



Talk Show Content Analysis

Based on Top 10 Programmes



February 2023



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Key Insights

- 01 Most of the topics discussed are related to Politics taking **60%** of the whole Programmes followed by Law **(14%)**.
- 02 Some of the main topics discussed in the last month are “Jail Bharo Thereek” and “IMF deal”
- 03 PLM N **(36%)** and PTI **(33%)** are the top two parties which appeared most frequently among 12 parties
- 04 Total number of Programmes monitored are **10**. Total number of unique guests appeared in these Programmes are **222**. Total number of repeated guests appeared in these Programmes are **463**.
- 05 Muhammad Shoaib Shaheen **(6%)** and Qamar Zaman Kaira **(4%)** were the top two guests who appeared most frequently in all the Programmes.
- 06 Programme with the highest appearance of unique guests was “Red Line With Syed Talat Hussain” with a total count of **58**.
- 07 Appearance of PTI on ARY IS **(55%)**. Likewise, appearance of PML N and PPP on GEO is **(71%)** and **(10%)** respectively.
- 08 PMLN was dominant in the talk shows(Capital Talk and Aaj Shahzeb Khanzada Kay Sath) monitored on GEO TV and PTI was dominant in the talk show (Dunya Kamran Khan Kay Sath) monitored on Samaa TV.

Methodology

Six leading TV channel including **ARY, Dunya News, Geo News, Express News, Samaa TV and BOL news** 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**”, “**Aaj Shahzeb Khanzada Kay Sath**”, “**Capital talk**”, “**Aisay Nahi Chalay Ga**”, and “**Kal Tak Javed Chaudhary**”.

Total 113 talk shows are included in the study for the month of February 2023.

