



Talk Show Content Analysis

Based on Top 6 Programmes



December 2022



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Key Insights

- 01 Most of the topics discussed are related to Politics taking **71%** of the whole Programmes followed by Economy **(11%)**.
- 02 Some of the main topics discussed in the last month are “Punjab and KPK Assembly Dissolution”, “Current political situation in Punjab”, “Criticism on Gen. Bajwa”.
- 03 PTI **(71%)** and PPP **(30%)** are the top two parties which appeared most frequently among 11 parties
- 04 Total number of Programmes monitored are **6**. Total number of unique guests appeared in these Programmes are **154**. Total number of repeated guests appeared in these Programmes are **267**.
- 05 Fawad Chaudhry **(8%)** and Ather Kazmi **(5%)** were the top two guests who appeared most frequently in all the Programmes.
- 06 Programme with the highest appearance of unique guests was 11th Hour with a total count of **46**.
- 07 Appearance of PTI is highest on ARY **(93%)**. Likewise, appearance of PML N and PPP is highest on SAMAA **(94%)** and ARY news **(46%)** respectively.

Methodology

Four leading TV channel including **ARY, Dunya News, Express News and Samaa TV** are included in this study as a unit of analysis. Programmes which are telecasted and selected from these channels include **“Aitraaz hai”, “Nadeem Malik live”, “Off the record”, “Dunya Kamran Khan ke Saath”, “11th Hour”** and **“Kal Tak Javed Chaudhary”**.

Total 104 talk shows are included in the study for the month of December 2022.

