



Talk Show Content Analysis

Based on Top 10 Programmes

Volume – 10



Sep 2024



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Previous Talk Show Reports

June 2024: <https://gallup.com.pk/post/37215>

May 2024: <https://gallup.com.pk/post/37212>

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

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

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

April 2023: <https://gallup.com.pk/post/34560>

Feb 2023: <https://gallup.com.pk/post/34300>

Jan 2023: <https://gallup.com.pk/post/34160>

Dec 2022: <https://gallup.com.pk/post/34041>

Sep 2024

Key Insights

- 01 Most of the topics discussed are related to Politics, taking **67%** of the whole Programmes followed by Law **(20%)**.
- 02 Some of the main topics discussed in the last month are "26th Constitutional Amendment" and "Reserved seats case".
- 03 PTI **(29%)** and PLMN **(26%)** are the top two parties which appeared most frequently among 10 parties.
- 04 The total number of Programmes monitored are **9**. Total number of unique guests appeared in these Programmes are **145**. The total number of repeated guests appeared in these Programmes are **296**.
- 05 Rana Sana Ullah **(3%)** and Tariq Fazal Chaudhry **(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 "**AAJ SHAHZEB KHANZADA KAY SATH**" and "**Nadeem Malik Live**" with a total count of 33 and 32, respectively.
- 07 Appearance of PTI on Express news is **(37%)**. Likewise, the appearance of PML N is highest on SAMAA **(33%)**.
- 08 PMLN was dominant in the talk shows (**Red Line With Syed Talat Hussain, Nadeem Malik Live**), monitored on SAMAA and PTI was dominant in the talk show (**Kal Tak Javed Chaudhary**), monitored on Express News.

Key Takeaway

The key takeaway from this media monitoring report is that **political content dominates the media landscape**, with **67% of coverage focused on politics**, particularly constitutional and legal issues. The media primarily highlights **PTI** and **PML-N**, with **29% and 26% coverage**, respectively, suggesting a bias towards these major political parties. The frequent appearance of specific political figures, such as **Rana Sana Ullah** and **Tariq Fazal Chaudhry**, shows how media increasingly centers around personalities, influencing political narratives. Additionally, talk shows like **AAJ Shahzeb Khanzada** and **Nadeem Malik Live** are key platforms for political discourse, attracting the highest number of unique guests. The strategic preferences of parties for certain channels, such as PTI on **Express News** and PML-N on **SAMAA**, reveal how media outlets are used to target specific audiences and shape political communication. This emphasizes the media's critical role in shaping public opinion and reinforcing political power dynamics.

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**”, “**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



