Talk Show Content Analysis

Based on Top 10 Programmes

June 2024

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Key Insights

01 Most of the topics discussed are related to Politics, taking **62%** of the whole Programmes followed by Economy **(18%)**.

02 Some of the main topics discussed in the last month are "Budget 2024-25" and "Imran Khan cipher case"

03 PLM N **(45%)** and PTI **(34%)** 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 **183**. The total number of repeated guests appeared in these Programmes are **320.**

05 Rana Sana Ullah **(3%)** and Tariq Fazal Chaudhry **(3%)** were the top two guests who appeared most frequently in all the Programmes.

06 The Programme with the highest appearance of unique guests was **"Aiteraz Haih"** and **"Kal Tak Javed Chaudhary"** with a total count of 34 and 33, respectively.

07 Appearance of PTI on Express new is **(44%)**. Likewise, the appearance of PML N is highest on Geo News **(58%).**

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 (**Kal Tak Javed Chaudhary**), monitored on Express 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***".

Previous Talk Show Reports

Dec 2023: https://gallup.com.pk/post/35985

Nov 2023: https://gallup.com.pk/post/35869

July 2023: https://gallup.com.pk/post/35773

Name of the Talk shows selected in the study

Capital talk

Aaj Shahzeb Khanzada Kay Sath

Aisay Nahi Chalay Ga

Aitraaz Hai

Dunya Kamran Khan ke Saath

Nadeem Malik Live

11th Hour

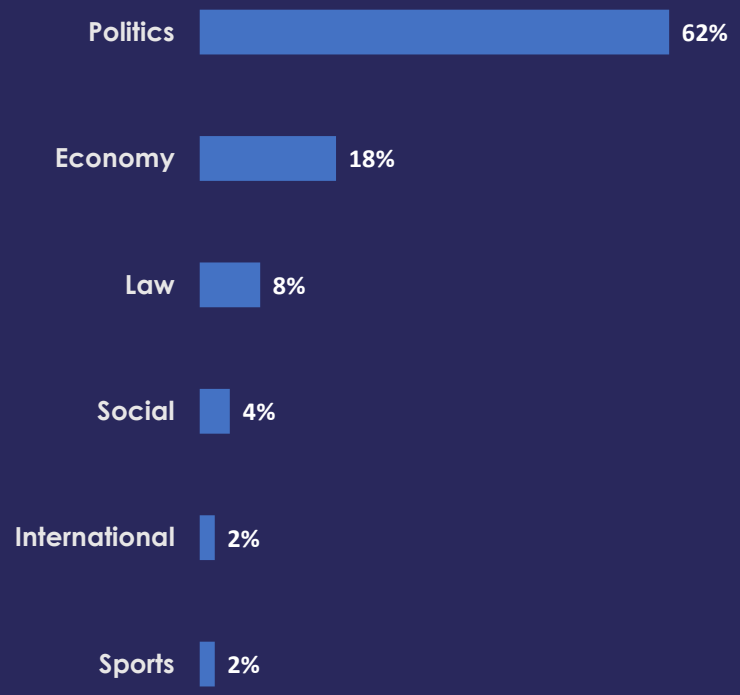
Red Line With Syed Talat Hussain

Off the record

Kal Tak Javed Chaudhary

Distribution of key topics

Top 5 Topics Covered	
Politics	62%
Economy	18%
Law	8%
Social	4%
Sports	2%
International	2%

