



Talk Show Content Analysis

Based on Top 10 Programmes



May 2024



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Key Insights

- 01 Most of the topics discussed are related to Politics, taking **61%** of the whole Programmes followed by Economy (**19%**).
- 02 Some of the main topics discussed in the last month are “Attack on Rauf Hassan” and “Wheat crisis”
- 03 PTI (**41%**) and PLMN (**42%**) 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 **190**. The total number of repeated guests appeared in these Programmes are **409**.
- 05 Faisal Vawda (**3%**) and Rana Sana Ullah (**2%**) were the top two guests who appeared most frequently in all the Programmes.
- 06 The Programme with the highest appearance of unique guests was “**11TH Hour**” and “**Dunya Kamran Khan ke Saath**” with a total count of 41 and 36, respectively.
- 07 Appearance of PTI on Express new is (**46%**). Likewise, the appearance of PML N is highest on Geo News (**50%**).
- 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**”.

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

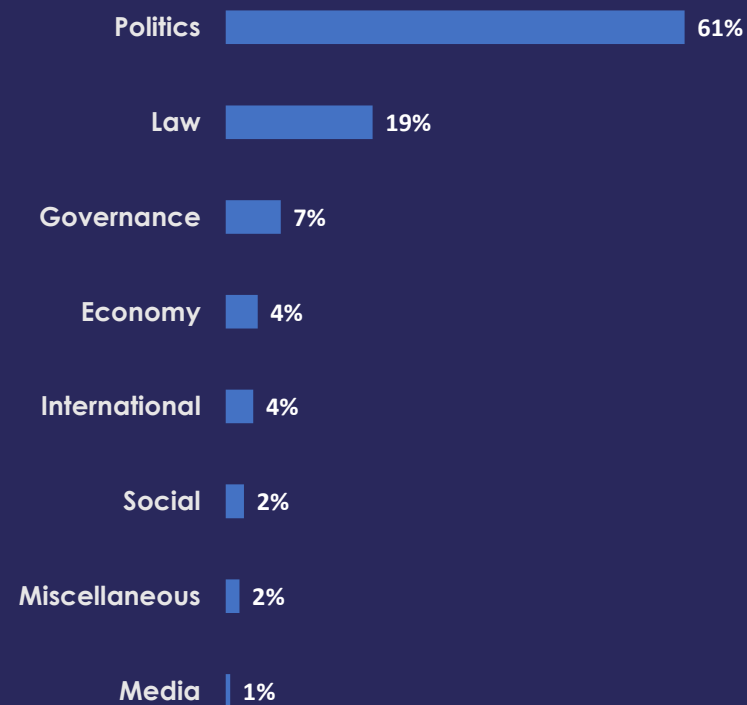
Red Line With Syed Talat Hussain



Distribution of key topics

Top 5 Topics Covered

Politics	61%
Law	19%
Governance	7%
Economy	4%
International	4%
Social	2%
Miscellaneous	2%
Media	1%