Kal Tak Javed Chaudhary



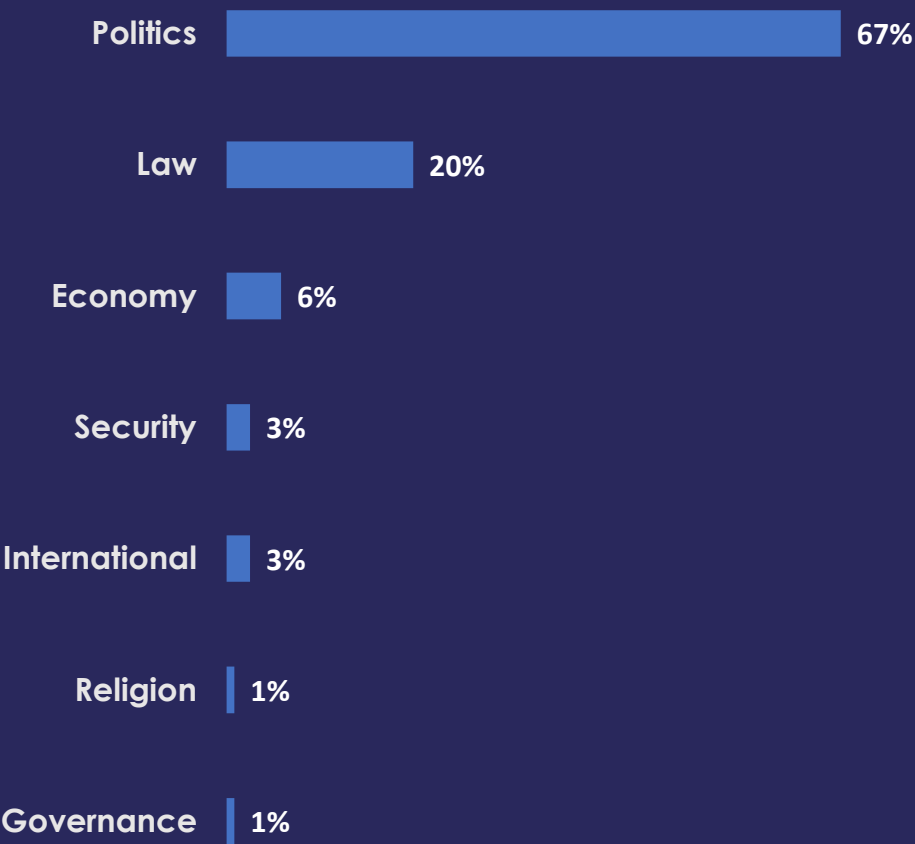
Aisay Nahi Chalay Ga

Red Line With Syed Talat Hussain

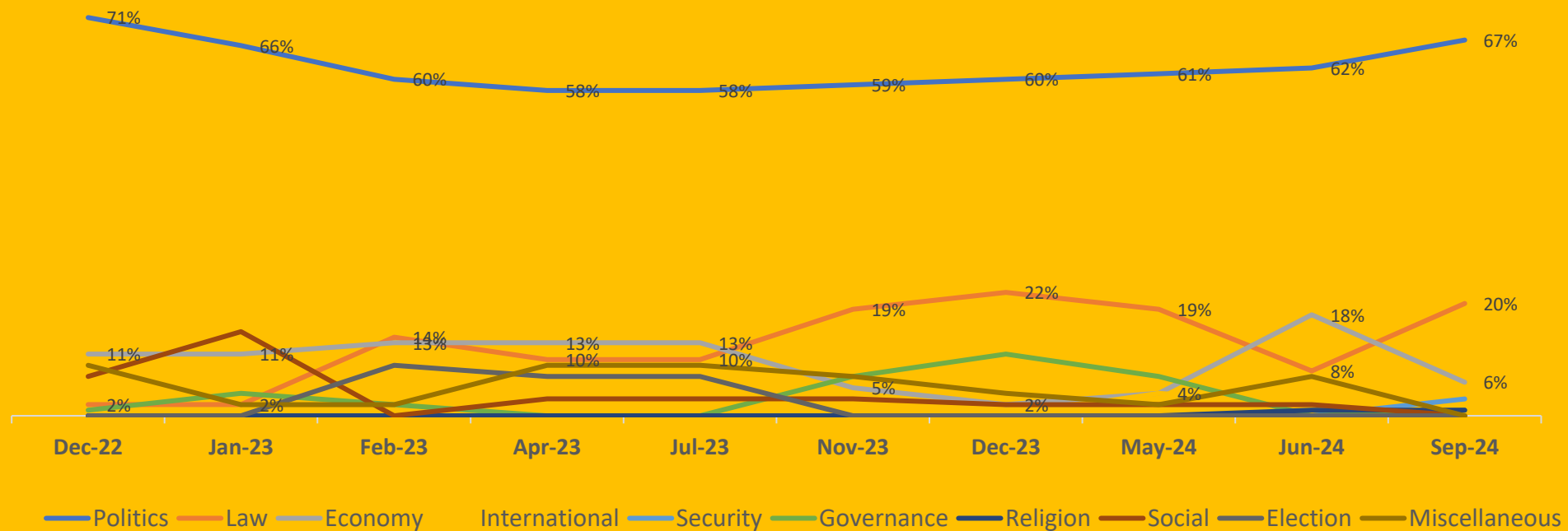


Distribution of key topics

Top 5 Topics Covered	
Politics	67%
Law	20%
Economy	6%
International	3%
Security	3%
Governance	1%
Religion	1%



