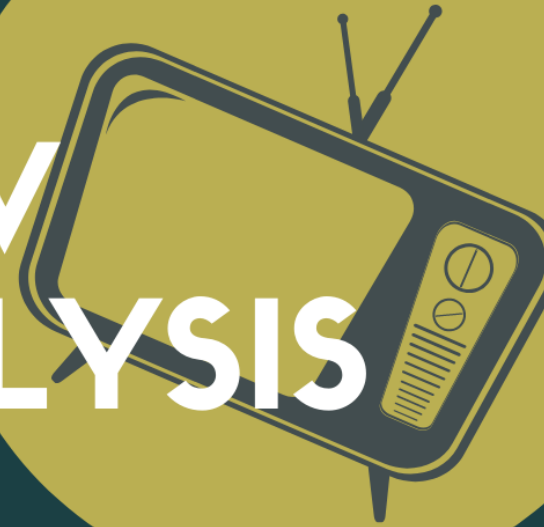


TALK SHOW CONTENT ANALYSIS



BASED ON TOP 10 PROGRAMMES



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Key Insights- 1/2

1. **444** out of **474** topics discussed in the shows monitored were related to **Politics**

2. The most discussed political topic in the last month was **946 Increase in prices of Food Items**

3. **PTI**
PML N are the top two parties which appeared most frequently among **8** parties.

4. **Faisal Wada**
Fawad Chaudhry were the top two guests who appeared most frequently in all the programmes.

Key Insights- 2/2

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

6. Total number of programmes monitored are **10** . Total number of unique guests appeared in these programmes are **197** whereas repeated guests were **107** .

