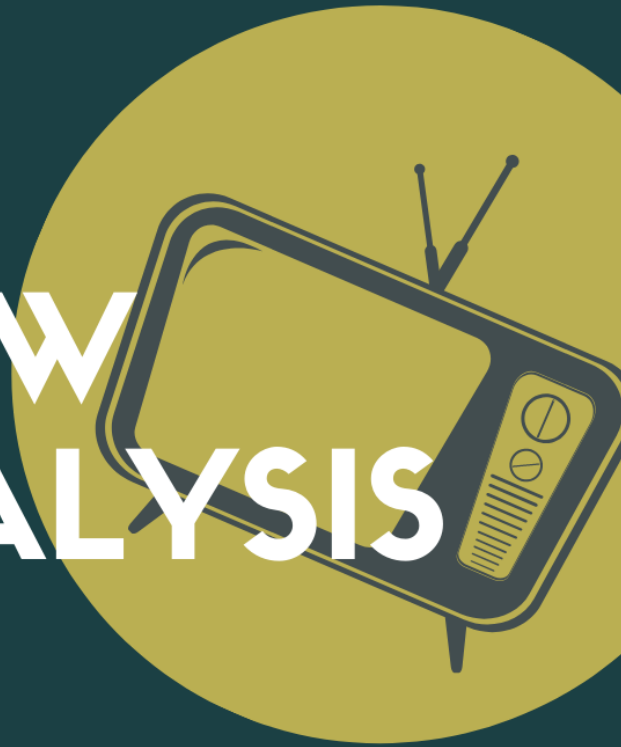


TALK SHOW CONTENT ANALYSIS



BASED ON TOP 10 PROGRAMMES



Contents

1. Key Insights
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Key Insights- 1/2

1. **1671** out of **2759** topics discussed in the shows monitored were related to **Politics**

2. The most discussed political topic in the last month was **598. Sind Government and wafaqi Gover...**

3. **PTI**
PPP are the top two parties which appeared most frequently among **5** parties.

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.

5. Appearance of **PTI** is highest on **ARY News** . Likewise , appearance of **PML N** and **ppp** is the highest on **ARY News , GEO News and Dunya News** respectively.

6. **Murtaza Wahab**
saeed ghani were the top two guests who appeared most frequently in all the programmes.

Key Insights- 2/2

7. **Murtaza Wahab** 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 **593** whereas repeated guests were **2759** .

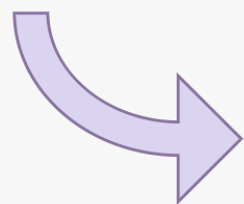
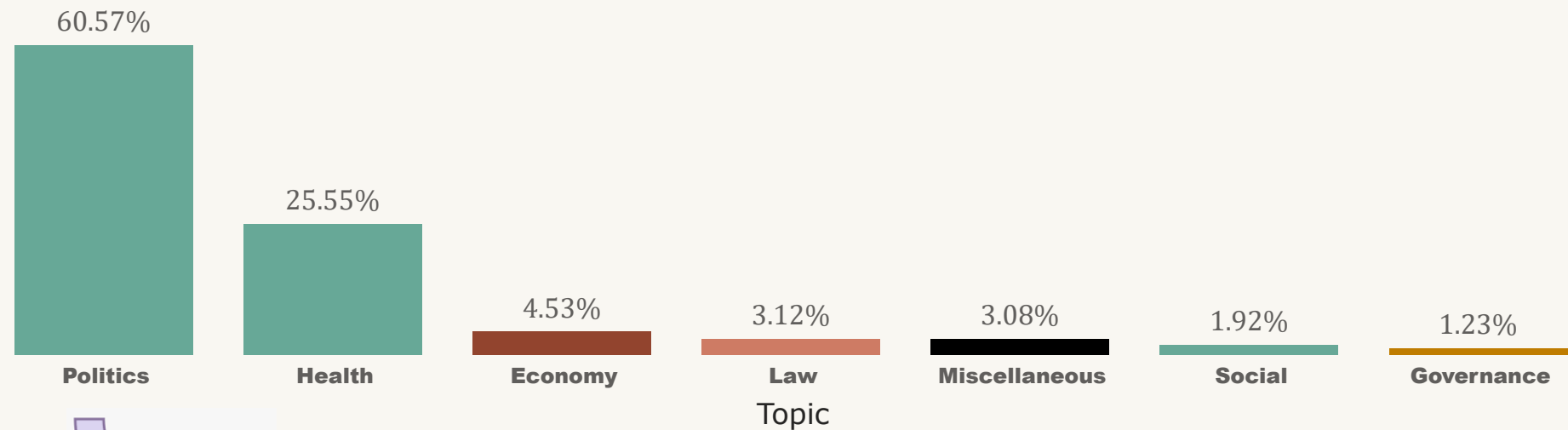
9. Program with the highest appearance of repeated guests was | **Dunya Kamran Khan Kay Sath**