Key Topics- Trend



Sep 2024

Main Topics Discussed in the show

Economy
Miscellaneous
Politics
Social Law
Media

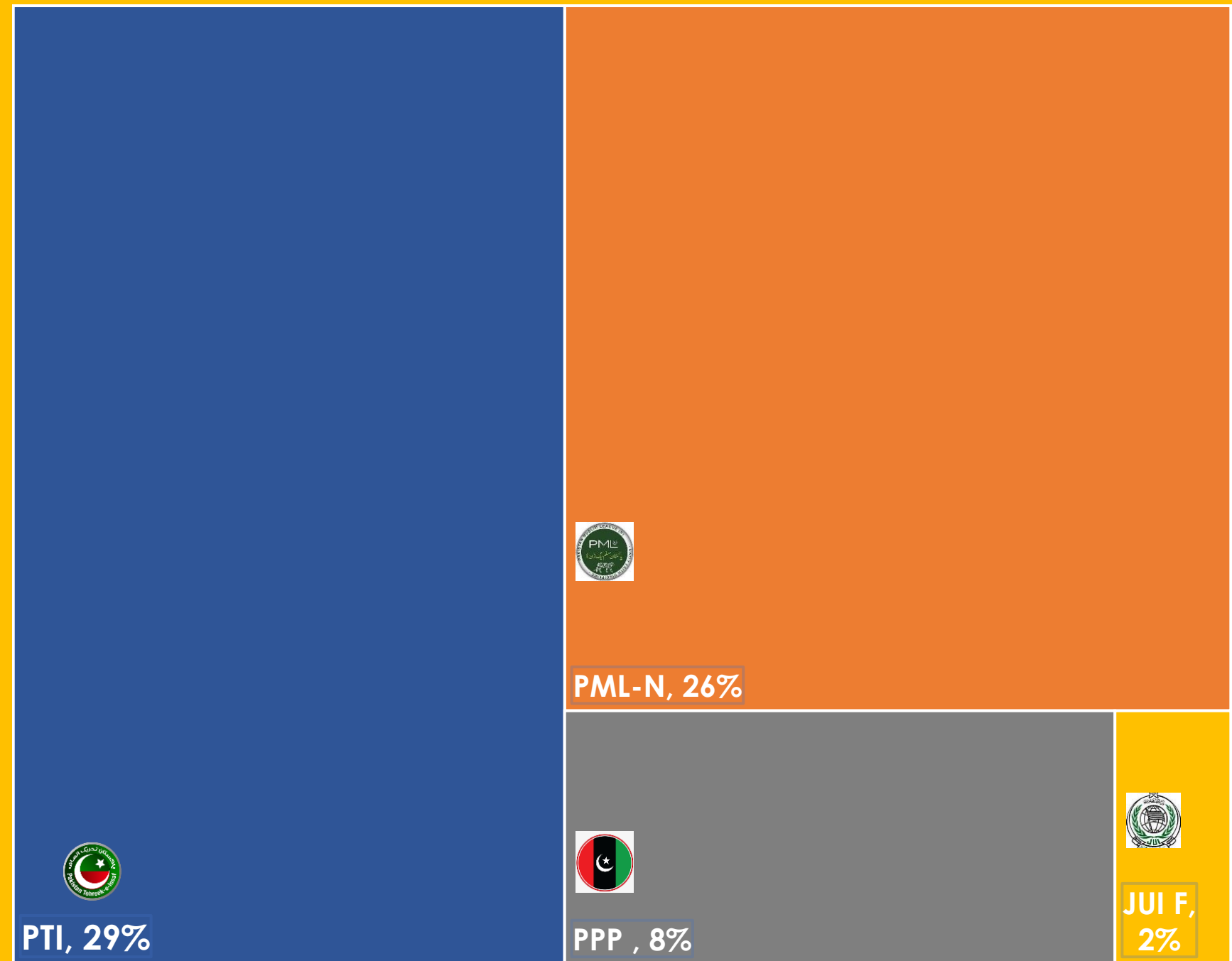
