



Talk Show Content Analysis

Based on Top 10 Programmes

Volume – 12



Dec 2024



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Previous Talk Show Reports

Nov 2024: <https://gallup.com.pk/post/37839>

Sep 2024: <https://gallup.com.pk/post/37696>

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

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

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

Dec 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>

Dec 2024

Key Insights

- 01 Most of the topics discussed are related to Politics, taking **92%** of the whole Programs.
- 02 Some of the main topics discussed in the last month are “PTI & Govt Negotiations” and “Military court punishments “
- 03 PLMN (**26%**) and PTI (**23%**) 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 **189**. The total number of repeated guests appeared in these Programmes are **443**.
- 05 Tariq Fazal Chaudhry (**3%**) and Faisal Vawda (**3%**) were the top two guests who appeared most frequently in all the Programs.
- 06 The Programme with the highest appearance of unique guests was “**11th Hour**” and “**Red Line**” with a total count of 41 and 38, respectively.
- 07 Appearance of PTI on Express news is (**24%**). Likewise, the appearance of PML N is highest on GEO (**28%**).
- 08 PTI was dominant in the talk shows (**Kal Tak Javed Chaudhary**), monitored on Express News and PMLN was dominant in the talk show (**Capital Talk, Aaj Shahzeb Khanzada Kay Sath**), monitored on GEO news.

Key Takeaway

The key takeaway from this media monitoring report is that political content continues to dominate the media landscape, accounting for **92%** of the coverage. **PTI** and **PML-N** emerge as the most frequently discussed parties, with **23%** and **26%** of the coverage, respectively, demonstrating their substantial presence in political discourse. Prominent political figures like Tariq Fazal Chaudhry and Faisal Vawda frequently appear in the media, signaling their influence in shaping public discussions. Talk shows such as "**11th Hour**" and "**Red Line**" are key platforms for political debates, attracting the highest number of unique guests. PTI's strong presence on Express News and PML-N's focus on GEO News highlight how political parties strategically engage with specific media outlets to target their audiences. This demonstrates the critical role of media in shaping political narratives and influencing public perception.

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**”, “**On The Front With Kamran Shahid**”, “**Red Line**” 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



