



Talk Show Content Analysis

Based on Top 10 Programmes



Dec 2023



Table of Contents

▪ Key Insights	03
▪ Methodology	04
▪ Name of the Talk shows selected in the study	05
▪ Distribution of key topics	06
▪ Main Topics Discussed in the show	07
▪ Participation by Political Party Affiliation	08
▪ Number of Unique and Repeated Guests	09
▪ Top 3 Unique Guests	10
▪ Number of Unique Guests in selected programmes	11
▪ Number of Repeated Guests in selected programmes	12
▪ Participation by Political Party Affiliation in Top 4 Channels	13

Key Insights

- 01 Most of the topics discussed are related to Politics, taking **60%** of the whole Programmes followed by Law **(22%)**.
- 02 Some of the main topics discussed in the last month are "Elections" and "Imran Khan cipher case".
- 03 PLM N **(31%)** and PTI **(29%)** are the top two parties which appeared most frequently among 10 parties.
- 04 The total number of Programmes monitored are **10**. Total number of unique guests appeared in these Programmes are **287**. The total number of repeated guests appeared in these Programmes are **581**.
- 05 Naeem Haider Panjutha **(3%)** and Ahmed Bilal Mehboob **(1.9%)** were the top two guests who appeared most frequently in all the Programmes.
- 06 The Programme with the highest appearance of unique guests was "**Dunya Kamran Khan ke Saath**" and "**Aisay Nahi Chalay Ga**" with a total count of 103 and 80, respectively.
- 07 Appearance of PTI on Dunya yews is **(55%)**. Likewise, the appearance of PML N is highest on Geo News **(41%)**.
- 08 PMLN was dominant in the talk shows(**Capital Talk, Aaj Shahzeb Khanzada Kay Sath**), monitored on Geo News 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



