



Talk Show Content Analysis

Based on Top 10 Programmes



July 2023



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Key Insights

- 01 Most of the topics discussed are related to Politics taking **58%** of the whole Programmes followed by Economy **(13%)**.
- 02 Some of the main topics discussed in the last month are “Imran Khan case” and “Judicial System”
- 03 PLM N **(30%)** and PPP **(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 **207**. Total number of repeated guests appeared in these Programmes are **403**.
- 05 Muhammad Shoaib Shaheen **(3%)** and Ather Kazmi **(3%)** 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**” and “**Aisay Nahi Chalay Ga**” with a total count of 55.
- 07 Appearance of PTI on Dunya News is **(33%)**. Likewise, appearance of PML N is highest on GEO **(61%)**.
- 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 (**Dunya Kamran Khan Kay Sath**) monitored on Dunya 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



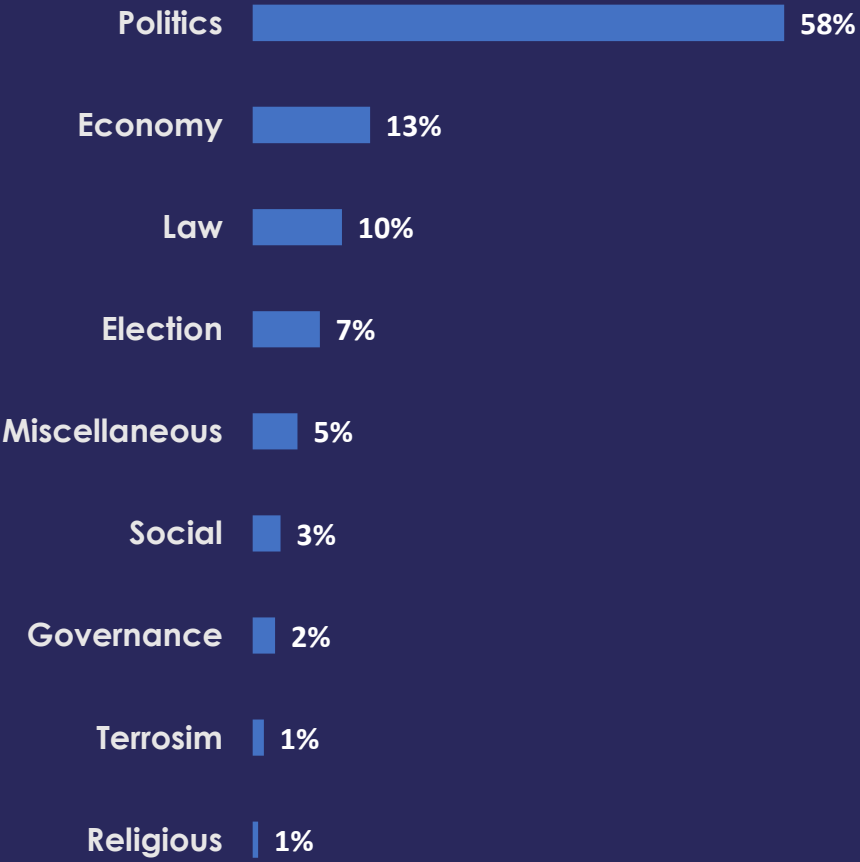
Aisay Nahi Chalay Ga

Red Line With Syed Talat Hussain



Distribution of key topics

Top 5 Topics Covered	Frequency
Politics	58%
Economy	13%
Law	10%
Election	7%
Social	3%