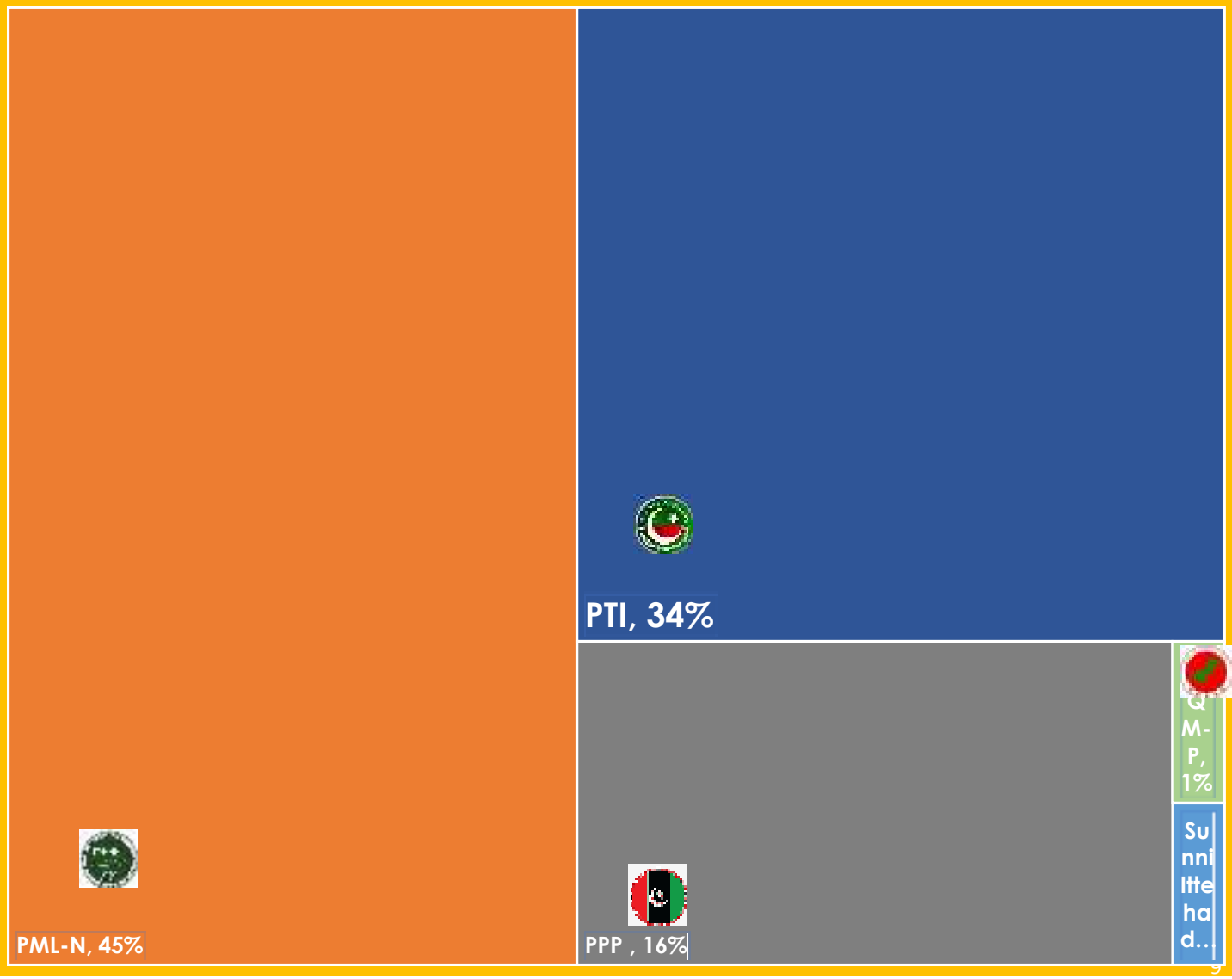


Main Topics Discussed in the show

Budget 2024-25

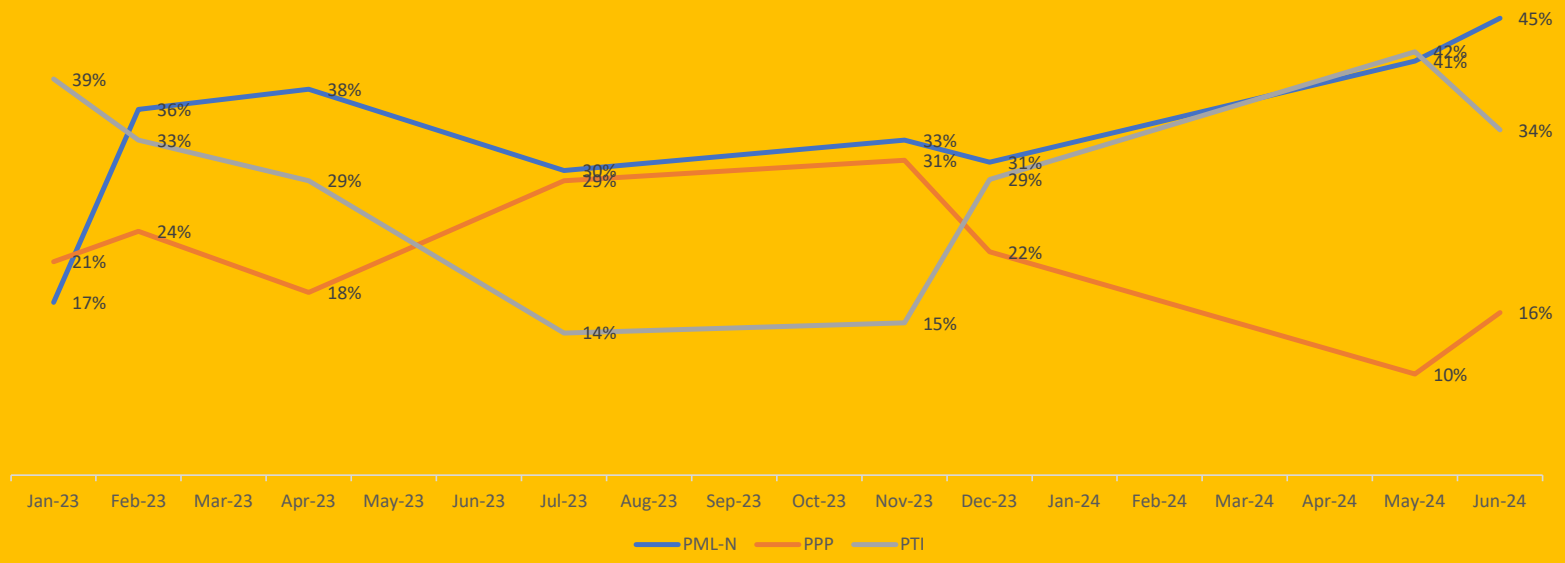
Imran Khan cipher case

Participation by Political Party Affiliation



Total Parties Appeared: 11

Participation by Political Party Affiliation - Trend



Number of Unique Guests

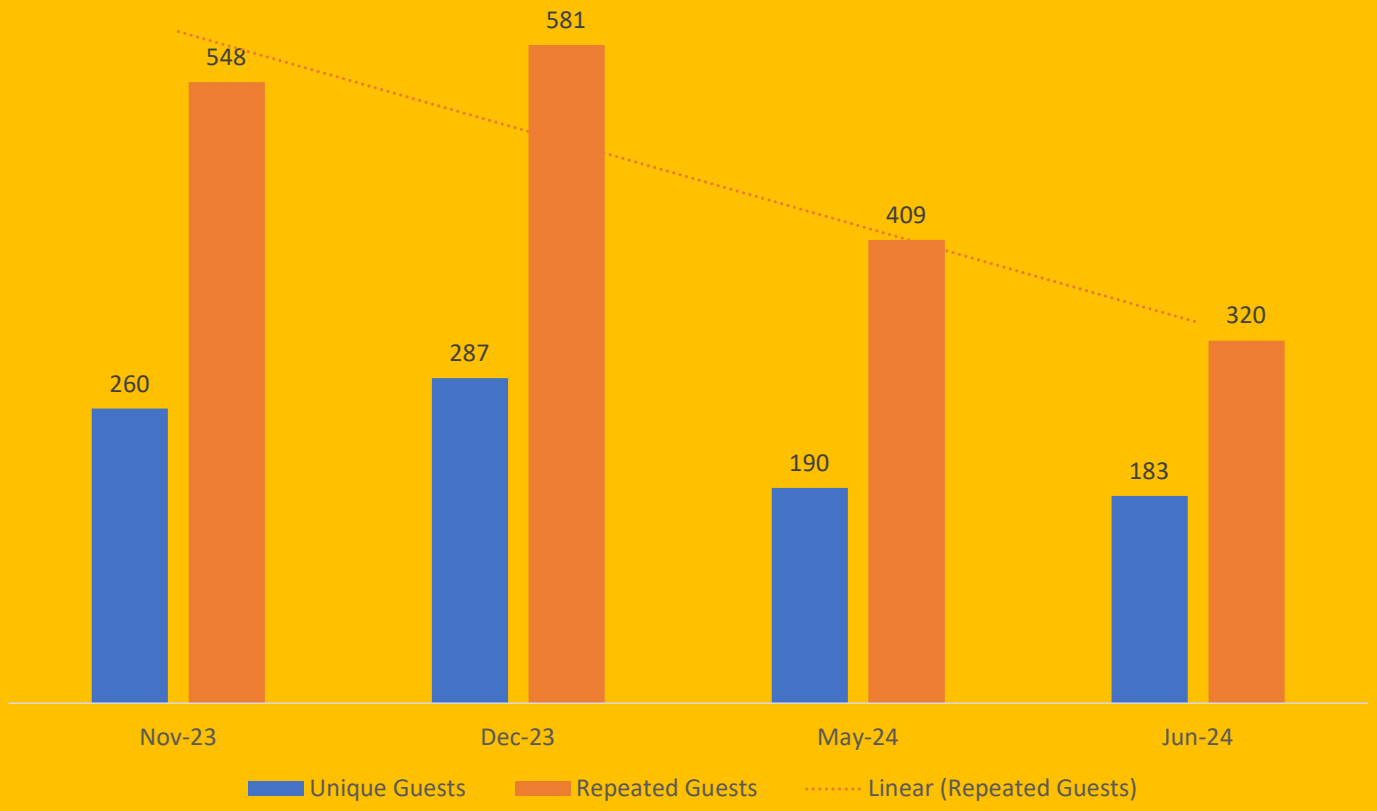
183

Number of Repeated Guests

320

Total Programme : 10

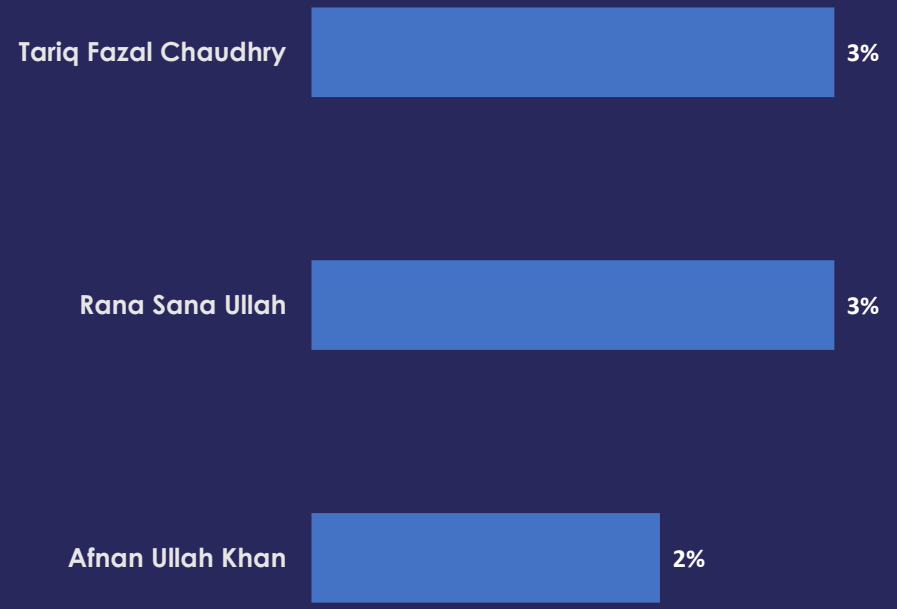
Participation by Political Party Affiliation - Trend



Top 3 Guests

Top Guests	Frequency
Rana Sana Ullah	3%
