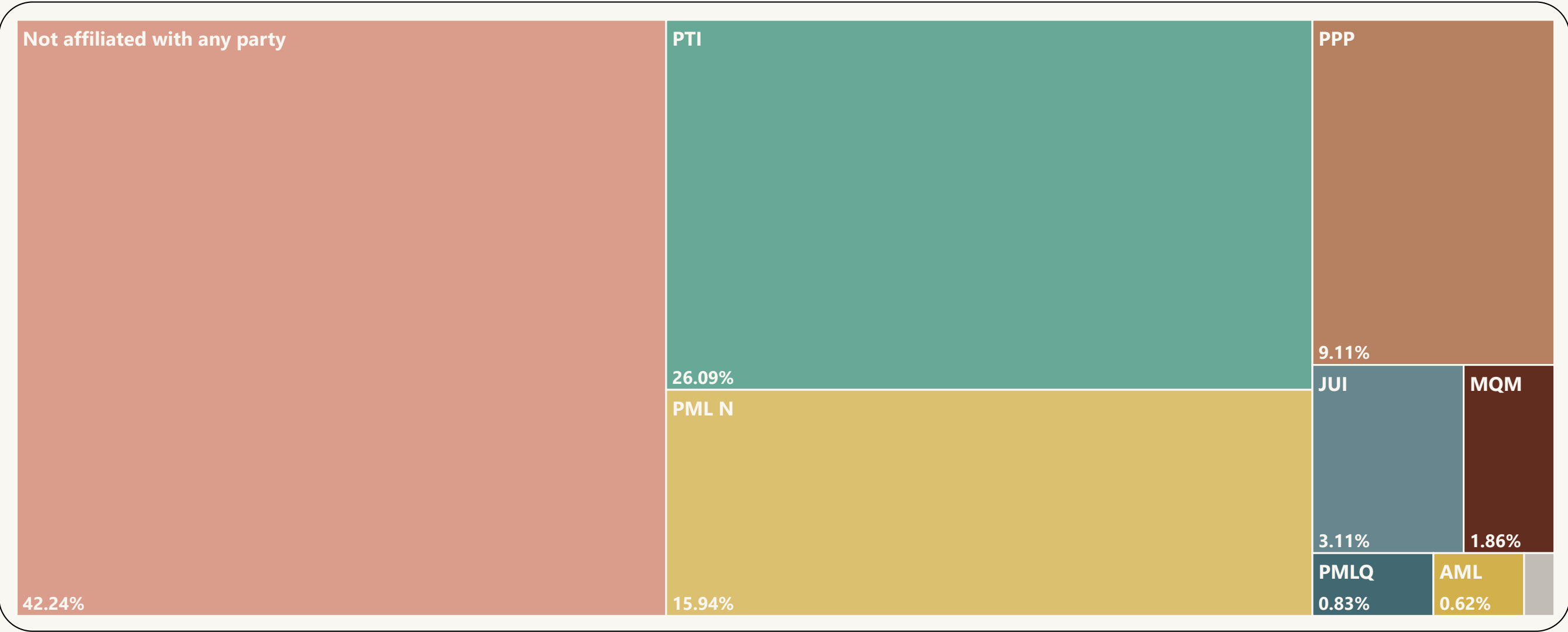


2.1 Top 5 Political topics discussed in the shows

- 4.Army Chief Job Extension/ Notification
- 3.Nawaz Sharif Health Relief / Issue
- 16. PTI Foreign Funding Case
- 19.Musharraf Case
- 30.Indemnity Bond Issue



