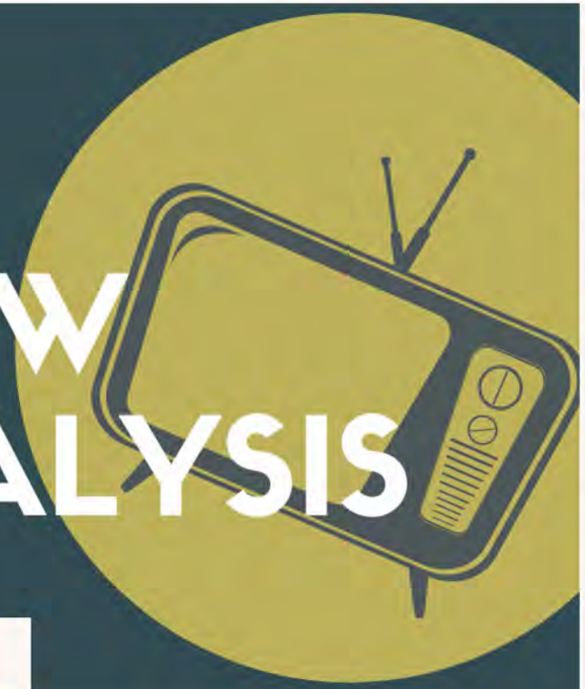
TALK SHOW CONTENT ANALYSIS



January 2021

BASED ON TOP 10 PROGRAMMES

GALLUP
PAKISTAN
Affiliated with Gallup International
Pakistan's Foremost Social Research Lab

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Key Insights- 1/2

1. **375** *out of* **521** *topics discussed in the shows were related* **Politics**

2. **Foreign funding case** *was the most discussed political topic in the last month was in Feburary 2021*

3. *The most frequent guests on the shows was* **Fawad Chaudhry**

4. **Fawad Chaudhry**
   Javed Latif *were the top two guests who appeared most frequently in all the talk shows analyzed.*

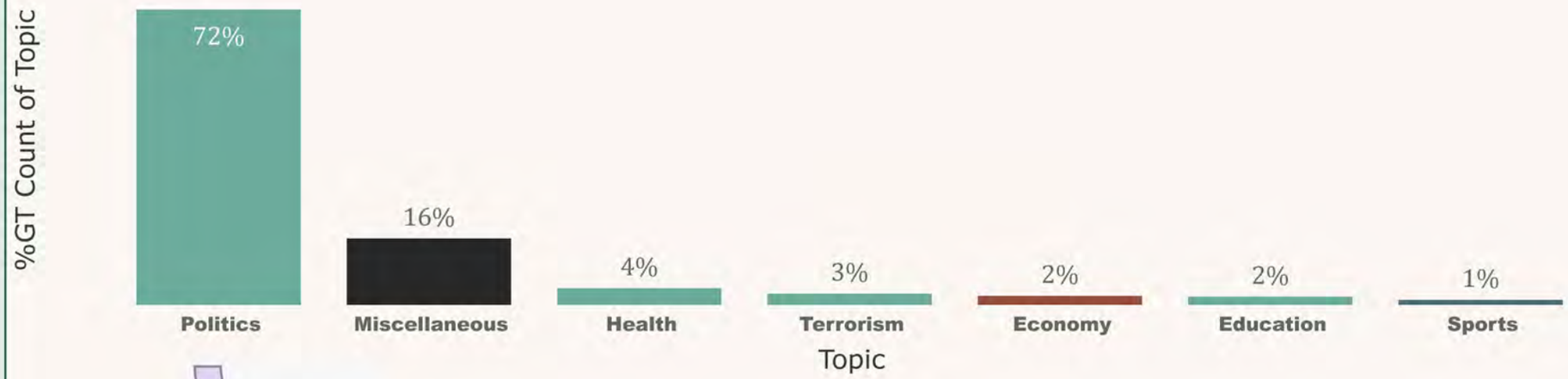
5. *Percentage share of anchor average time observed across all programmes is 42%*

Key Insights- 2/2

5. *Total number of programmes monitored are* **10**. *Total number of unique guests appeared in these programmes are* **221** *whereas repeated guests were* **520**

6. 64% guests on the top 10 talkshows analyzed were elected members of National assmebly or Provincial assembly

