



Talk Show Content Analysis

Based on Top 10 Programmes



April 2023



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Key Insights

- 01 Most of the topics discussed are related to Politics taking **59%** of the whole Programmes followed by Law **(19%)**.
- 02 Some of the main topics discussed in the last month are "Election Issue" and "Judicial System"
- 03 PLM N **(38%)** and PTI **(29%)** are the top two parties which appeared most frequently among 10 parties
- 04 Total number of Programmes monitored are **10**. Total number of unique guests appeared in these Programmes are **161**. Total number of repeated guests appeared in these Programmes are **319**.
- 05 Muhammad Shoaib Shaheen **(7%)** and Khurram Dastgir Khan **(6%)** 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 43.
- 07 Appearance of PTI on Bol news is **(65%)**. Likewise, appearance of PML N is highest on GEO **(66%)**.
- 08 PMLN was dominant in the talk shows(**Capital Talk, Aaj Shahzeb Khanzada Kay Sath**) monitored on GEO TV and PTI was dominant in the talk show (**Aisay Nahi Chalay Ga**) monitored on BOL News.

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**”.

Name of the Talk shows selected in the study



Capital talk

Aitraaz Hai



Nadeem Malik Live

Off the record



11th Hour



Dunya Kamran Khan ke Saath



Kal Tak Javed Chaudhary



Aaj Shahzeb Khanzada Kay Sath



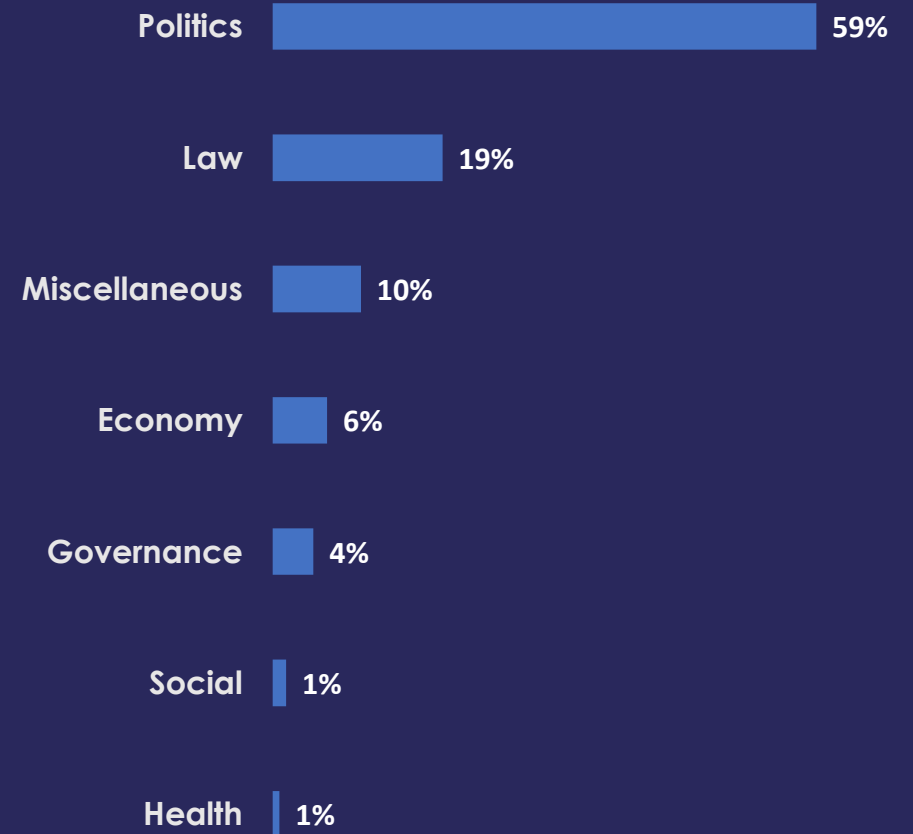
Aisay Nahi Chalay Ga

Red Line With Syed Talat Hussain



Distribution of key topics

Top 5 Topics Covered	Frequency
Politics	59%
Law	19%
Health	1%
Economy	6%
Governance	4%
Social	1%