Name of the Talk shows selected in the study



Capital talk

Aaj Shahzeb Khanzada Kay Sath



Aitraaz Hai



Nadeem Malik Live

Off the record



11th Hour



Dunya Kamran Khan ke Saath



Kal Tak Javed Chaudhary



Aisay Nahi Chalay Ga

Red Line With Syed Talat Hussain

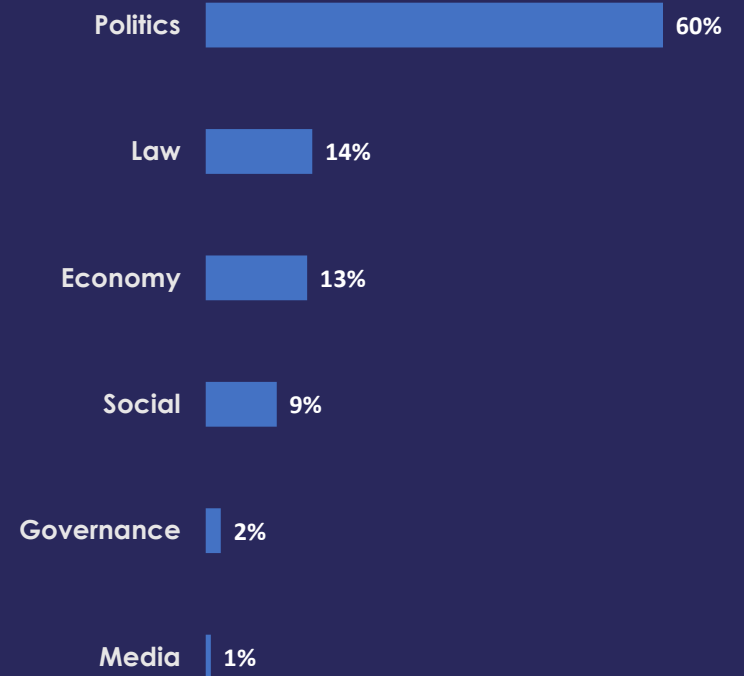


Distribution of key topics

Top 5 Topics Covered

Frequency

Politics	60%
Law	14%
Economy	13%
Social	9%
Governance	2%
Media	1%



Main Topics Discussed in the show

Economy
Miscellaneous
Politics
Social Law
Media

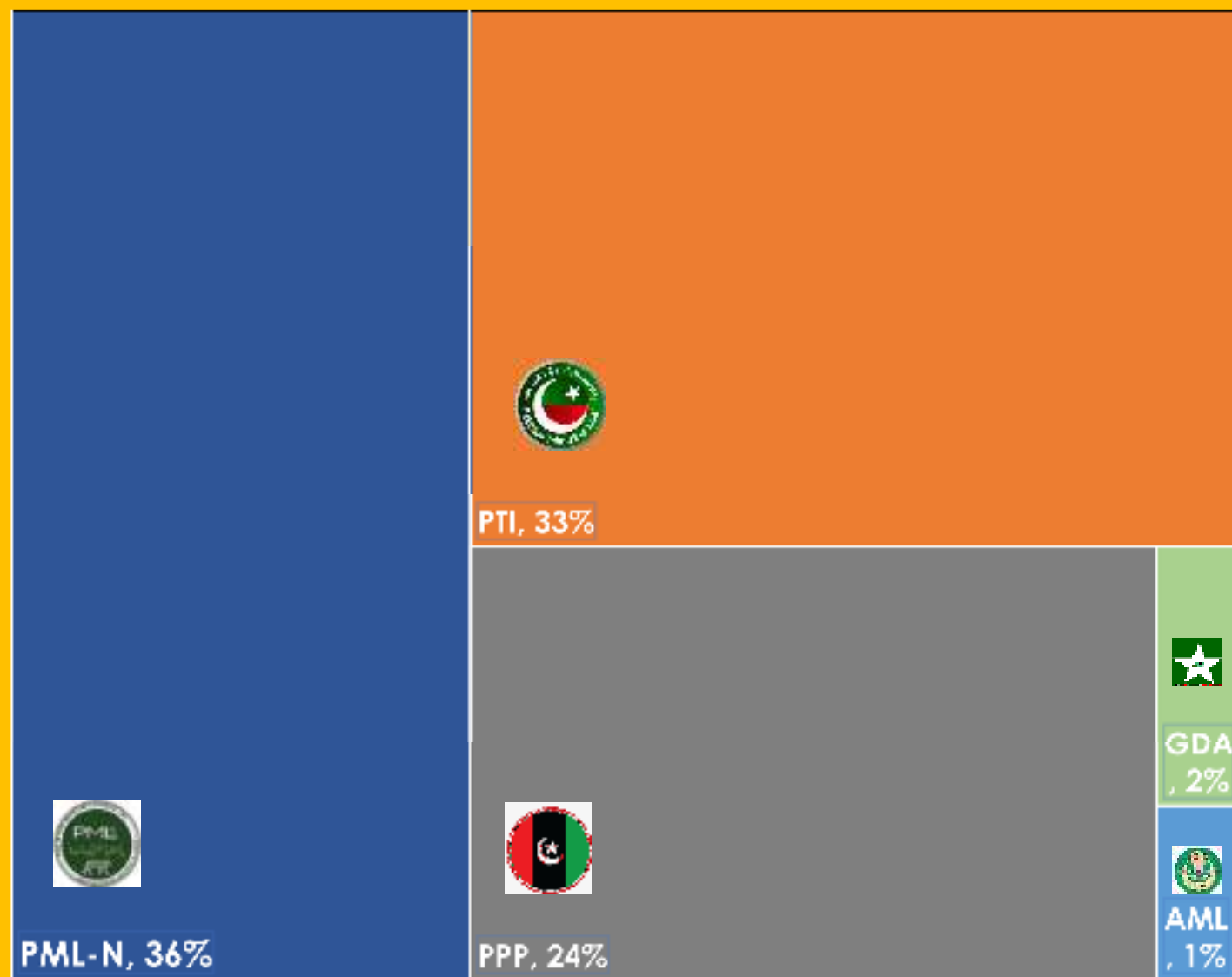
Jail Bharo Thereek

IMF Deal

—————

Participation by Political Party Affiliation

Total Parties Appeared: 12



Number of Unique Guests

222

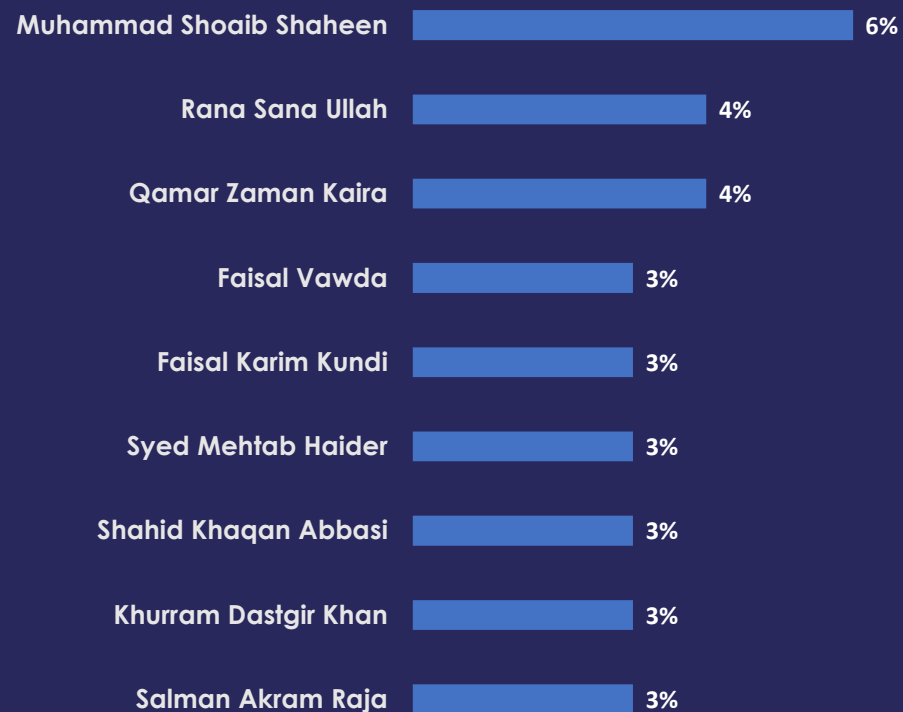
Number of Repeated Guests

463

Top 3 Unique Guests

Top 3 Guests	Frequency
Muhammad Shoaib Shaheen	6%
Qamar Zaman Kaira	4%
Rana Sana Ullah	4%
Salman Akram Raja	3%
Khurram Dastgir Khan	3%
Shahid Khaqan Abbasi	3%
Syed Mehtab Haider	3%
Faisal Karim Kundi	3%
Faisal Vawda	3%

Unique Guests : 222



Number of Unique Guests



11th Hour

Total Guests = 25
 Uniqueness score= 72%



Aisay Nahi Chalay Ga

Total Guests = 49
 Uniqueness score= 78%



Capital Talk

Total Guests = 33
 Uniqueness score= 79%



Off the record

Total Guests = 46
 Uniqueness score= 74%



**Dunya Kamran Khan ke
 Saath**

Total Guests = 77
 Uniqueness score= 84%