3. Participation by Political Party Affiliation



Total Parties
10



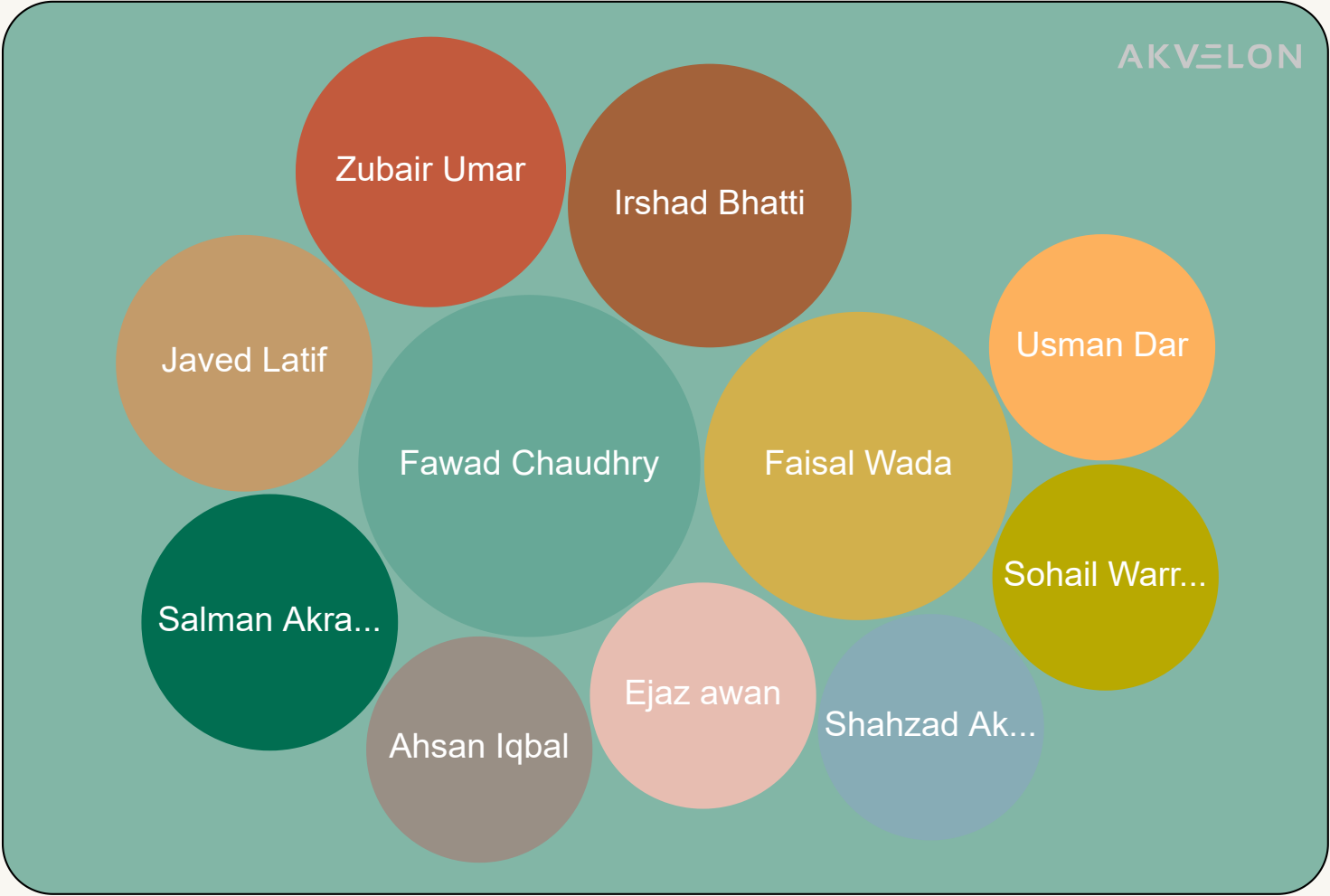
3.1 Participation by Political Party Affiliation in Top 5 Channels



Political Party	Ary News	Dunya News	Express News	Geo News	Sama News	Total
PTI	50.54%	52.17%	36.84%	45.78%	35.71%	45.16%
PPP	12.90%	8.70%	18.42%	15.66%	23.81%	15.77%
PMLQ	1.08%	4.35%			4.76%	1.43%
PML N	30.11%	8.70%	28.95%	26.51%	33.33%	27.60%
MQM	1.08%	21.74%		2.41%	2.38%	3.23%
JUI	3.23%	4.35%	15.79%	6.02%		5.38%
BNP				1.20%		0.36%
AML	1.08%			2.41%		1.08%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%