with a total count of **523**

2. Main Topics Under Discussion



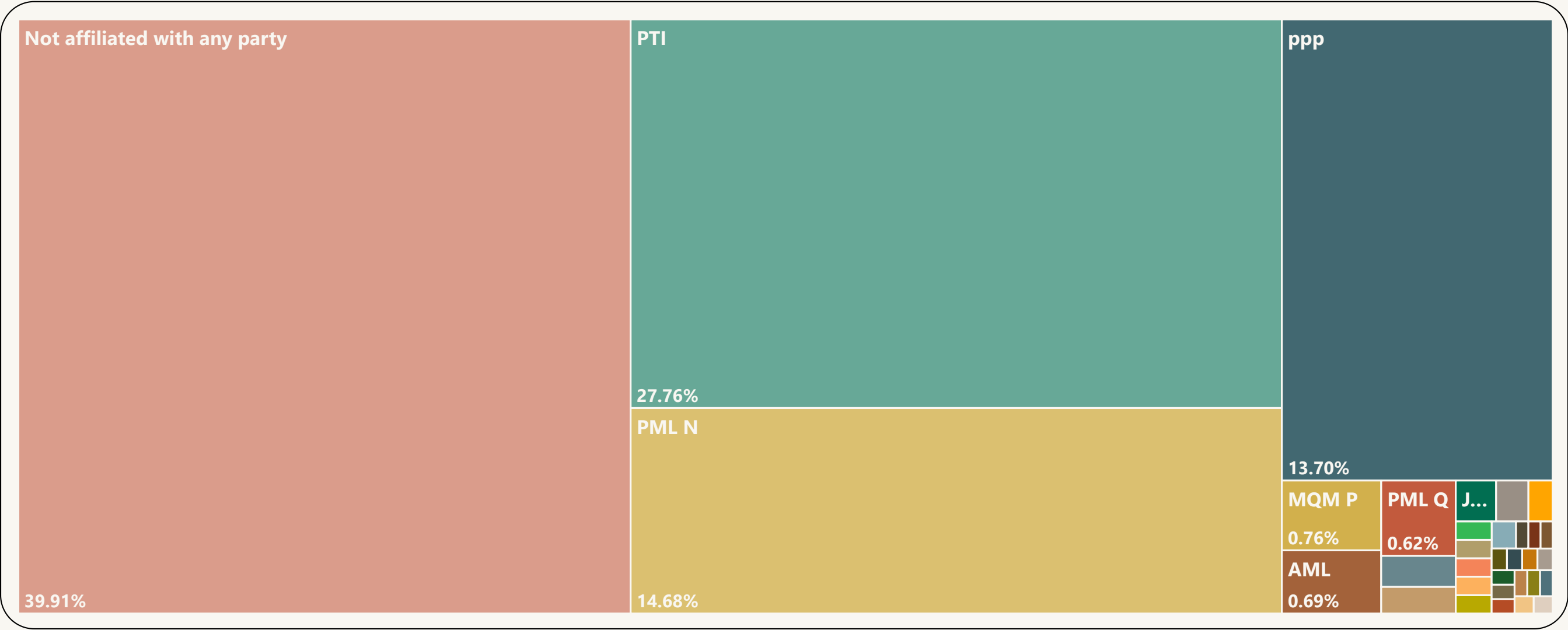
%GT Count of Topic



2.1 Top 5 *Political topics discussed in the shows*

- 598. Sind Government and wafaqi Government dispute on Lock Down Issue
- 50. Pakistani Economy
- 558. Discus on sugar Report
- 42.Increase in prices of Food Items
- 679. 18 amendment