**AAJ SHAHZEBA KHANZADA
 KAY SATH**

Total Guests = 58
 Uniqueness score= 59%



Aiteraz Hai

Total Guests = 30
 Uniqueness score= 67%



Nadeem Malik Live

Total Guests = 47
 Uniqueness score= 68%



Kal Tak Javed Chaudhary

Total Guests = 40
 Uniqueness score= 68%



**Red Line With Syed Talat
 Hussain**

Total Guests = 58
 Uniqueness score= 86%

Total Unique Guests= 222

Number of Repeated Guests



11th Hour



Aisay Nahi Chalay Ga



Capital Talk



Off the record



Dunya Kamran Khan ke
Saath



AAJ SHAHZEBA KHANZADA
KAY SATH



Aiteraz Hai



Nadeem Malik Live



Kal Tak Javed Chaudhary



Red Line With Syed Talat
Hussain

Total Unique Guests= 463

Participation by Political Party Affiliation in Top 6 Channels



Political Parties	ARY New *(11 th Hour, Off The Record, Aiteraz Hai)	Express News *(Kal Tak Javed Chaudhary)	SAMAA *(Red Line With Syed Talat Hussain, Nadeem Malik Live)	Dunya News *(Dunya Kamran Khan Kay Sath)	Geo News *(Capital Talk, Aaj Shahzeb Khanzada Kay Sath)	BoI News *(Aisay Nahi Chalay Ga)
PTI	55%	53%	2%	57%	15%	67%
PML-N	5%	29%	52%	29%	71%	0%
PML-Z	0%	0%	2%	0%	0%	0%
PPP	36%	18%	26%	14%	10%	28%
JUI	0%	0%	0%	0%	2%	0%
Sunni Ittehad Council	0%	0%	2%	0%	0%	0%
AML	5%	0%	0%	0%	0%	0%
JI	0%	0%	2%	0%	2%	0%
ANP	0%	0%	2%	0%	0%	0%
PDM	0%	0%	2%	0%	0%	0%
GDA	0%	0%	7%	0%	0%	0%
TLP	0%	0%	0%	0%	0%	6%
Total	100%	100%	100%	100%	100%	100%

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