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

with a total count of **99**

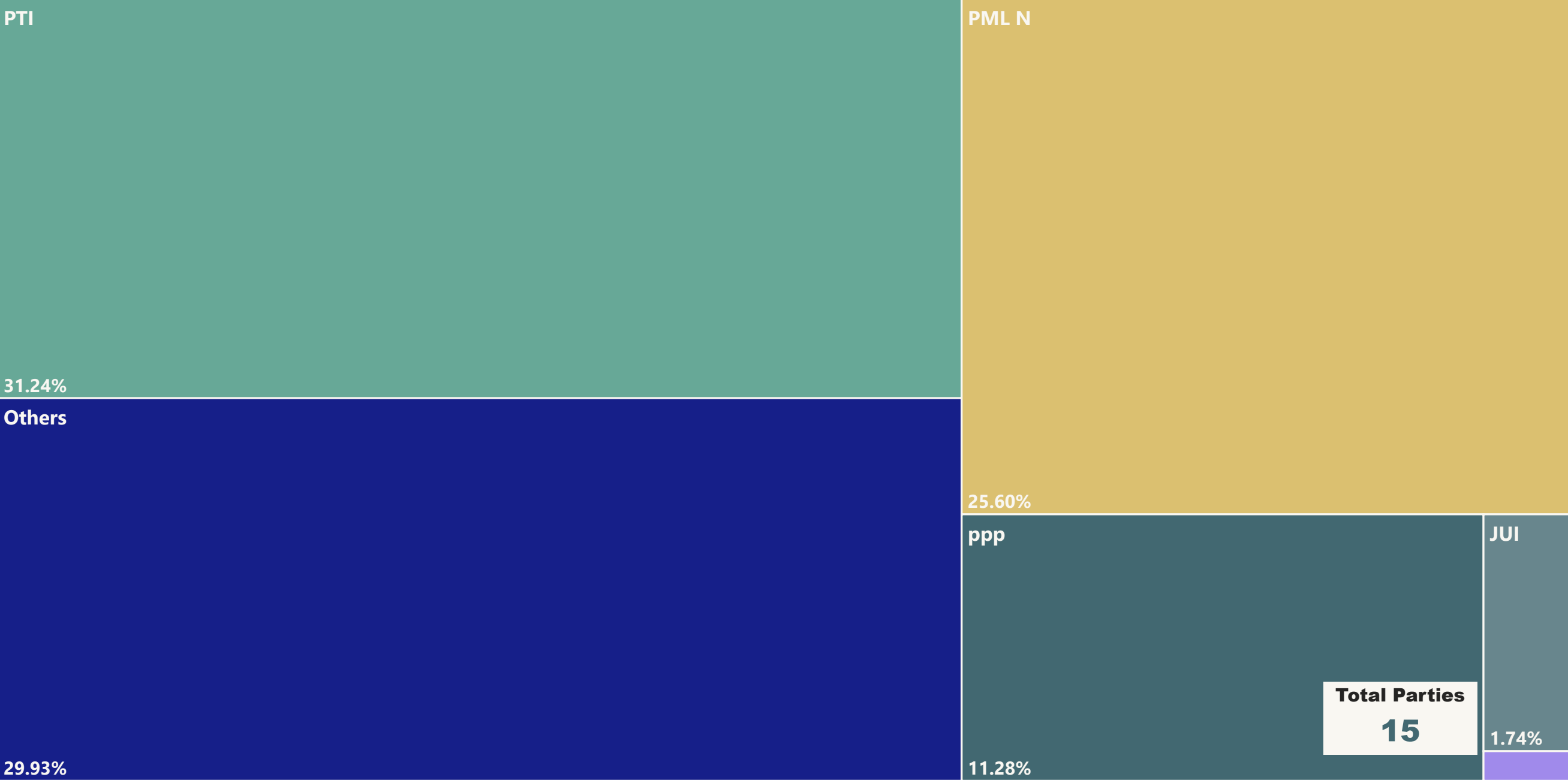
2. Main Topics Under Discussion



2.1 Top 5 Political topics discussed in the shows

- 946 Increase in prices of Food Items
- 921 Ayaz sadiq statement is PML N official statement?
- 1011 Who is behind the arrest of Captain Safdar?
- 929 DG ISPR calls political statement about Abhinandan release an attempt to 'distort

3. Participation by Political Party Affiliation



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	42.48%	79.17%	32.65%	44.09%	45.45%	44.58%
ppp	18.58%	4.17%	26.53%	11.83%	13.64%	16.10%
PML N	37.17%	12.50%	32.65%	41.94%	40.91%	36.53%
JUI	0.88%	4.17%	8.16%	2.15%		2.48%
AML	0.88%					0.31%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