26th Constitutional Amendment

Reserved seats case

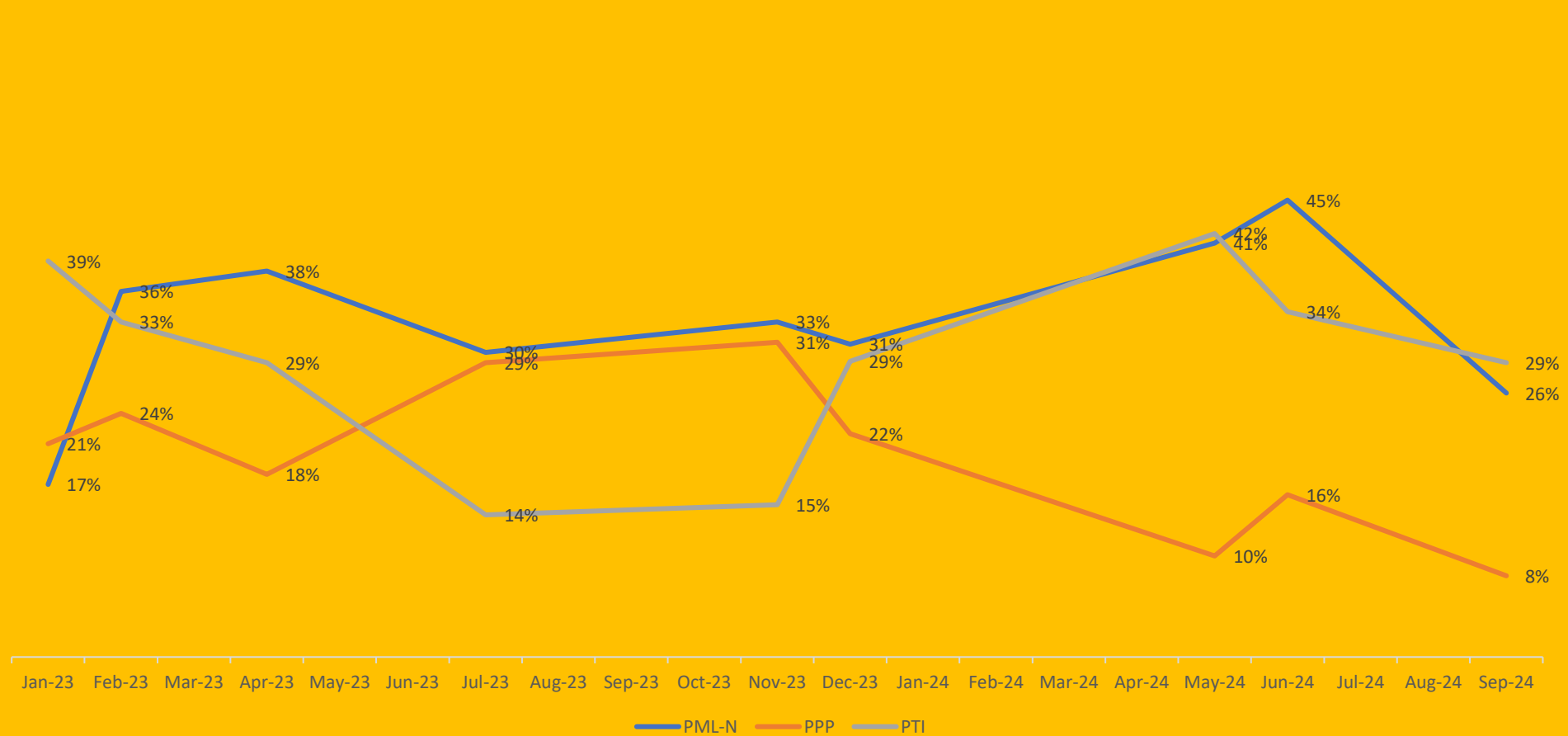
Participation by Political Party Affiliation