Main Topics Discussed in the show

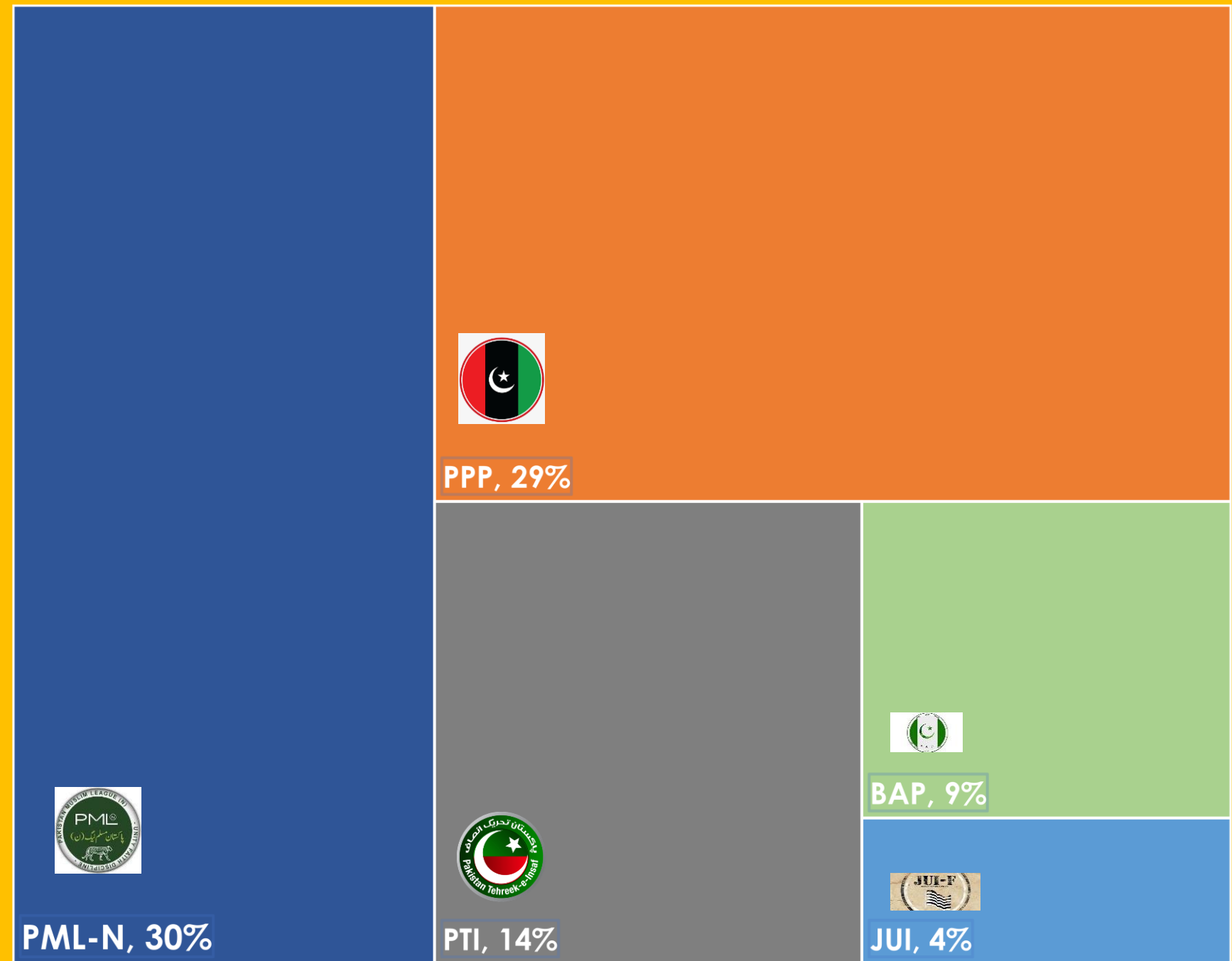
Economy
Miscellaneous
Politics
Social Law
Media