Aaj Shahzeb Khanzada Kay Sath



11th Hour



Dunya Kamran Khan ke Saath



Kal Tak Javed Chaudhary



Aisay Nahi Chalay Ga

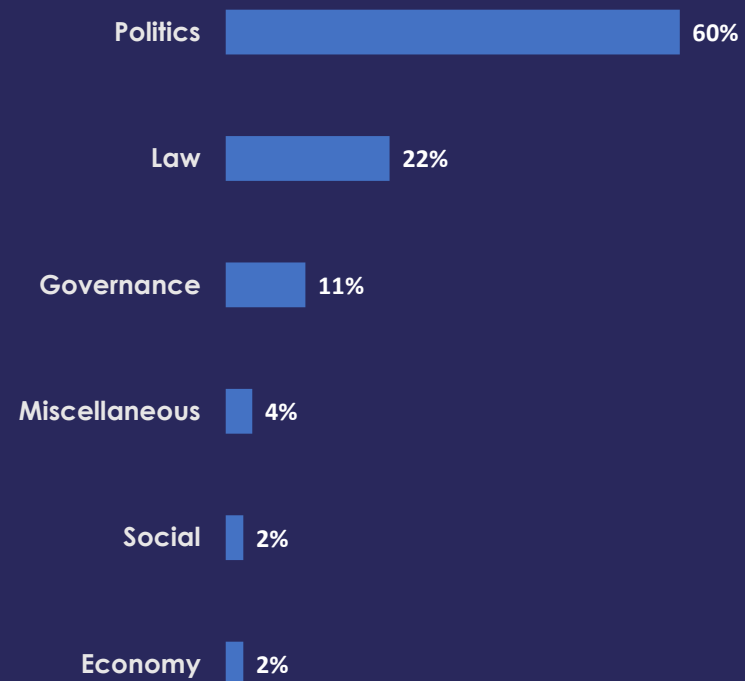
Red Line With Syed Talat Hussain



Distribution of key topics

Top 5 Topics Covered

Politics	60%
Law	22%
Economy	2%
Governance	11%
Social	2%
Miscellaneous	4%



Main Topics Discussed in the show

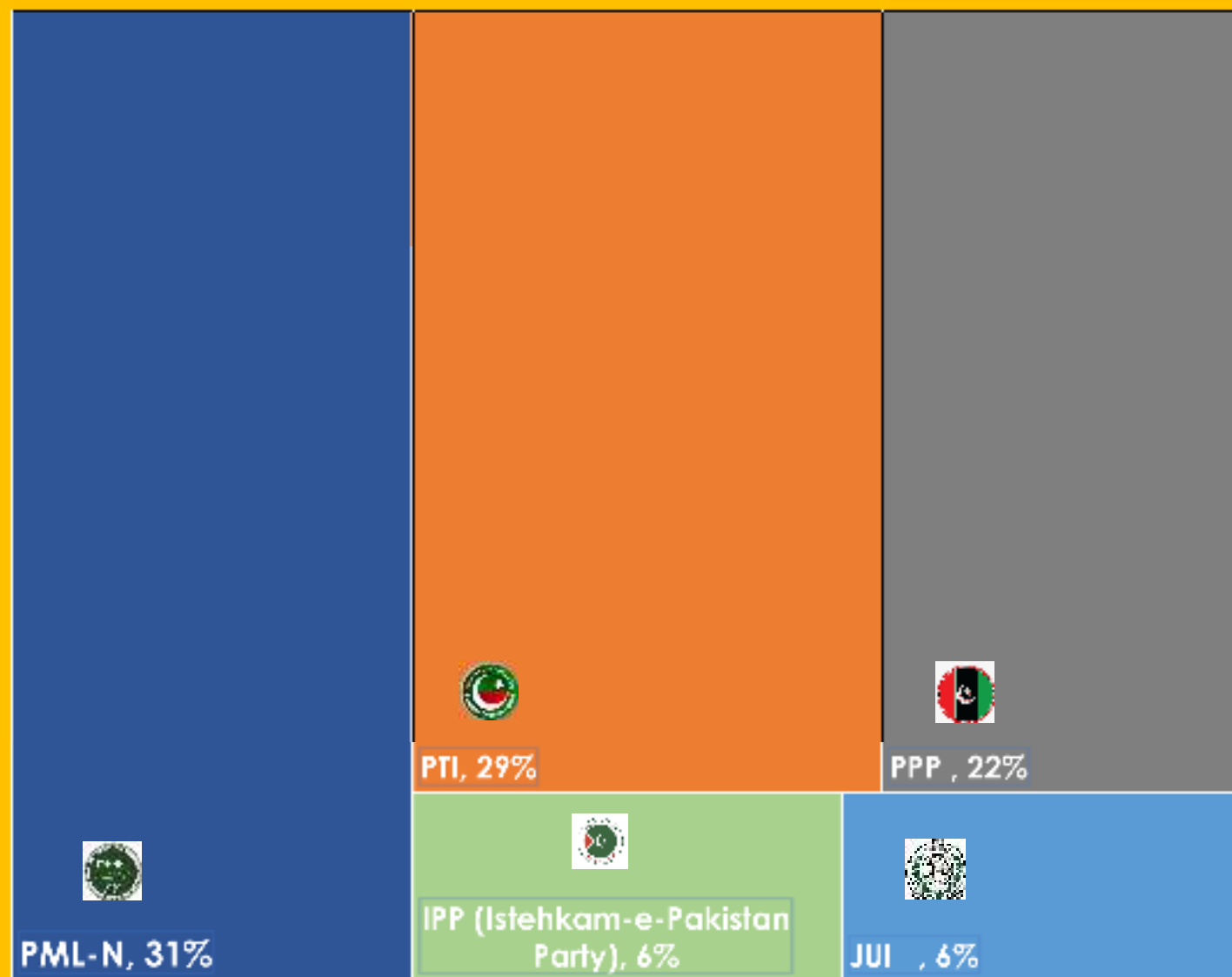
Economy
Miscellaneous
Politics
Social Law
Media