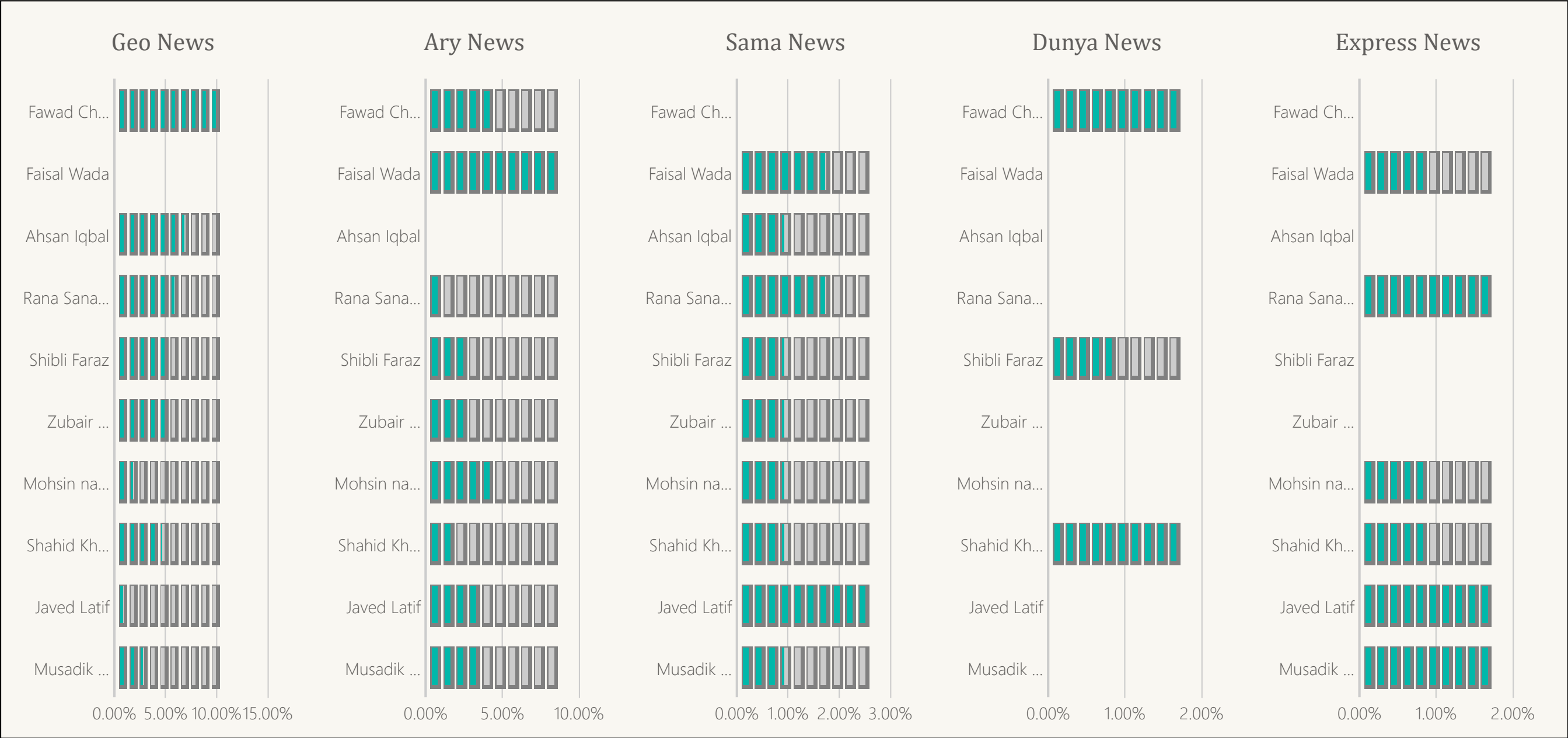
4. Top 10 Guests on Talk Shows



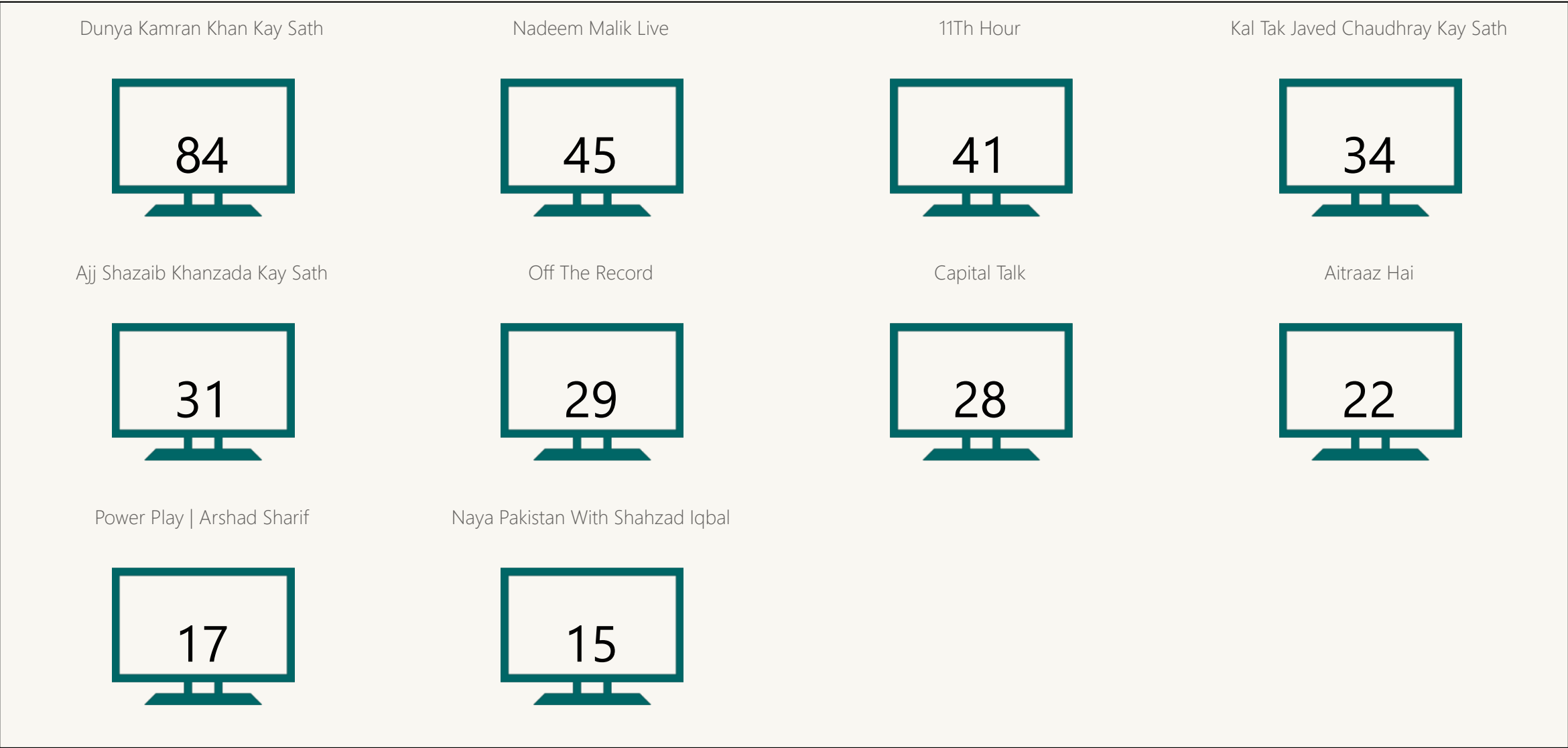
*Percentage is distributed among the Top 10 Guests.