4. Top 10 Guests on Talk Shows

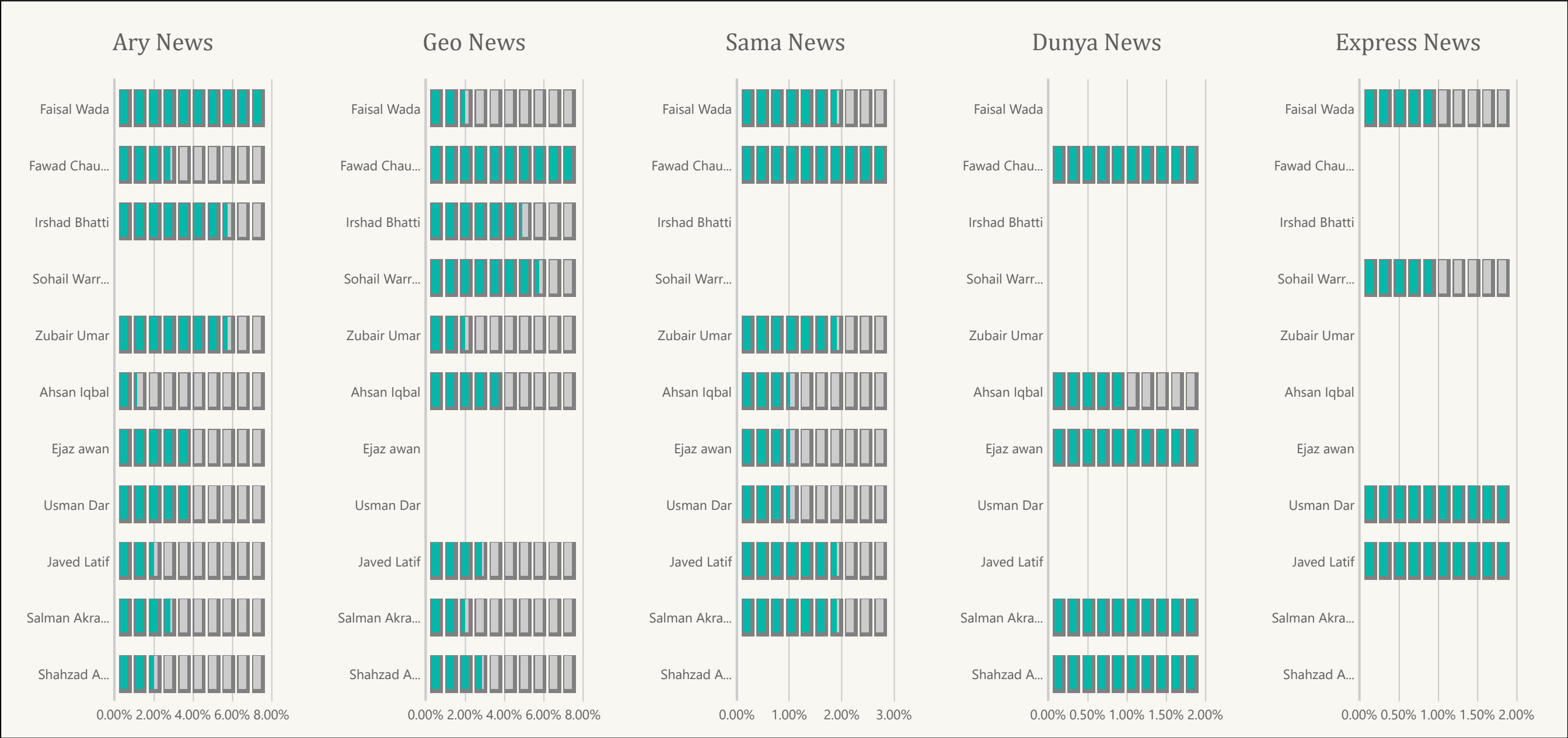


Fawad Chaudhry	15.53%
Faisal Wada	12.62%
Irshad Bhatti	10.68%
Zubair Umar	9.71%
Javed Latif	8.74%
Salman Akram Raja	8.74%
Ahsan Iqbal	6.80%
Ejaz awan	6.80%
Shahzad Akbar	6.80%
Sohail Warraich	6.80%
Usman Dar	6.80%