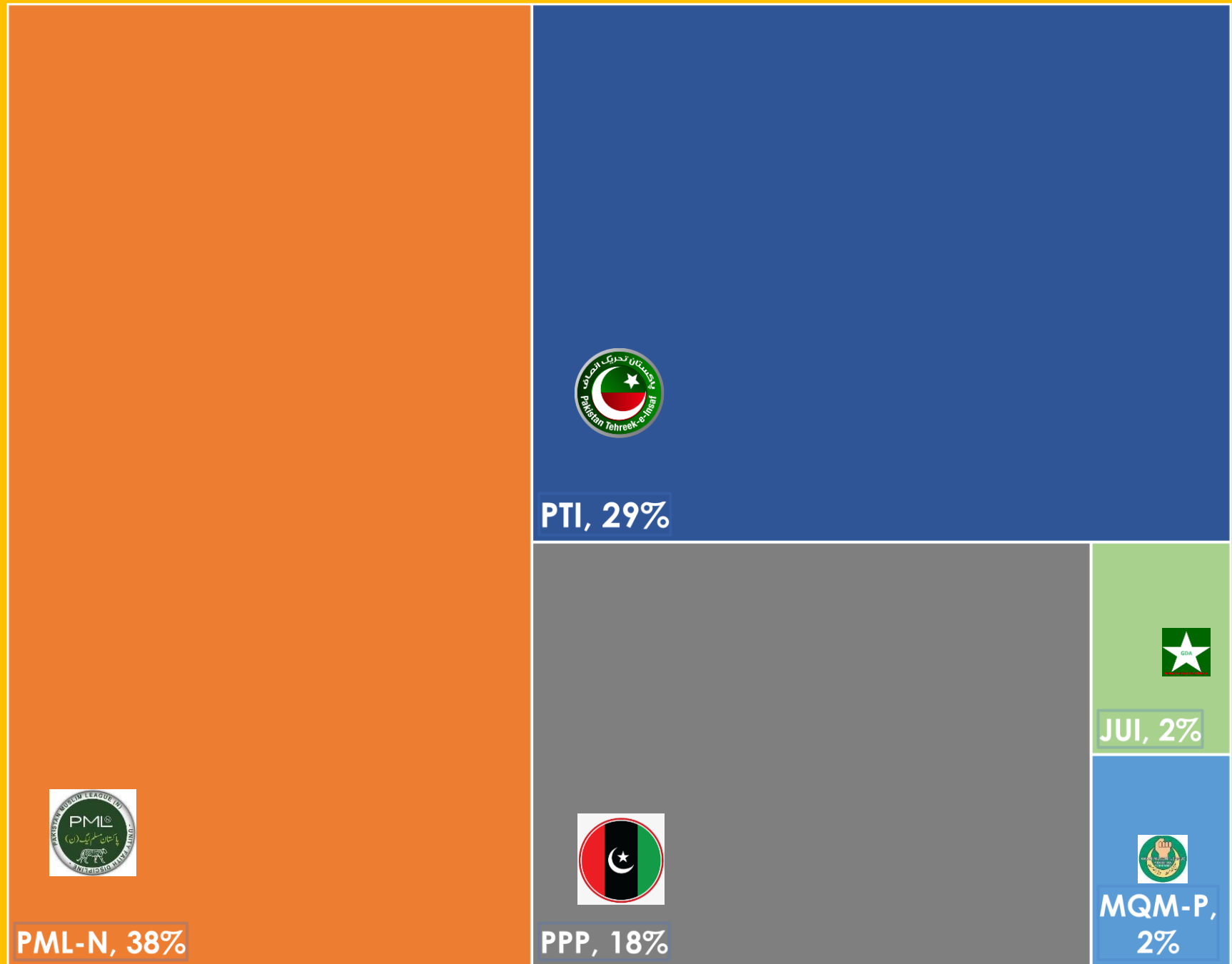
Main Topics Discussed in the show

Economy
Miscellaneous
Politics
Social Law
Media

Election Issue

Judicial System

Participation by Political Party Affiliation



Total Parties Appeared: 10

Number of Unique Guests