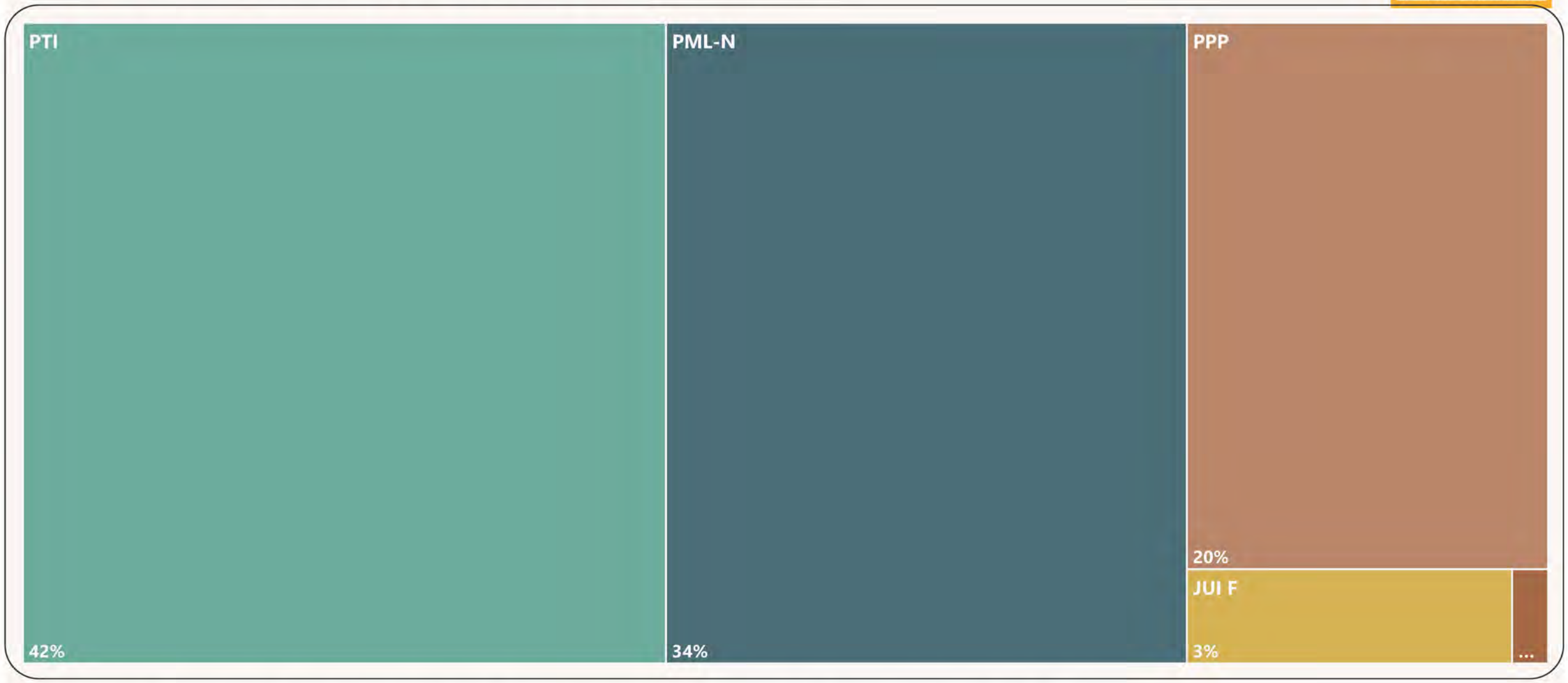
2. Main Topics Under Discussion



2.1 Top 3 *Political topics discussed in the shows*

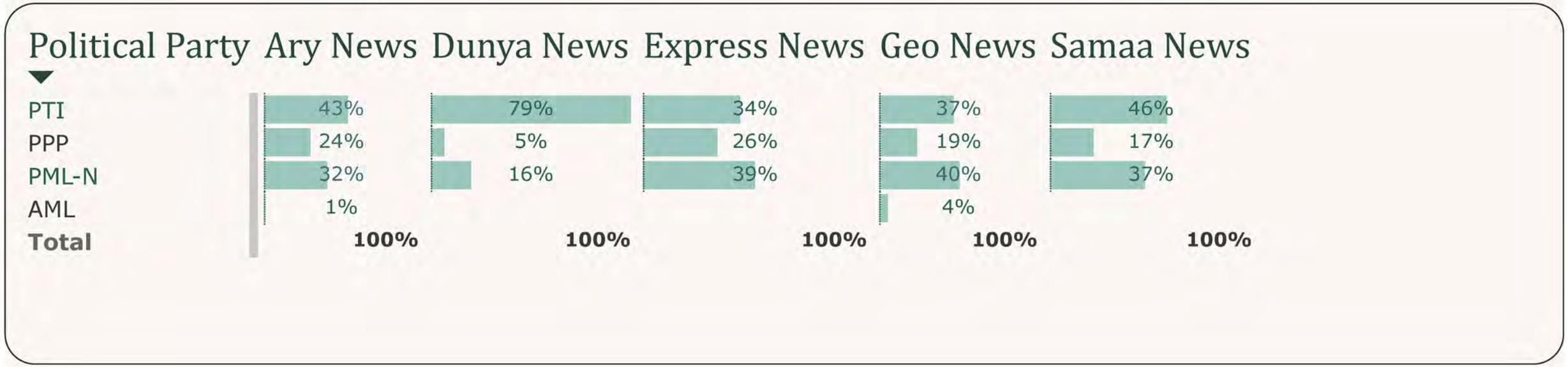
- Foreign funding case
- Reasons why PM Imran Khan was not visiting Quetta after the Mach incident?
- Why the Government paid payment to broadsheet

3. Participation by Political Party Affiliation



Of all the shows analyzed, the highest representation was by PTI representatives (42%).