Tariq Fazal Chaudhry	3%
Afnan Ullah Khan	2 %

Unique Guests : 260



Number of Unique Guests

Aisay Nahi Chalay Ga
Total Guests = 36
Uniqueness score= 89%

Capital Talk
Total Guests = 31
Uniqueness score=81%

Off the record
Total Guests = 45
Uniqueness score= 76%

Dunya Kamran Khan ke Saath
Total Guests = 26
Uniqueness score= 96%

AAJ SHAHZEB KHANZADA KAY SATH
Total Guests = 43
Uniqueness score= 67%

Aiteraz Hai
Total Guests = 38
Uniqueness score= 89%

Nadeem Malik Live
Total Guests = 31
Uniqueness score= 87%

Kal Tak Javed Chaudhary
Total Guests =57
Uniqueness score= 58%

Red Line With Syed Talat Hussain
Total Guests = 29
Uniqueness score= 93%

Total Unique Guests= 183

Number of Unique Guests

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= 320

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)	Bol News *(Aisay Nahi Chalay Ga)
PTI	32%	44%	37%	33%	27%	27%
PML-N	45%	33%	49%	50%	58%	27%
PPP	16%	19%	11%	17%	9%	45%
MQM-P	0%	0%	0%	0%	3%	0%
Sunni Ittehad Council	3%	0%	0%	0%	0%	0%
JI	3%	0%	0%	0%	0%	0%
JUI F	0%	4%	3%	0%	3%	0%
Total	100.0%	100.0%	#####	#####	#####	#####

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