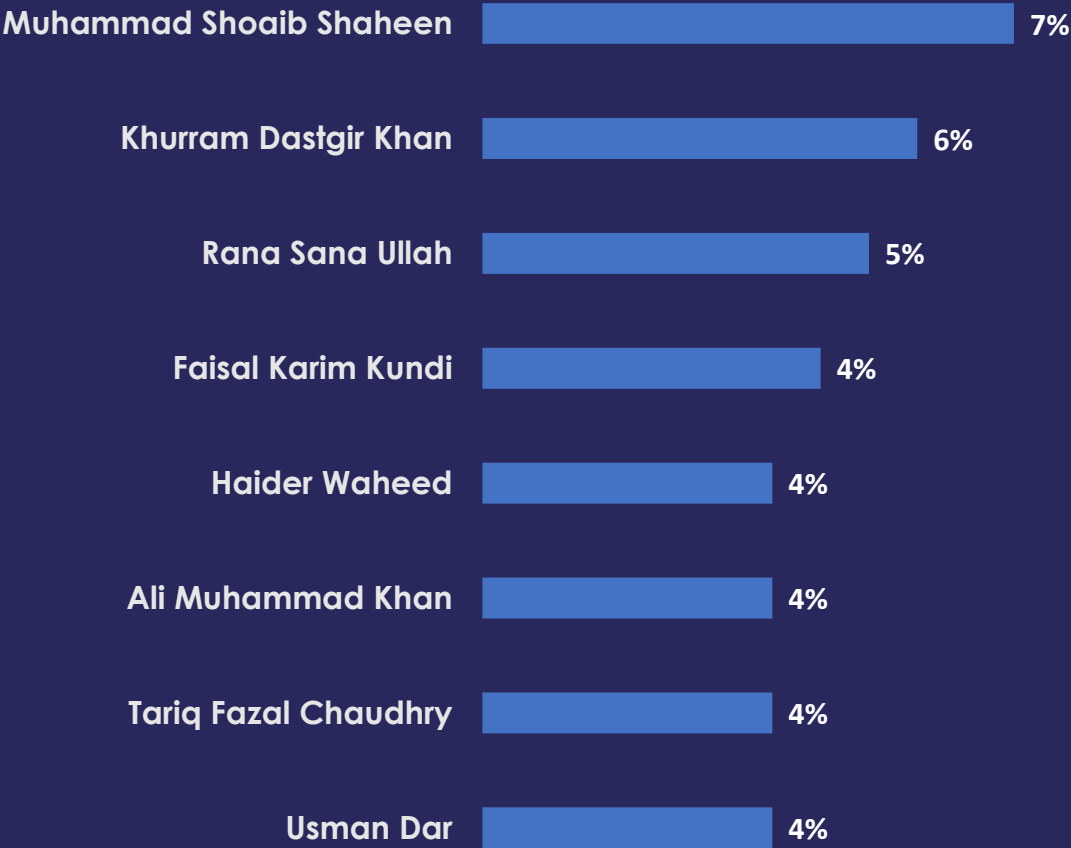
Number of Repeated Guests



Top 3 Unique Guests

Top 3Guests	Frequency
Muhammad Shoaib Shaheen	7%
Khurram Dastgir Khan	6%
Rana Sana Ullah	5%
Faisal Karim Kundi	4%
Usman Dar	4%
Tariq Fazal Chaudhry	4%
Ali Muhammad Khan	4%
Haider Waheed	4%