3.1 Participation by Political Party Affiliation in Top 5 Channels



Presence of PTI and PML-N is highest in Dunya News and Express News respectively.

4. Top 10 Guests on Talk Shows

Fawad Chaudhry	**12.17%**
Javed Latif	**11.30%**
Usman Dar	**11.30%**
Miftah Ismail	**10.43%**
Farrukh Habib	**9.57%**
Musadik Malik	**9.57%**
Shibli Faraz	**9.57%**
Qamar Zaman Kaira	**8.70%**
Rana Sanaullah	**8.70%**
Zubair Umar	**8.70%**

Fawad Chaudhry, Javed Latif and Usman Dar were the top three guests on all the programmes observed.

*Percentage is distributed among the Top 10 Guests.

5. Number of Unique Guests in Various Programmes

Unique Guests
221

Total Programmes
10

Dunya Kamran Kay Sath had a highest number of unique guests (86).

6. Number of Repeated Guests in Various Programmes

Total Programmes

10

Non-Unique Guests

520

Dunya Kamran Kay Sath had a highest number of repeated guests (100).

7. Top 5 Unique Guests

Name of Guest	Appearance	Programs	Ratio
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
Akhtiar Khokhar	5	1	5
Waseem Badami	5	1	5
Zubair Motiwala	5	1	5
Nadeem Afzal Chan	25	5	5
Mohsin Nawaz Ranjha	29	6	4.83
Hamid Mir	24	5	4.8
waleed iqbal	23	5	4.6
Murtaza Wahab	46	10	4.6
Irshad Bhatti	32	7	4.57
Kashif Abbasi	9	2	4.5

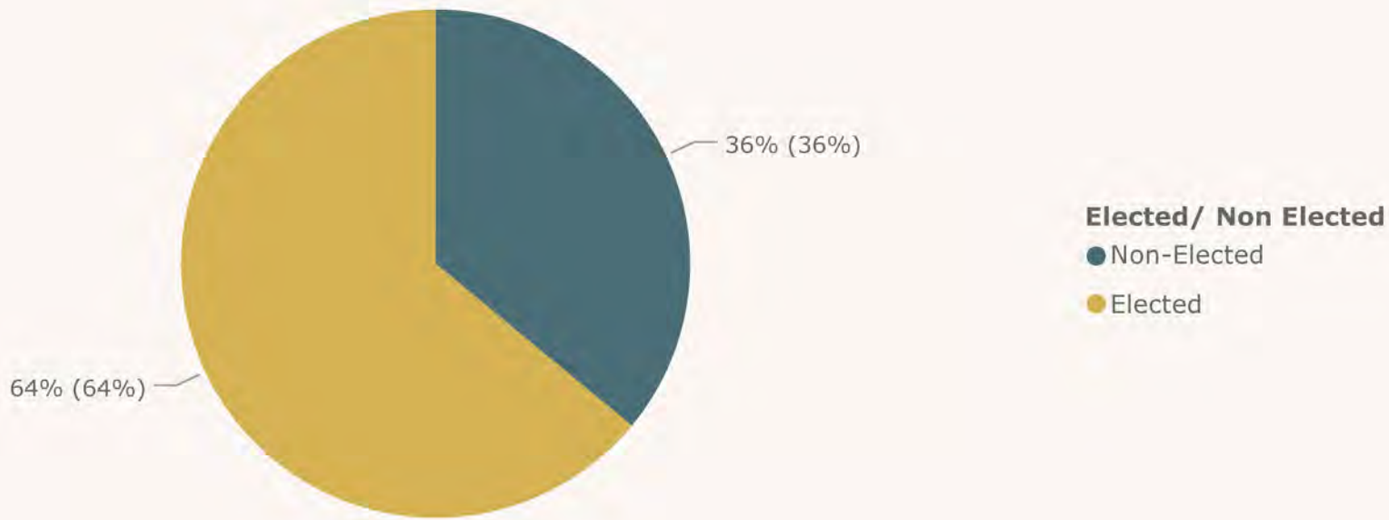
Top five unique guests were Fawad Chaudhry, Samiullah Tariq, Yasmin Rashid, Gohar Ejaz and Usman Dar after analyzing all the shows.

8. Anchor- Observation time

TV Programme Observation time (20%)	Percentage - Anchor time Observed
Dunya Kamran Khan Kay Sath	61%
Power Play- Ashraf Sharif	53%
Naya Pakistan with Shahzad Iqbal	51%
Aaj Shazaib Khanzada Kay Sath	41%
Off the Record	41%
Kal Tak Javed Chauhray Kay Sath	37%
11th Hour	36%
Aitraaz Hai	35%
Capital Talk	35%
Nadeem Malik Live	32%
Total	42%

Percentage share of host average time observed in all shows analyzed (10) is 42%

9. Guests- Status of the guests (Elected Vs Non-Elected)



Our analysis shows that of the shows analyzed, 64% guests were elected representative; remaining 36% were non-elected.

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