Main Topics Discussed in the show

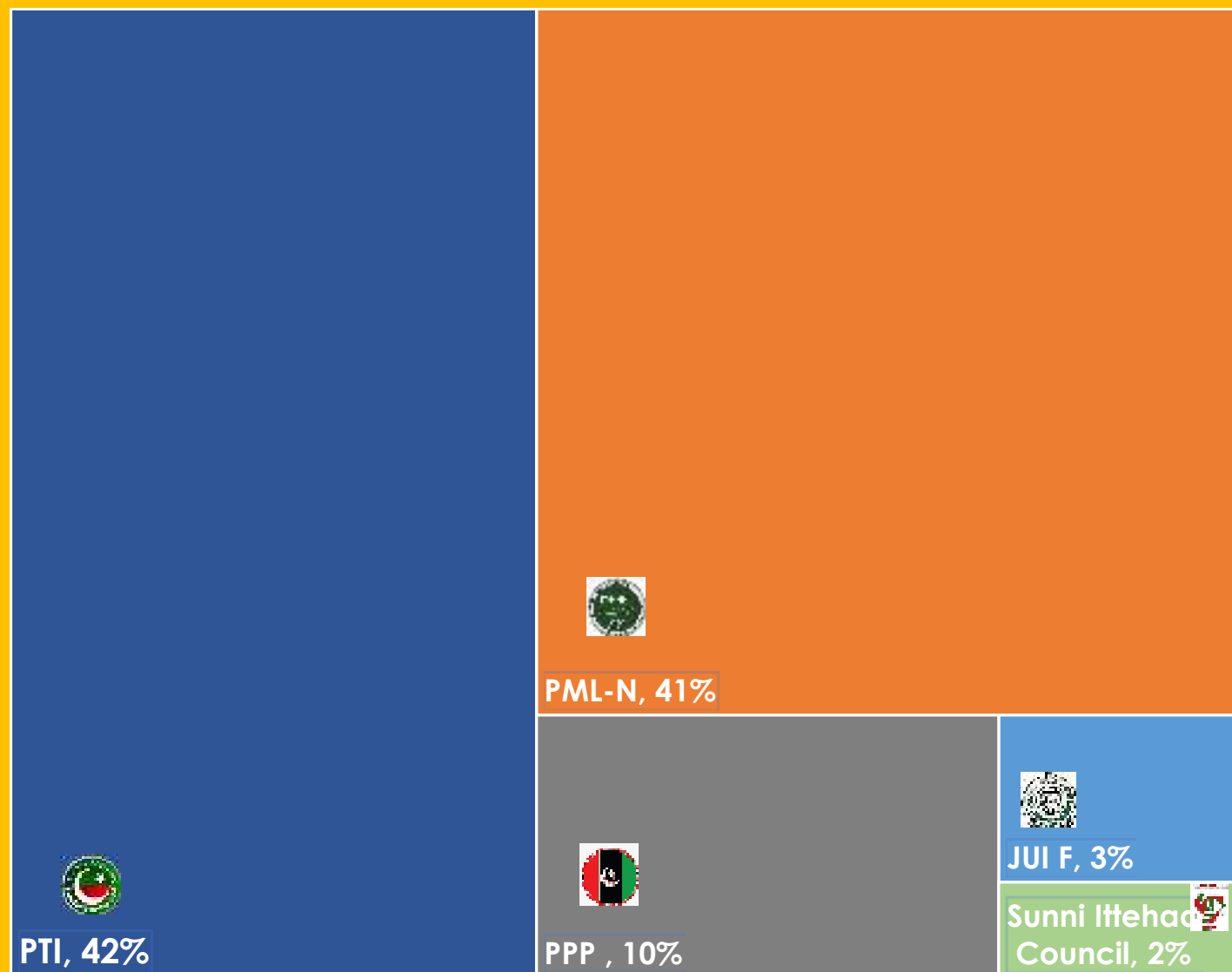
Economy
Miscellaneous
Politics
Social Law
Media