Name of the Talk shows
selected in the study

Aitraaz Hai



Nadeem Malik Live

Off the record



Dunya Kamran Khan ke Saath



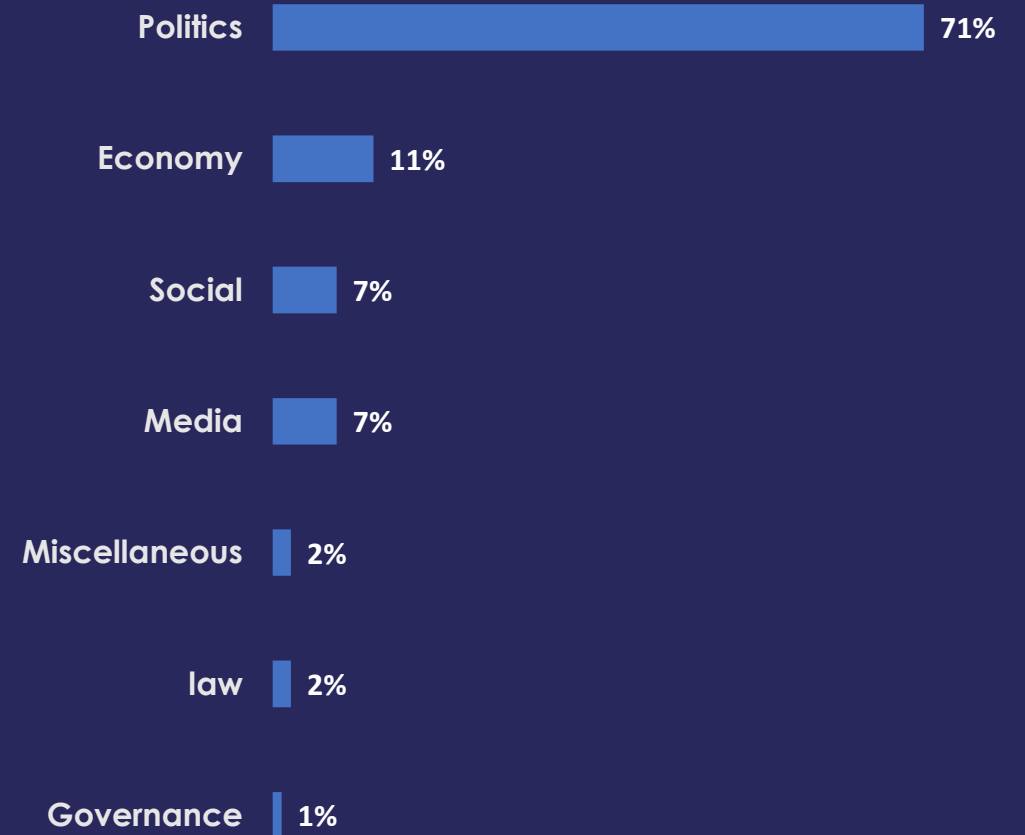
11th Hour

Kal Tak Javed Chaudhary



Distribution of key topics

Top 5 Topics Covered	Frequency
Politics	71%
Economy	11%
Media	7%
Social	7%
law	2%
Miscellaneous	2%
Governance	1%



Main Topics Discussed in the show

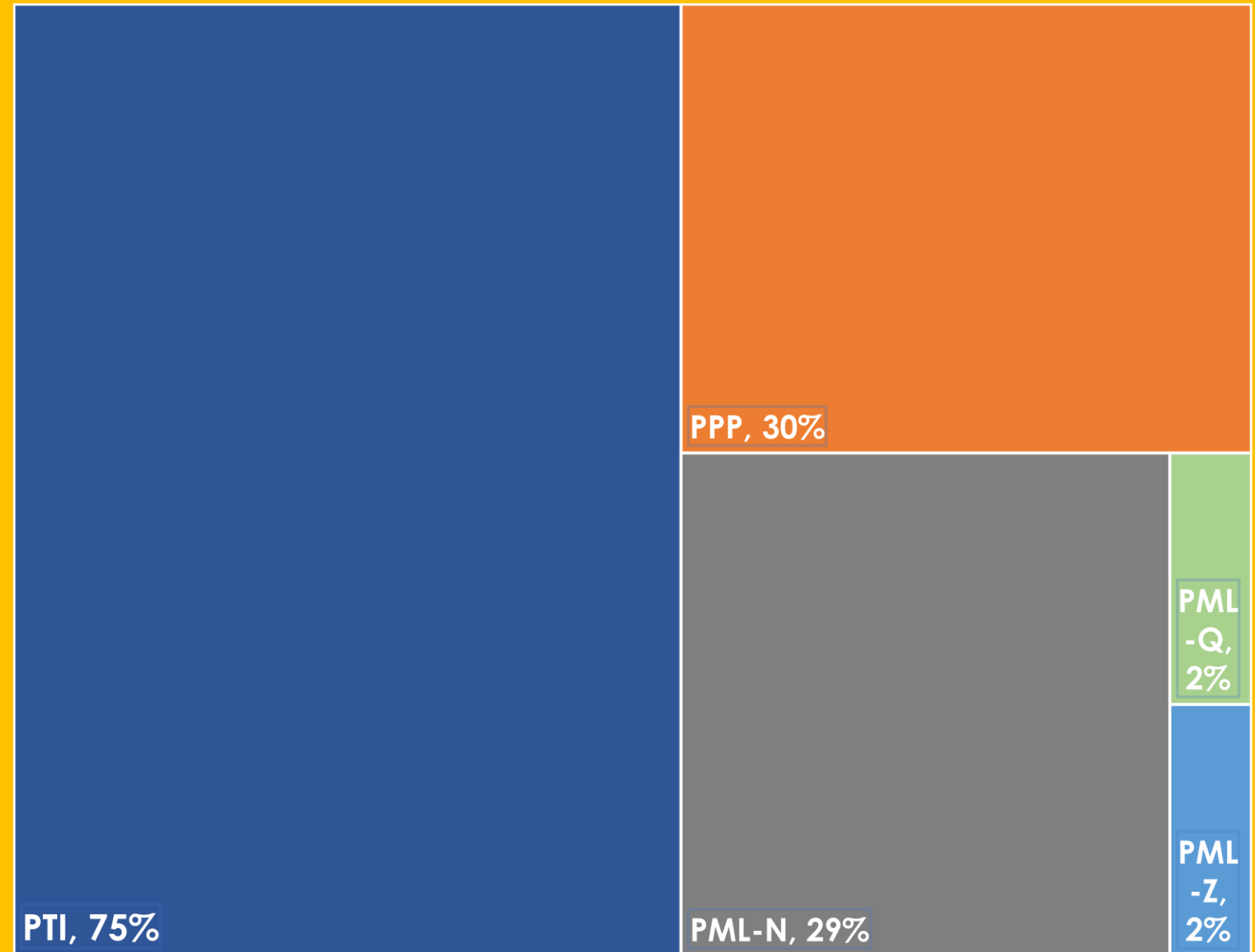
Economy
Miscellaneous
Politics
Social Law
Media