Sep 2024

Total Parties Appeared: 6



Participation by Political Party Affiliation - Trend



Number of Unique Guests



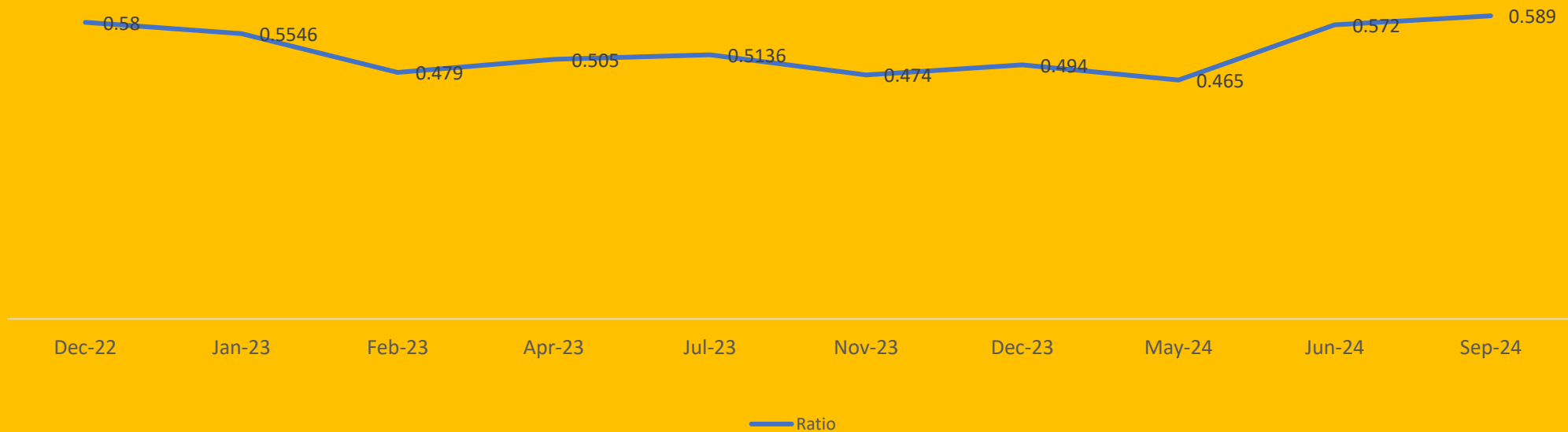
Sep 2024

Total Programme : 8

Number of Repeated Guests



Uniqueness Ratio- Trend

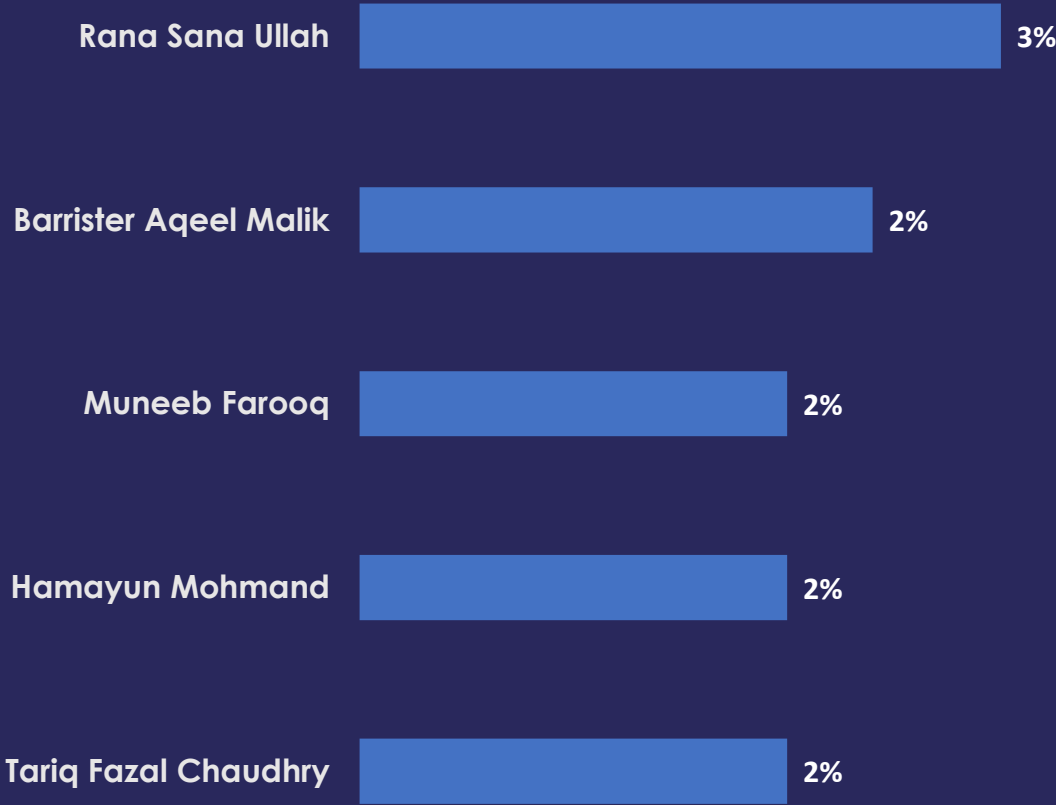


Top 5 Guests

Top Guests		Frequency
	Rana Sana Ullah	3%
	Barrister Aqeel Malik	2%
	Muneed Farooq	2%
	Hamayun Mohmand	2.%
	Tariq Fazal Chaudhry	2%

Sep 2024

Unique Guests : 145



Top 10 Guests

Unique Guests : 145

Top Guests	Frequency
Rana Sana Ullah	3%
Tariq Fazal Chaudhry	2%
Hamayun Mohmand	2%
Barrister Aqeel Malik	2%
Muneeb Farooq	2%
Rana Ihsaan Afzal	2%
Bilal Azhar Kiyani	2%
Salman Akram Raja	2%
Asad Qaiser	2%
Khawaja Muhammad Asif	2%