Elections

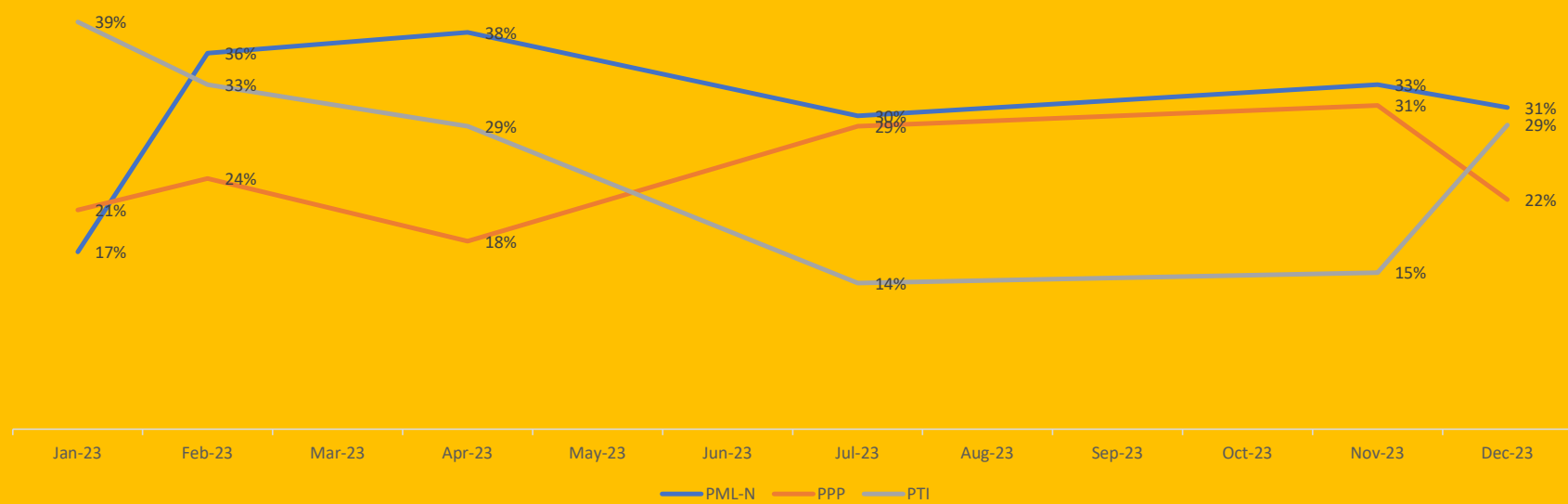
Imran Khan cipher case

Participation by Political Party Affiliation

Total Parties Appeared: 11



Participation by Political Party Affiliation - Trend



Number of Unique Guests

287

Number of Repeated Guests

581

Top 3 Guests

Top Guests	Frequency
Naeem Haider Panjutha	3%
Ahmed Bilal Mehboob	1.9 %
Muneeb Farooq	1.7 %

Unique Guests : 260

Naeem Haider Panjutha



3%

Ahmed Bilal Mehboob



2%

Muneeb Farooq



2%

Number of Unique Guests



11th Hour

Total Guests = 53
 Uniqueness score= 83%



Aisay Nahi Chalay Ga

Total Guests = 80
 Uniqueness score= 80%



Capital Talk

Total Guests = 38
 Uniqueness score= 79%



Off the record

Total Guests = 45
 Uniqueness score= 76%



**Dunya Kamran Khan ke
 Saath**

Total Guests = 103
 Uniqueness score= 72%



**AAJ SHAHZEBA KHANZADA
 KAY SATH**

Total Guests = 50
 Uniqueness score= 60%



Aiteraz Hai

Total Guests = 49
 Uniqueness score= 86%



Nadeem Malik Live

Total Guests = 44
 Uniqueness score= 73%



Kal Tak Javed Chaudhary

Total Guests =49
 Uniqueness score= 73%



**Red Line With Syed Talat
 Hussain**

Total Guests = 70
 Uniqueness score= 93%

Total Unique Guests= 287

Number of Repeated Guests



11th Hour



Aisay Nahi Chalay Ga



Capital Talk



Off the record



Dunya Kamran Khan ke
Saath



AAJ SHAHZEB KHANZADA
KAY SATH



Aiteraz Hai



Nadeem Malik Live



Kal Tak Javed Chaudhary



Red Line With Syed Talat
Hussain

Total Unique Guests= 581

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)

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	34%	33%	22%	55%	41%	5%
PML-N	24%	26%	39%	18%	41%	28%
PML-Q	1%	0%	0%	0%	0%	0%
PML-Z	1%	0%	0%	0%	0%	0%
PPP	21%	30%	13%	9%	16%	41%
JUI	3%	7%	9%	18%	0%	10%
MQM-P	3%	0%	2%	0%	0%	3%
JI	1%	0%	4%	0%	0%	0%
MWM	1%	0%	0%	0%	0%	0%
ANP	0%	0%	4%	0%	2%	0%
IPP (Istehkam-e-Pakistan Party)	9%	4%	7%	0%	0%	13%
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

Gallup Pakistan is not related to Gallup Inc. headquartered in Washington D.C. USA. We require that our surveys be credited fully as Gallup Pakistan (not Gallup or Gallup Poll). We disclaim any responsibility for surveys pertaining to Pakistani public opinion except those carried out by Gallup Pakistan, the Pakistani affiliate of Gallup International Association. For details on Gallup International Association see website:

For details on Gallup International Association see website:

www.gallup-international.com