Punjab and KPK Assembly Dissolution

Current political situation in Punjab

Criticism on Gen. Bajwa

Participation by Political Party Affiliation



Total Parties Appeared: 11

Number of Unique Guests



Number of Repeated Guests



Top 3 Unique Guests

Top 3 Guests

Frequency

FAWAD CHAUDHRY

8%

ATHER KAZMI

5%

AHMAD BILAL MEHBOOB

3%

FAISAL KARIM KUNDI

3%

IRSHAD BHATTI

3%

FAWAD CHAUDHRY

8%

ATHER KAZMI

5%

IRSHAD BHATTI

3%

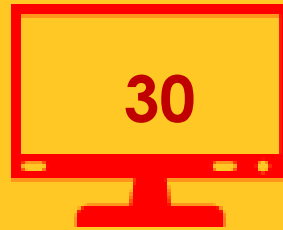
FAISAL KARIM KUNDI

3%

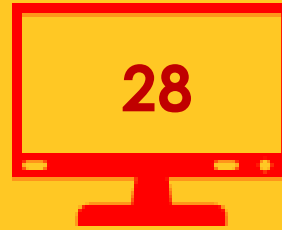
AHMAD BILAL MEHBOOB

3%

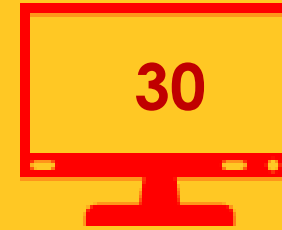
Number of Unique Guests



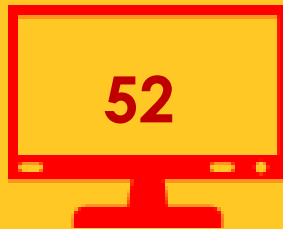
Aitraaz Hai



Nadeem Malik Live



Off the record



Dunya Kamran Khan ke Saath



11th Hour



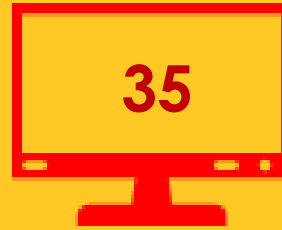
Kal Tak Javed Chaudhary

Total Unique Guests= 154

Number of Repeated Guests



Aitraaz Hai



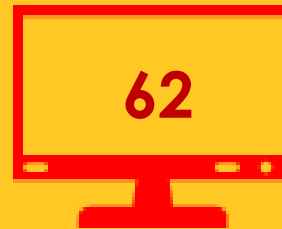
Nadeem Malik Live



Off the record



Dunya Kamran Khan ke Saath



11th Hour



Kal Tak Javed Chaudhary

Total Repeated Guests= 267

Participation by Political Party Affiliation in Top 4 Channels



Political Parties	ARY News	Dunya	Express News	SAMAА
PTI	93%	87%	91%	6%
PML-N	2%	27%	36%	94%
PPP	46%	0%	27%	19%
PML-Q	2%	0%	0%	6%
MQM	0%	7%	0%	0%

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