3. Participation by Political Party Affiliation



Total Parties
33

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	46.52%	67.61%	40.10%	49.13%	45.32%	48.63%
ppp	25.61%	19.32%	28.99%	24.24%	18.23%	24.00%
PML N	25.99%	11.93%	30.92%	23.58%	36.45%	25.71%
JUI				1.53%		0.44%
AML	1.88%	1.14%		1.53%		1.21%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

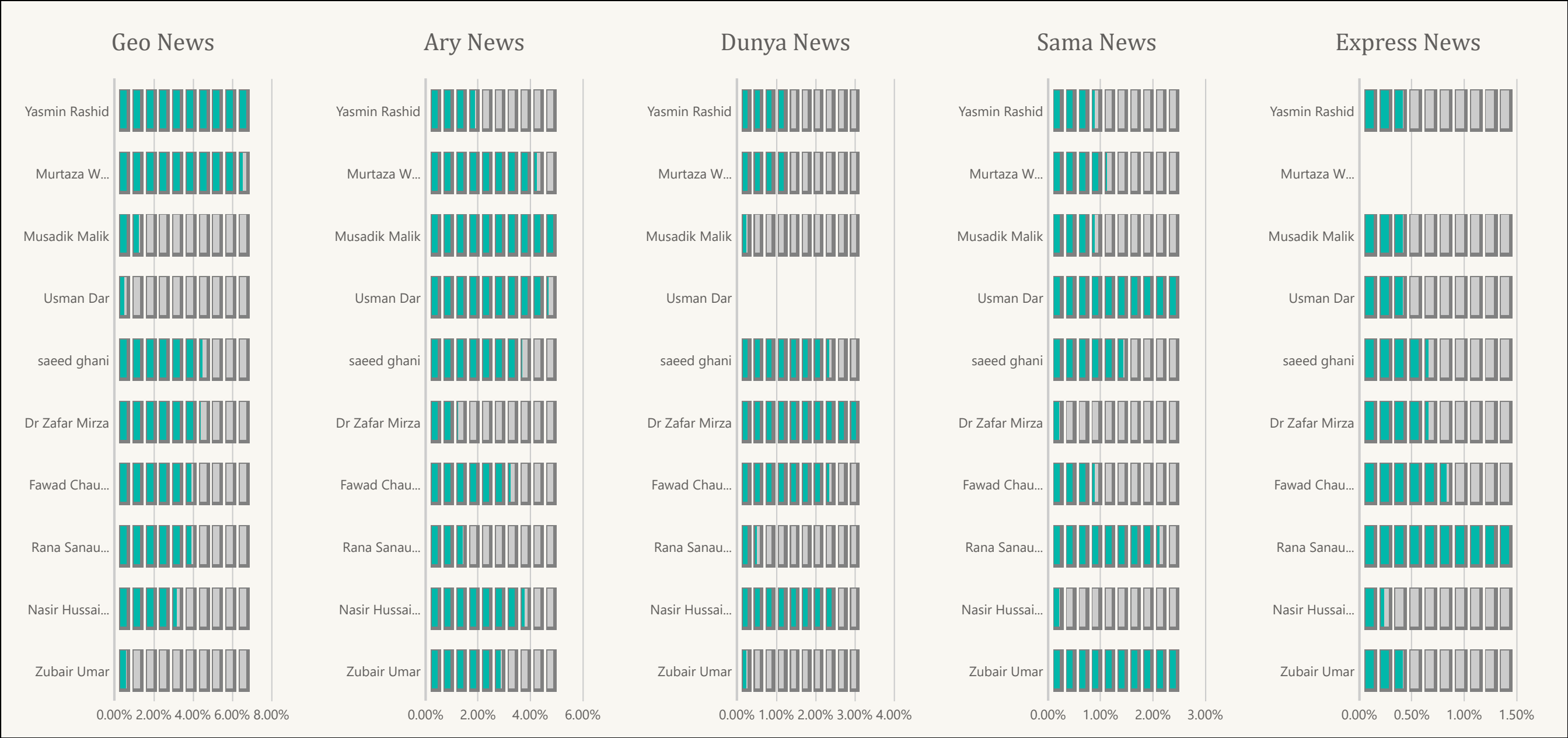
4. Top 10 Guests on Talk Shows



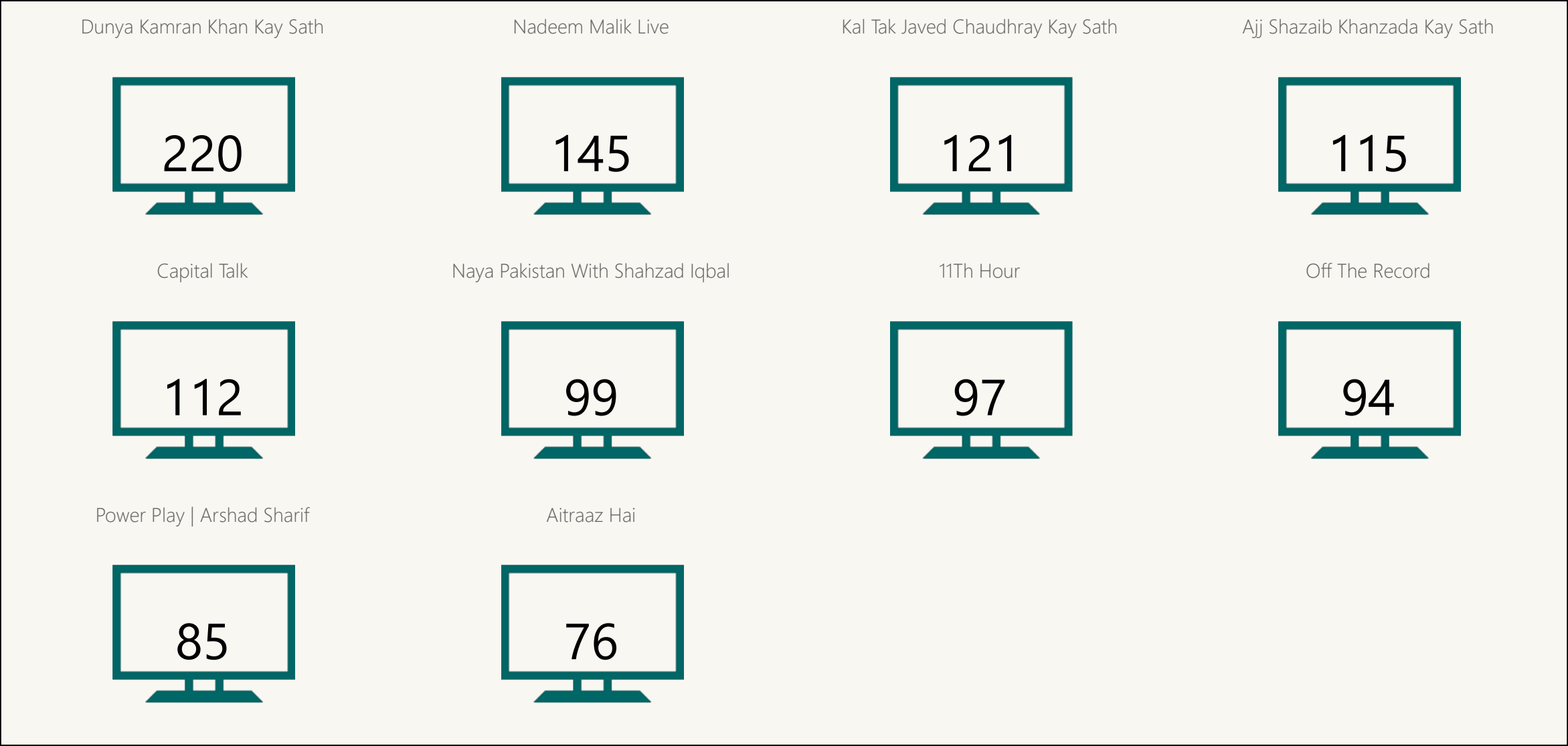
**Percentage is distributed among the Top 10 Guests.*

Murtaza Wahab	13.16%
saeed ghani	12.53%
Yasmin Rashid	11.46%
Fawad Chaudhry	11.25%
Nasir Hussain Shah	9.98%
Rana Sanaullah	9.55%
Dr Zafar Mirza	9.34%
Usman Dar	8.07%
Musadik Malik	7.86%
Zubair Umar	6.79%