Attack on Rauf Hassan

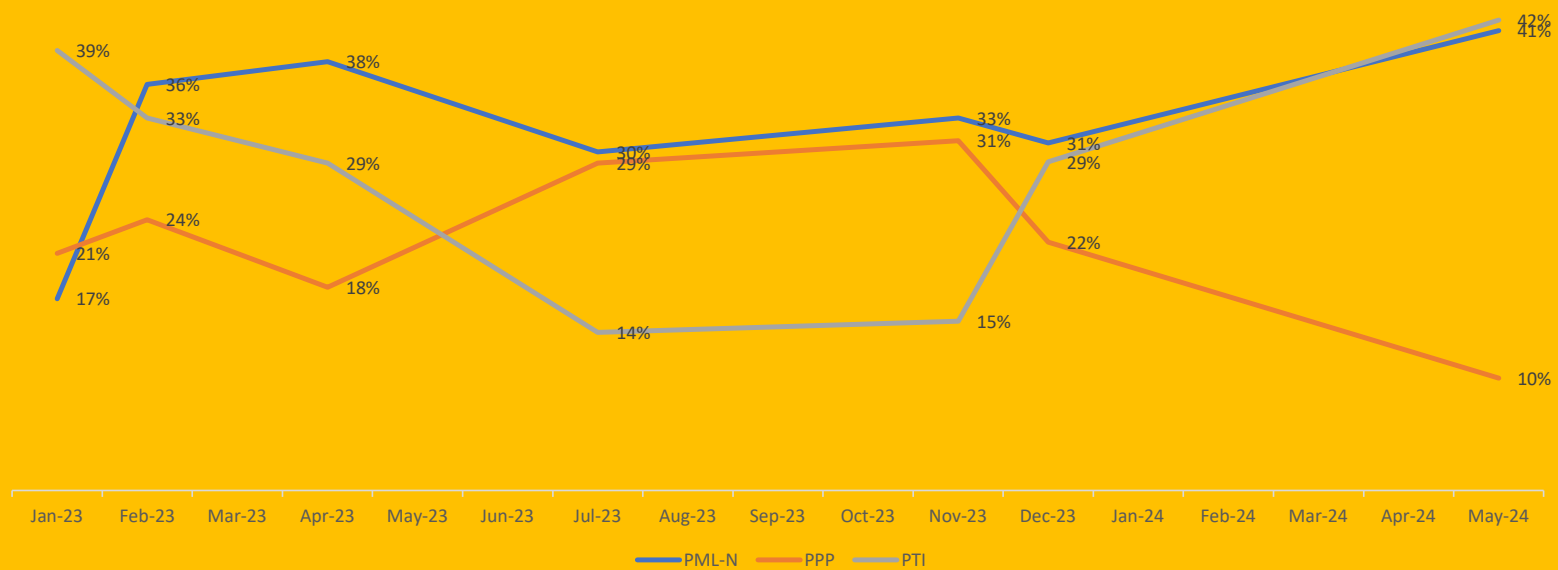
Wheat crisis

Participation by Political Party Affiliation

Total Parties Appeared: 11



Participation by Political Party Affiliation - Trend



Number of Unique Guests

190

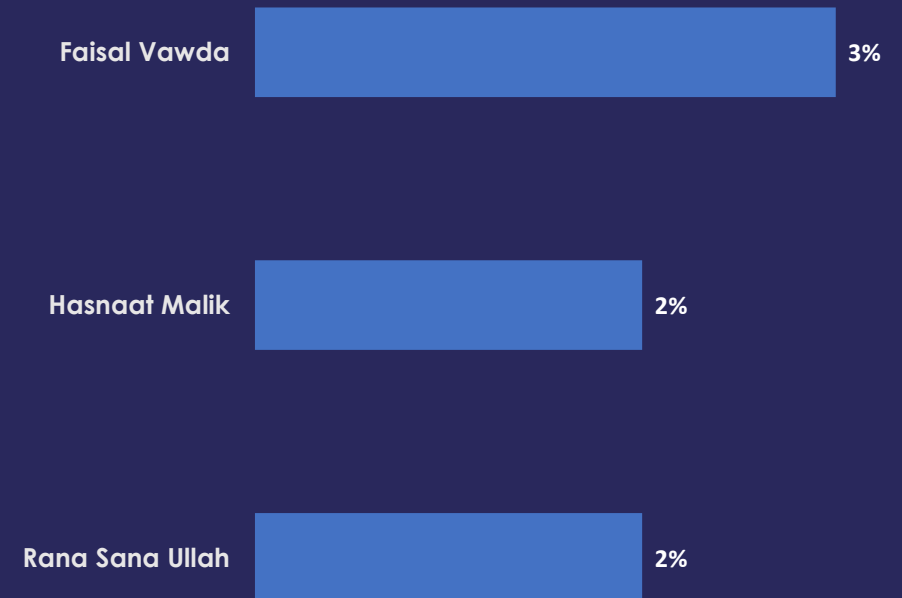
Number of Repeated Guests

409

Top 3 Guests

Top Guests	Frequency
Faisal Vawda	3%
Rana Sana Ullah	2%
Hasnaat Malik	2%

Unique Guests : 190



Number of Unique Guests



11th Hour

Total Guests = 52
 Uniqueness score= 79%



Aisay Nahi Chalay Ga

Total Guests =26
 Uniqueness score= 77%



Capital Talk

Total Guests = 38
 Uniqueness score= 76%



Off the record

Total Guests = 44
 Uniqueness score= 70%



**Dunya Kamran Khan ke
 Saath**

Total Guests = 50
 Uniqueness score= 72%



**AAJ SHAHZEBA KHANZADA
 KAY SATH**

Total Guests = 41
 Uniqueness score= 61%



Aiteraz Hai

Total Guests = 35
 Uniqueness score= 86%



Nadeem Malik Live

Total Guests = 43
 Uniqueness score= 65%



Kal Tak Javed Chaudhary

Total Guests =42
 Uniqueness score= 71%



**Red Line With Syed Talat
 Hussain**

Total Guests = 38
 Uniqueness score= 92%

Total Unique Guests= 190

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= 409

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)

SAMA A
*(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	46%	46%	43%	20%	34%	41%
PML-N	40%	31%	43%	40%	50%	32%
PPP	10%	19%	8%	0%	5%	18%
Sunni Ittehad Council	2%	0%	2%	0%	2%	5%
ANP	0%	0%	0%	0%	5%	0%
balochistan awami party	0%	0%	2%	0%	0%	0%
IPP (Istehkam-e-Pakistan Party)	0%	0%	0%	0%	2%	5%
JUI F	3%	4%	2%	40%	2%	0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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