Fawad Chaudhry	16.67%
Faisal Wada	11.40%
Rana Sanaullah	10.53%
Shahid Khaqan Abb...	9.65%
Shibli Faraz	9.65%
Javed Latif	8.77%
Musadik Malik	8.77%
Zubair Umar	8.77%
Ahsan Iqbal	7.89%
Mohsin nawaz ranjha	7.89%

4.1 Appearance of Top 10 Guests on TV Channels



5. Number of Unique Guests in Various Programs



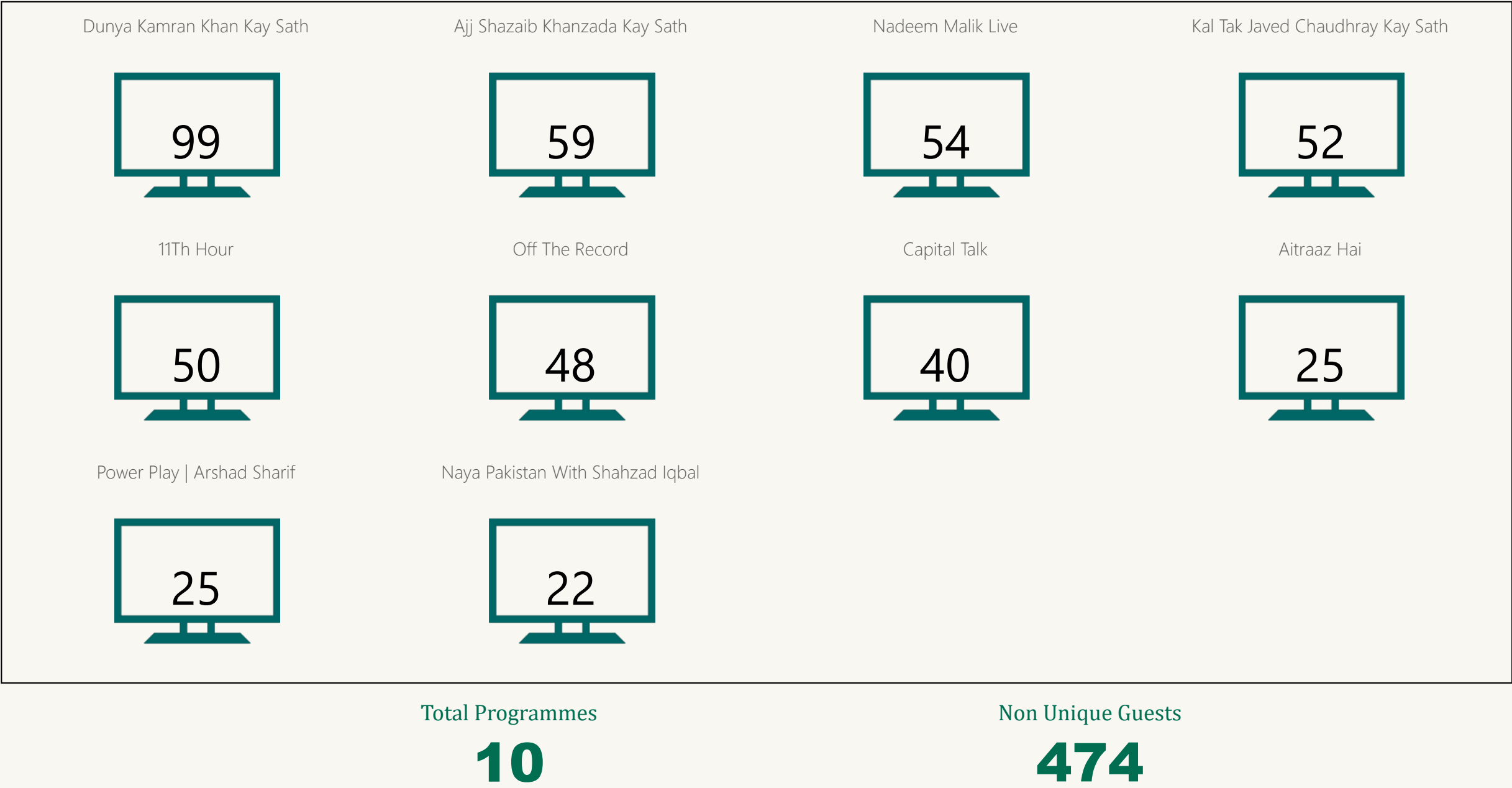
Total Programme

10

Unique Guests

197

6. Number of Repeated Guests in Various Programs



7. Top 5 Unique Guests

Name of Guest	Appearance	Programs	Ratio
Barrister Saad Rasool	9	1	9
Fawad Chaudhry	63	9	7
Samiullah Tariq	6	1	6
Yasmin Rashid	40	7	5.71
Gohar ejaz	11	2	5.5
Usman Dar	37	7	5.29
Ansar Abbasi	5	1	5
Waseem Badami	5	1	5

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