Imran Khan case

Judicial System

Participation by Political Party Affiliation

Total Parties Appeared: 12



Number of Unique Guests

207

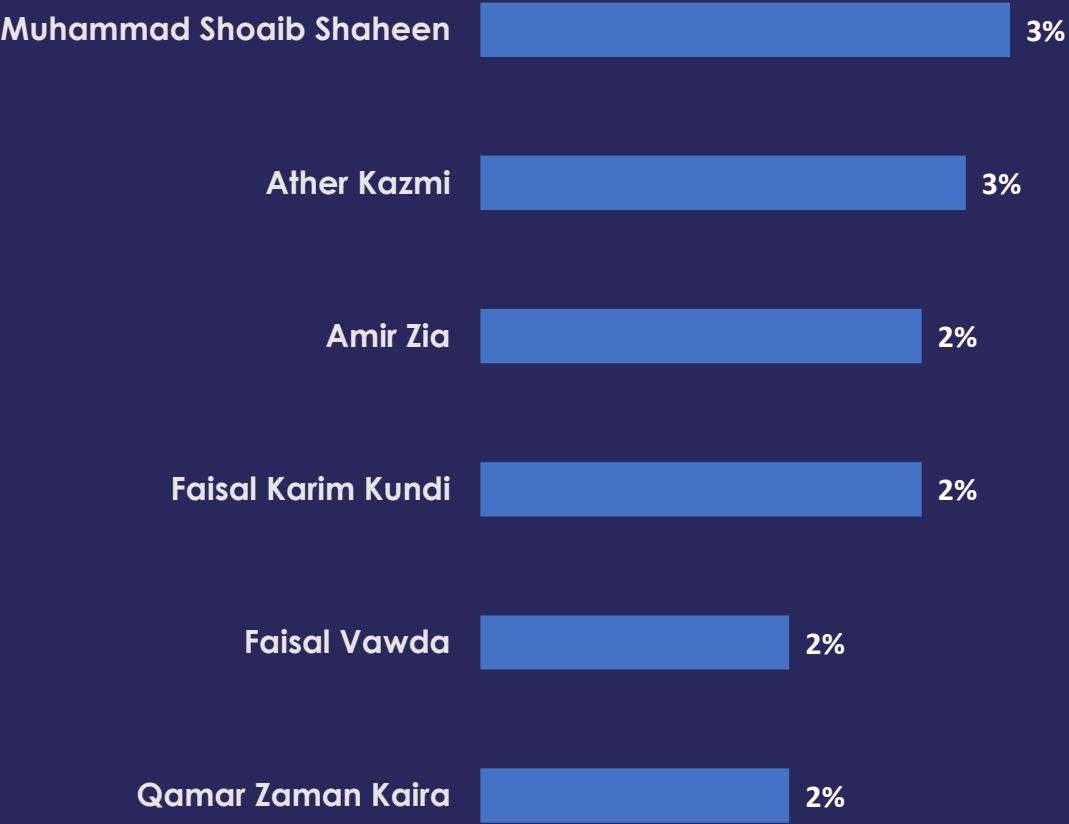
Number of Repeated Guests

403

Top 3 Unique Guests

Top Guests	Frequency
Muhammad Shoaib Shaheen	3%
Ather Kazmi	3%
Faisal Karim Kundi	2%
Amir Zia	2%
Qamar Zaman Kaira	2%