Number of Unique Guests



11th Hour

Total Guests = 35
Uniqueness score= 89%



Aisay Nahi Chalay Ga

Total Guests =30
Uniqueness score= 83%



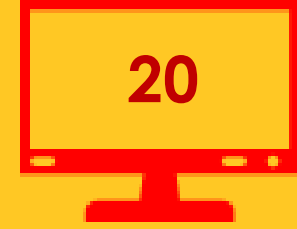
Capital Talk

Total Guests = 34
Uniqueness score= 85%



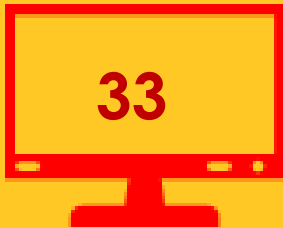
Off the record

Total Guests = 42
Uniqueness score= 71%



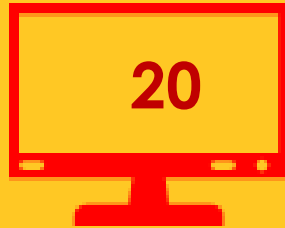
Red Line With Syed Talat Hussain

Total Guests = 23
Uniqueness score= 87%



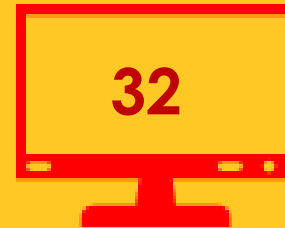
AAJ SHAHZEB KHANZADA
KAY SATH

Total Guests = 50
Uniqueness score= 66%



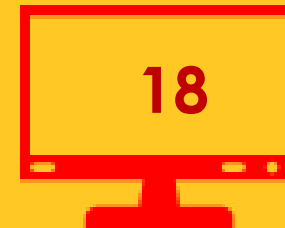
Aiteraz Hai

Total Guests = 22
Uniqueness score= 91%



Nadeem Malik Live

Total Guests = 39
Uniqueness score= 82%



Kal Tak Javed Chaudhary

Total Guests =27
Uniqueness score= 86%

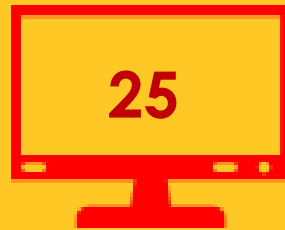
Sep 2024

Total Unique Guests= 145

Number of Repeated Guests



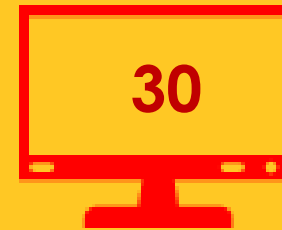
11th Hour



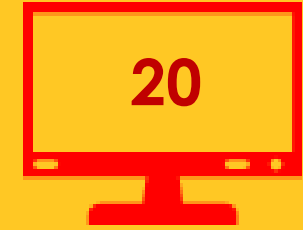
Aisay Nahi Chalay Ga



Capital Talk



Off the record



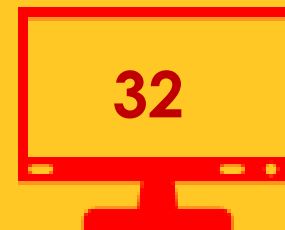
Red Line With Syed Talat
Hussain



AAJ SHAHZEB KHANZADA
KAY SATH



Aiteraz Hai



Nadeem Malik Live



Kal Tak Javed Chaudhary

Sep 2024

Total Unique Guests= 145

Participation by Political Party Affiliation in Top 6 Channels



Political Parties	ARY New *(11 th Hour, Off The Record, Aiteraz Hai)	Express News *(Kal Tak Javed Chaudhary)	SAMAA *(Red Line With Syed Talat Hussain, Nadeem Malik Live)	Geo News *(Capital Talk, Aaj Shahzeb Khanzada Kay Sath)	Bol News *(Aisay Nahi Chalay Ga)
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PTI	30%	37%	25%	21%	33%
PML-N	17%	26%	33%	30%	22%
PPP	8%	11%	11%	8%	0%
JUI	3%	5%	2%	2%	4%
Others	36%	21%	23%	36%	41%
Law Expert	3%	0%	4%	3%	0%
ANP	0%	0%	2%	0%	0%
JUI F	4%	0%	2%	0%	0%
Total	100%	100%	100%	100%	100%

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