



Talk Show Content Analysis

Based on Top 6 Programmes



January 2023



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Key Insights

- 01 Most of the topics discussed are related to Politics taking **66%** of the whole Programmes followed by Social **(15%)**.
- 02 Some of the main topics discussed in the last month are “Fawad Chaudry arrested” and “Local Government elections”
- 03 PTI **(39%)** and PPP **(21%)** 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 **193**.
Total number of repeated guests appeared in these Programmes are **348**.
- 05 Fawad Chaudhry **(4%)** and Qamar Zaman Kaira **(2%)** were the top two guests who appeared most frequently in all the Programmes.
- 06 Programme with the highest appearance of unique guests was “Dunya Kamran Khan ke Saath” with a total count of **90**.
- 07 Appearance of PTI on ARY IS **(49%)**. Likewise, appearance of PML N and PPP on SAMAA is **(48%)** and **(19%)** 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 97 talk shows are included in the study for the month of January 2023.

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

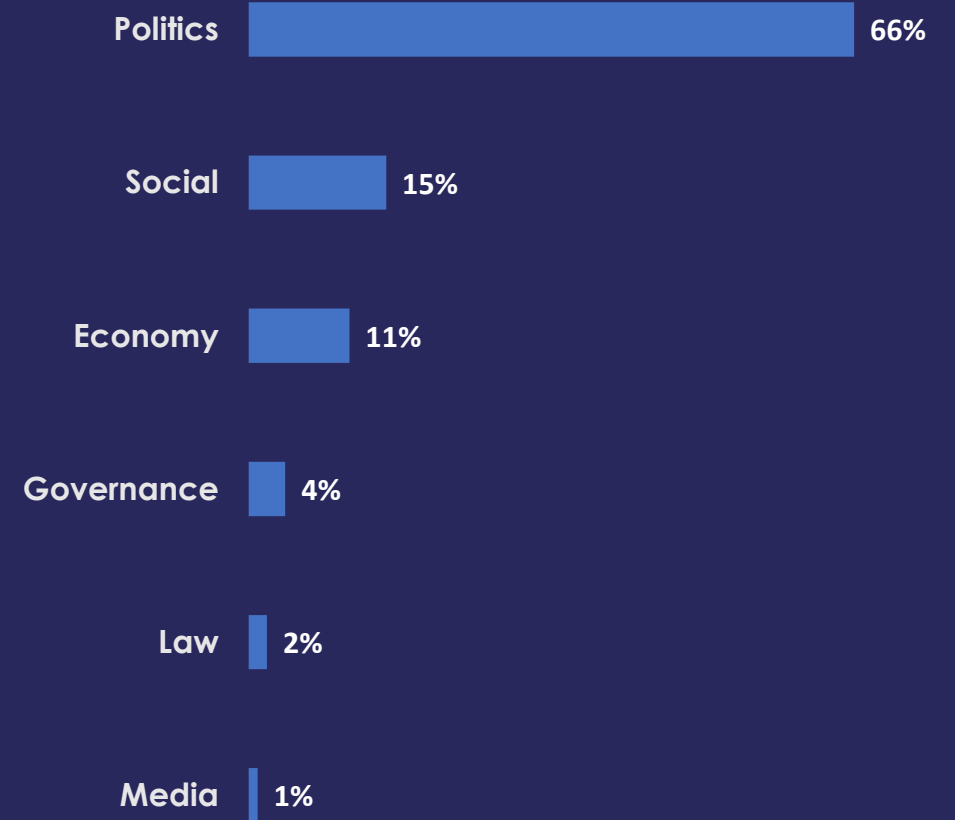


Distribution of key topics

Top 5 Topics Covered

Frequency

Politics	66%
Social	15%
Economy	11%
Governance	4%
Law	2%
Media	1%



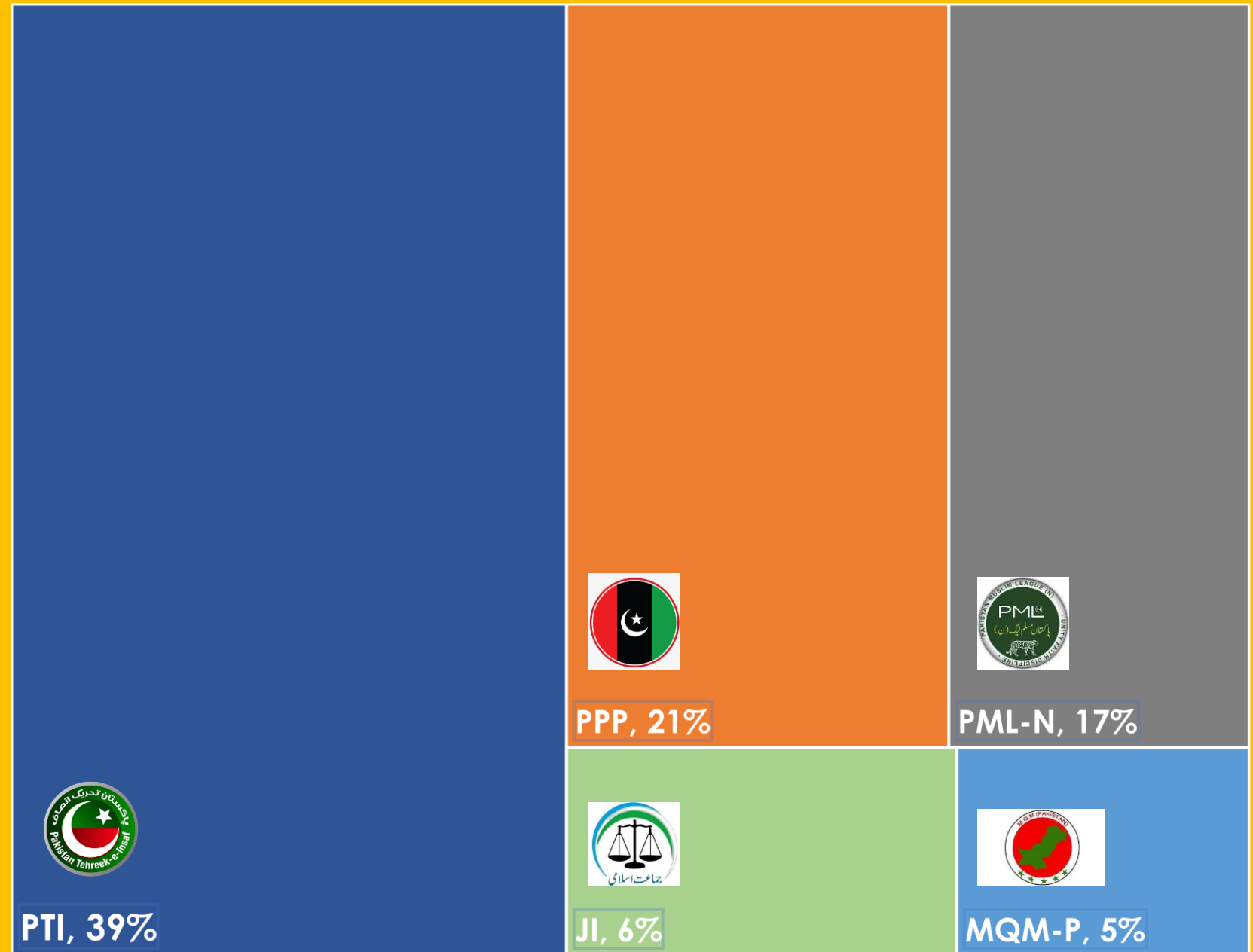
Main Topics Discussed in the show

Economy
Miscellaneous
Politics
Social Law
Media

Fawad Chaudry arrested

Local Government Elections

Participation by Political Party Affiliation



Total Parties Appeared: 11

Number of Unique Guests

193

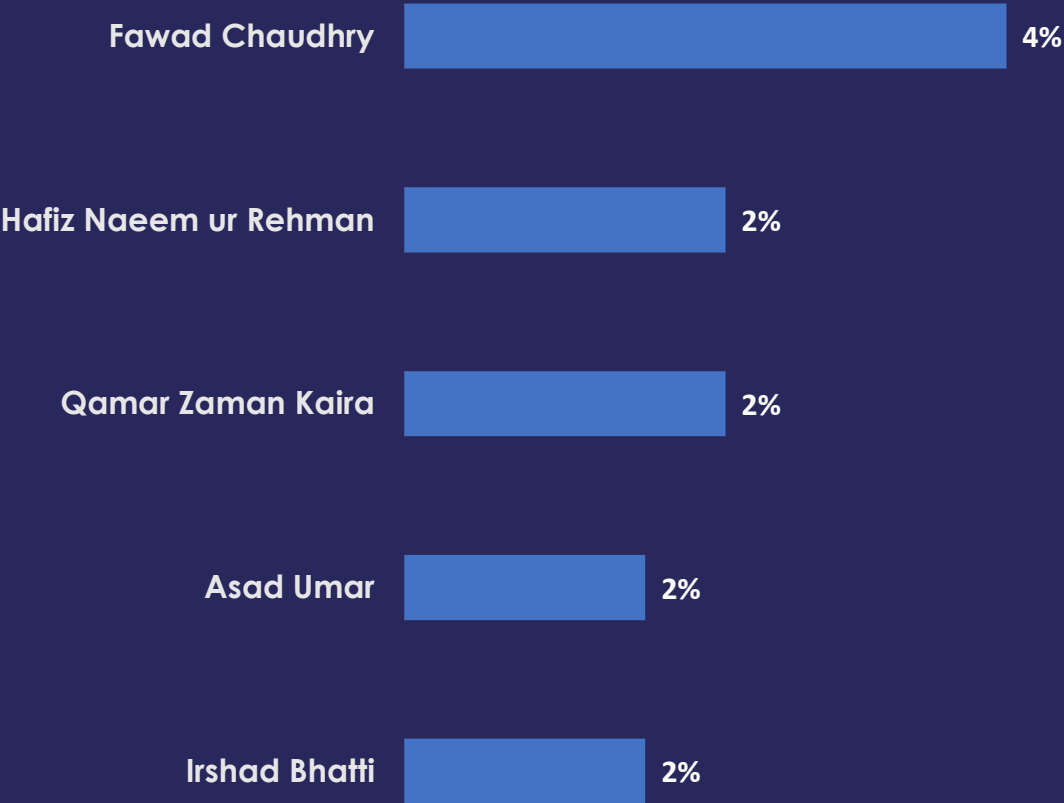
Number of Repeated Guests

348

Top 3 Unique Guests

Top 3 Guests	Frequency
Fawad Chaudhry	4%
Qamar Zaman Kaira	2%
Hafiz Naeem ur Rehman	2%
Irshad Bhatti	2%
Asad Umar	2%

Unique Guests : 193



Number of Unique Guests



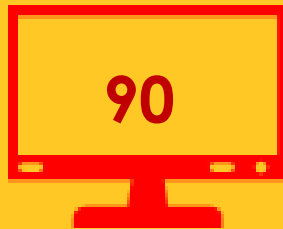
Aitraaz Hai
Total Guests = 58
Uniqueness score= 41%



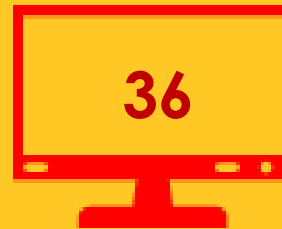
Nadeem Malik Live
Total Guests = 34
Uniqueness score= 85%