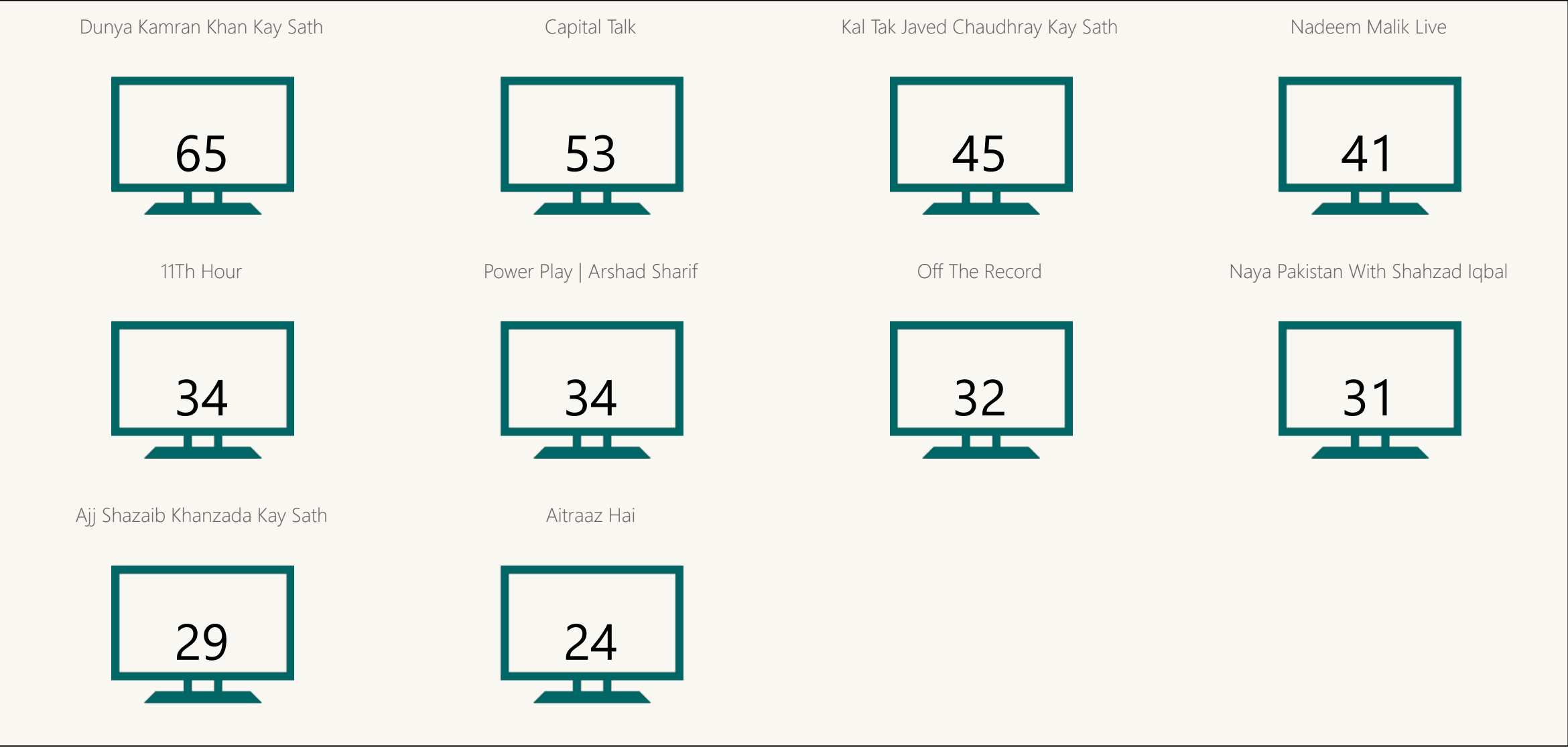
**Percentage is distributed among the Top 10 Guests.*



4.1 Appearance of Top 10 Guests on TV Channels



5. Number of Unique Guests in Various Programs



Total Programme

10

Unique Guests

208



6. Number of Repeated Guests in Various Programs



Total Programmes

10

Non Unique Guests

483



7. Top 5 Unique Guests

Name of Guest	Appearance▲	Programs	Ratio
Ansar Abbasi	3	1	3
Barrister Saad Rasool	3	1	3
Hafiz Hamdullah	3	1	3
Muhammad Ali Saif	5	2	2.5
Mustafa nawaz khokhar	6	2	3
Ejaz awan	7	3	2.33



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