4.1 Appearance of Top 10 Guests on TV Channels



5. Number of Unique Guests in Various Programs



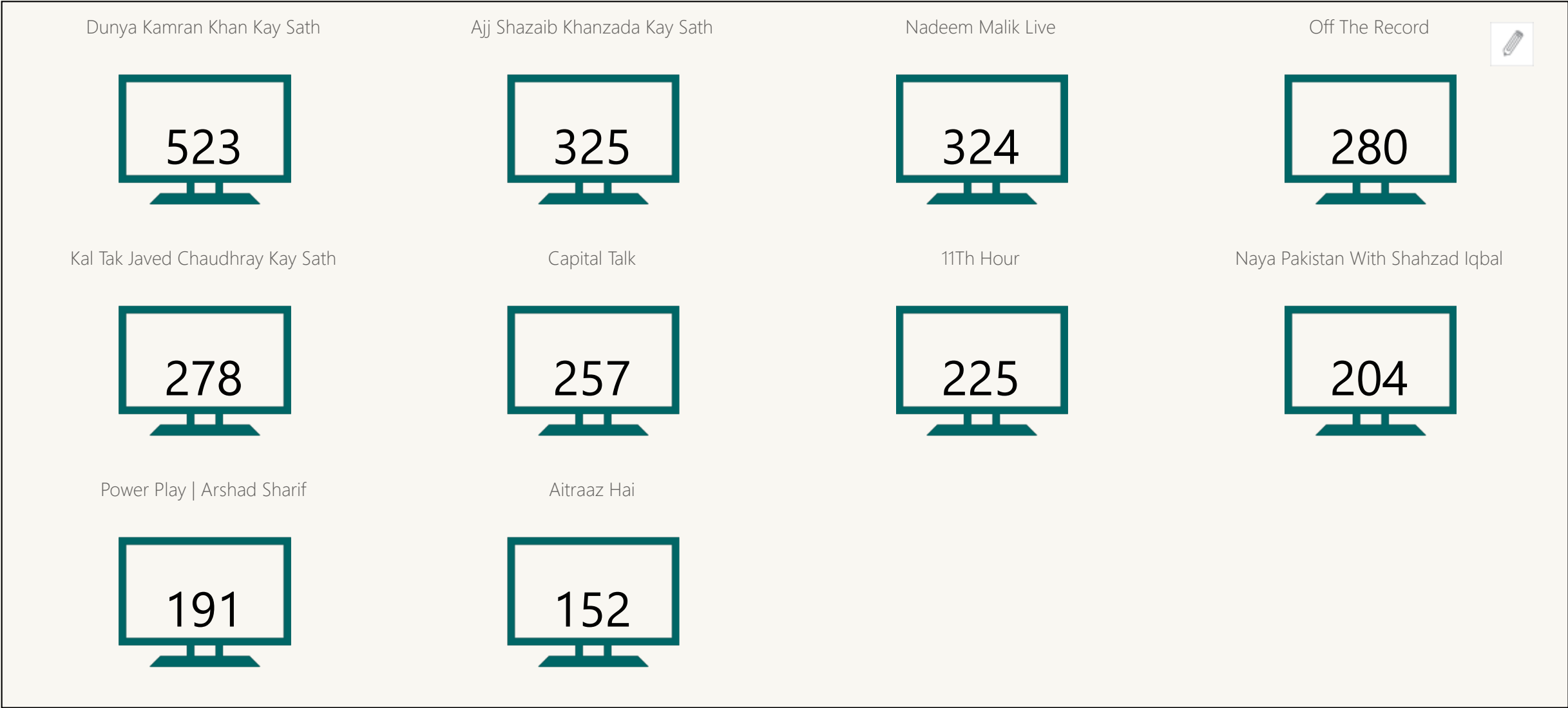
Total Programme

10

Unique Guests

593

6. Number of Repeated Guests in Various Programs



Total Programmes

10

Non Unique Guests

2759

7. Top 5 Unique Guests

Name of Guest	Appearance	Programs	Ratio
Sohail Warraich	7	1	7
Saleem Bukhari	10	3	3.33
Dr waqar masood	3	1	3
Dr. Tipu Sultan	3	1	3
Hamid Mir	3	1	3
khuram shezad	3	1	3
257	257	257	232
waleed iqbal	14	5	2.8

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