Unique Guests : 161



Number of Unique Guests



11th Hour

Total Guests = 13
Uniqueness score= 100%



Aisay Nahi Chalay Ga

Total Guests = 42
Uniqueness score= 71%



Capital Talk

Total Guests = 35
Uniqueness score= 80%



Off the record

Total Guests = 46
Uniqueness score= 74%



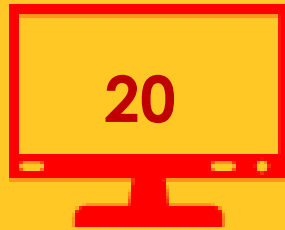
Dunya Kamran Khan ke
Saath

Total Guests = 48
Uniqueness score= 90%



AAJ SHAHZEB KHANZADA
KAY SATH

Total Guests = 42
Uniqueness score= 64%



Aiteraz Hai

Total Guests = 30
Uniqueness score= 66%



Nadeem Malik Live

Total Guests = 33
Uniqueness score= 64%



Kal Tak Javed Chaudhary

Total Guests = 38
Uniqueness score= 63%

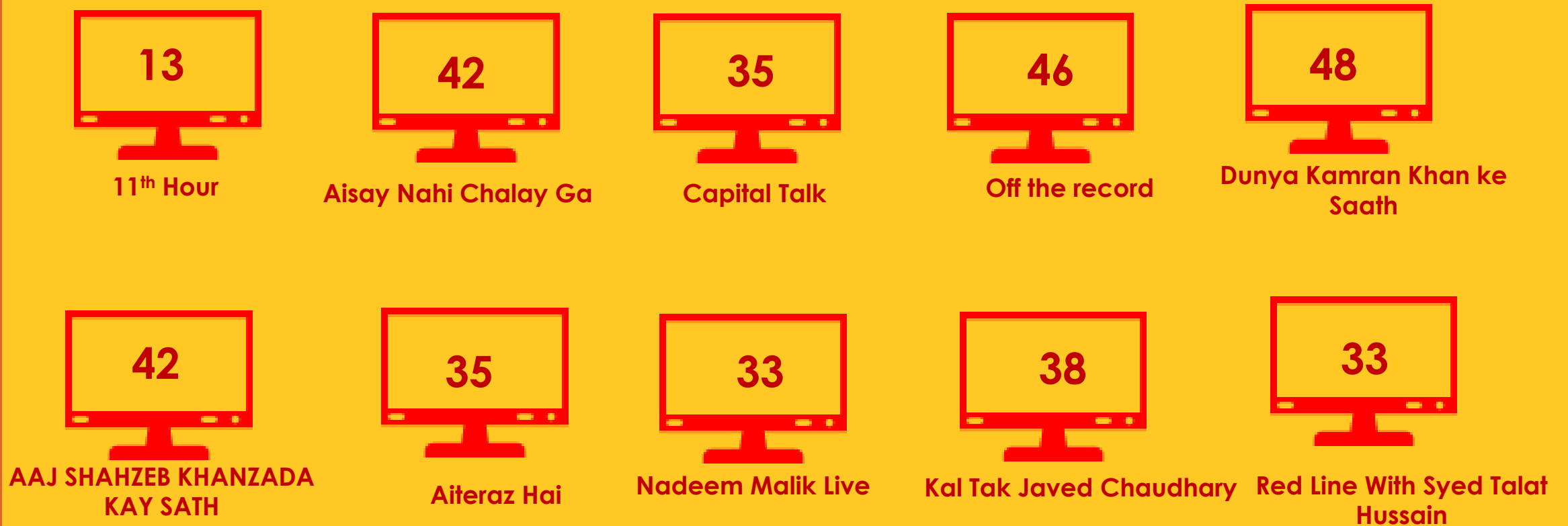


Red Line With Syed Talat
Hussain

Total Guests = 33
Uniqueness score= 82%

Total Unique Guests= 161

Number of Repeated Guests



Total Unique Guests= 319

Participation by Political Party Affiliation in Top 6 Channels



Political Parties

ARY New

*(11th Hour, Off The Record, Aiteraz Hai)

Express News

*(Kal Tak Javed Chaudhary)

SAMAА

*(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)

Bol News

*(Aisay Nahi Chalay Ga)

PTI	46%	47%	3%	60%	0%	65%
PML-N	8%	37%	65%	0%	66%	5%
PPP	35%	5%	16%	20%	9%	25%
JUI	4%	5%	3%	0%	0%	0%
MQM-P	0%	0%	0%	20%	6%	0%
AML	4%	0%	0%	0%	3%	0%
JI	4%	5%	3%	0%	16%	5%
ANP	0%	0%	3%	0%	0%	0%
PDM	0%	0%	3%	0%	0%	0%
GDA	0%	0%	3%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%

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