Off the record
Total Guests = 51
Uniqueness score= 67%



Dunya Kamran Khan ke Saath
Total Guests = 106
Uniqueness score= 85%



11th Hour
Total Guests = 58
Uniqueness score= 62%



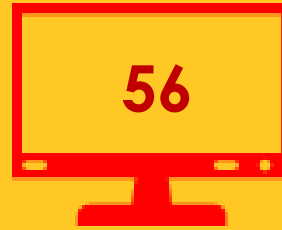
Kal Tak Javed Chaudhary
Total Guests = 43
Uniqueness score= 91%

Total Unique Guests= 193

Number of Repeated Guests



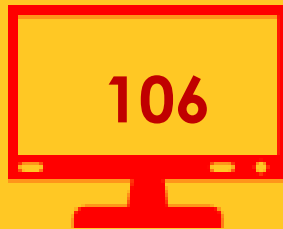
Aitraaz Hai



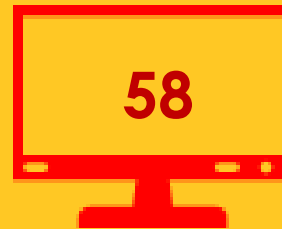
Nadeem Malik Live



Off the record



Dunya Kamran Khan ke Saath



11th Hour



Kal Tak Javed Chaudhary

Total Repeated Guests= 348

Participation by Political Party Affiliation in Top 4 Channels



Political Parties	ARY News	Dunya	Express News	SAMAA
PTI	49%	45%	48%	4%
PML-N	0%	25%	19%	48%
PML-Q	3%	0%	0%	7%
PML-Z	0%	0%	0%	11%
PPP	26%	15%	14%	19%
MQM-P	6%	0%	10%	0%
Sunni Ittehad Council	0%	0%	0%	4%
PSP	2%	0%	0%	0%
AML	6%	0%	0%	4%
JI	8%	15%	0%	0%
MWM	0%	0%	0%	4%
ANP	0%	0%	5%	0%
PDM	0%	0%	5%	0%
Total	100%	100%	100%	100%

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