Unique Guests : 207

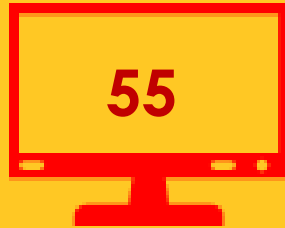


Number of Unique Guests



11th Hour

Total Guests = 56
Uniqueness score= 84%



Aisay Nahi Chalay Ga

Total Guests = 67
Uniqueness score= 82%



Capital Talk

Total Guests = 26
Uniqueness score= 92%



Off the record

Total Guests = 18
Uniqueness score= 94%



Dunya Kamran Khan ke
Saath

Total Guests = 61
Uniqueness score= 90%



AAJ SHAHZEBA KHANZADA
KAY SATH

Total Guests = 36
Uniqueness score= 86%



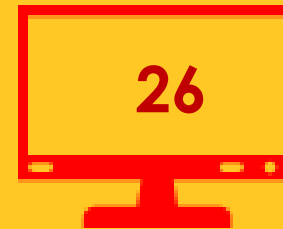
Aiteraz Hai

Total Guests = 34
Uniqueness score= 82%



Nadeem Malik Live

Total Guests = 36
Uniqueness score= 75%



Kal Tak Javed Chaudhary

Total Guests =31
Uniqueness score= 84%

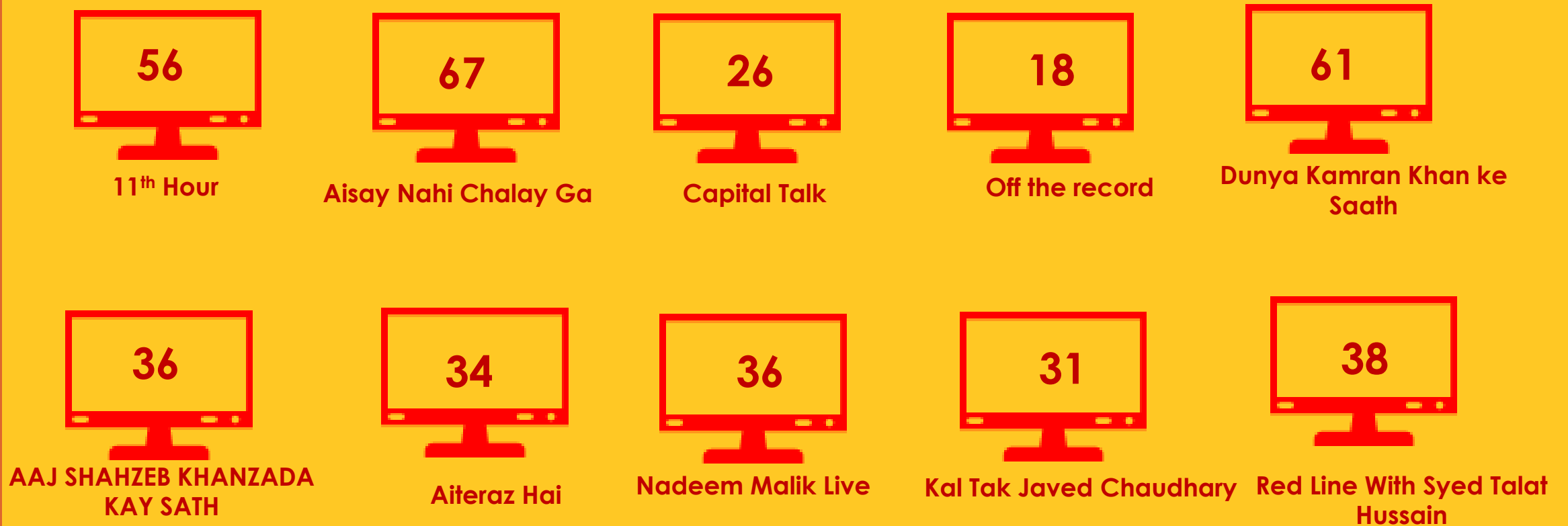


Red Line With Syed Talat
Hussain

Total Guests = 38
Uniqueness score= 84%

Total Unique Guests= 207

Number of Repeated Guests



Total Unique Guests= 403

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	27%	27%	7%	33%	0%	5%
PML-N	11%	40%	38%	0%	61%	18%
PML-Q	0%	0%	2%	0%	4%	5%
PPP	34%	20%	29%	50%	13%	36%
JUI	7%	0%	0%	0%	9%	5%
MQM-P	7%	0%	0%	0%	0%	0%
BNP-M	0%	0%	2%	0%	0%	0%
JI	0%	0%	0%	17%	9%	5%
ANP	5%	0%	2%	0%	0%	0%
PDM	5%	0%	0%	0%	0%	0%
GDA	5%	0%	2%	0%	4%	9%
BAP	0%	13%	17%	0%	0%	18%
Total	100%	100%	100%	100%	100%	100%

CONTACT US

For more information, please contact:

Islamabad:

Phone: +92-51-2655630

Email: isb@gallup.com.pk

www.gallup.com.pk

www.gallup-international.com

Islamabad | Lahore | Karachi | Zurich

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