Kal Tak Javed Chaudhary



On The Front With Kamran Shahid



Red Line With Syed Talat Hussain



Aisay Nahi Chalay Ga

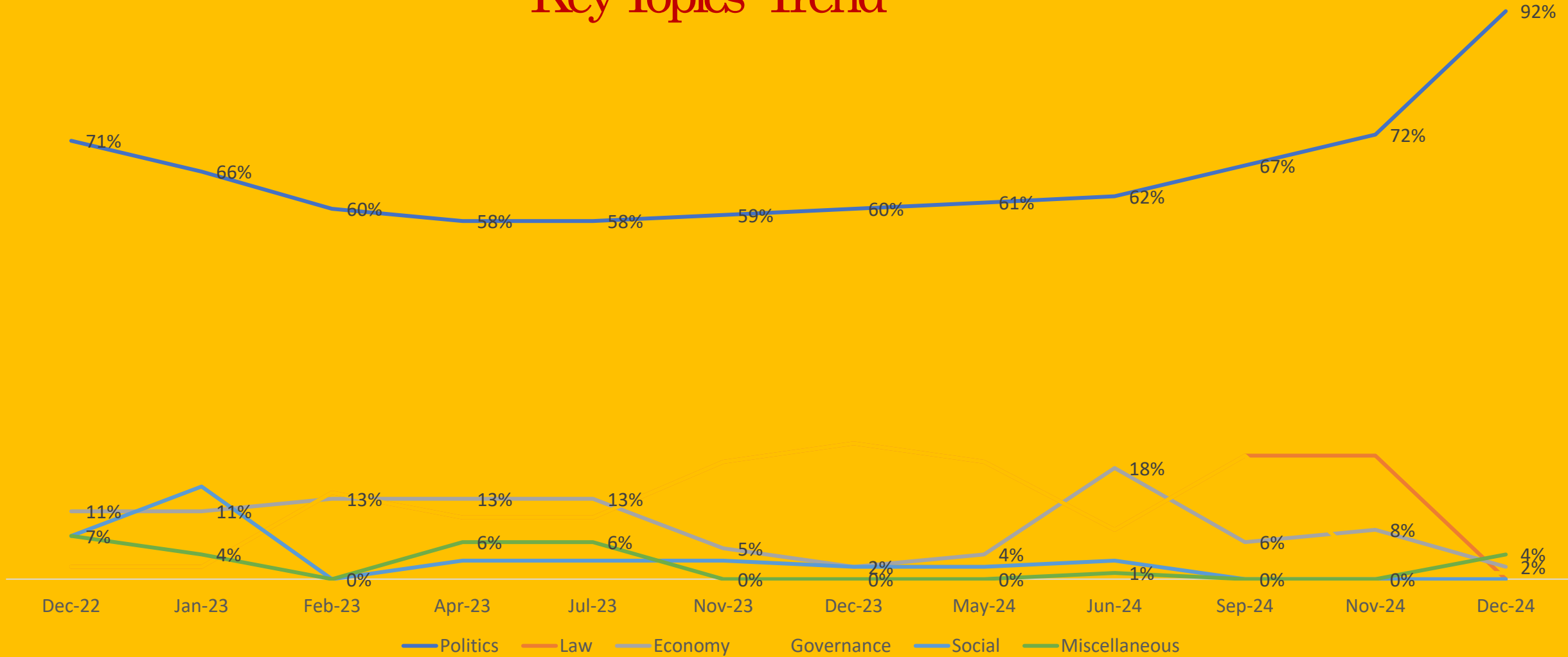
Distribution of key topics

Top 5 Topics Covered

| | |
|---------------|-----|
| Politics | 92% |
| Economy | 2% |
| Governance | 1% |
| International | 1% |
| Religion | 1% |
| Miscellaneous | 2% |



Key Topics- Trend



Dec 2024

Main Topics Discussed in the show

Economy
Miscellaneous
Politics
Social Law
Media

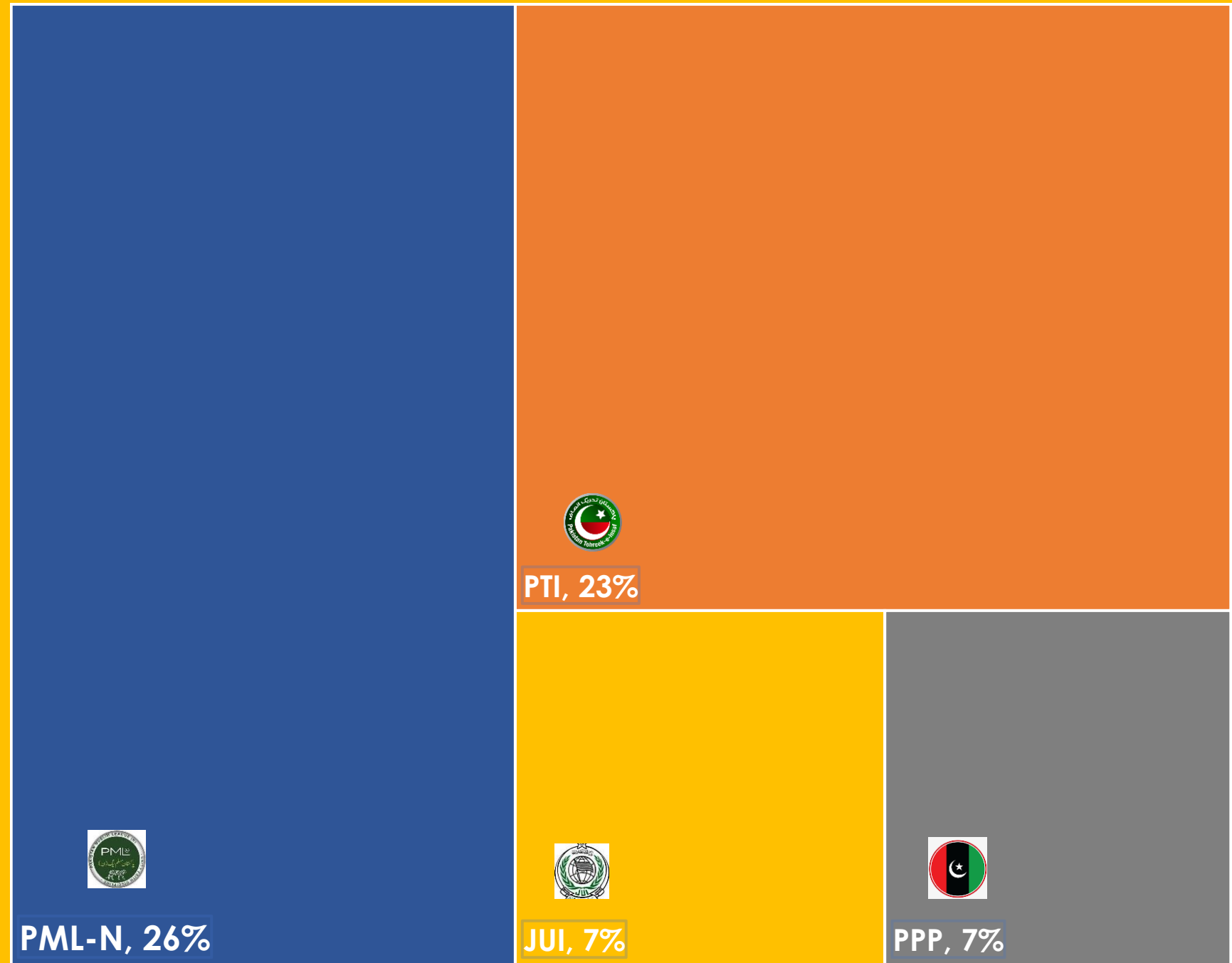
PTI & Govt Negotiations

Military court punishments

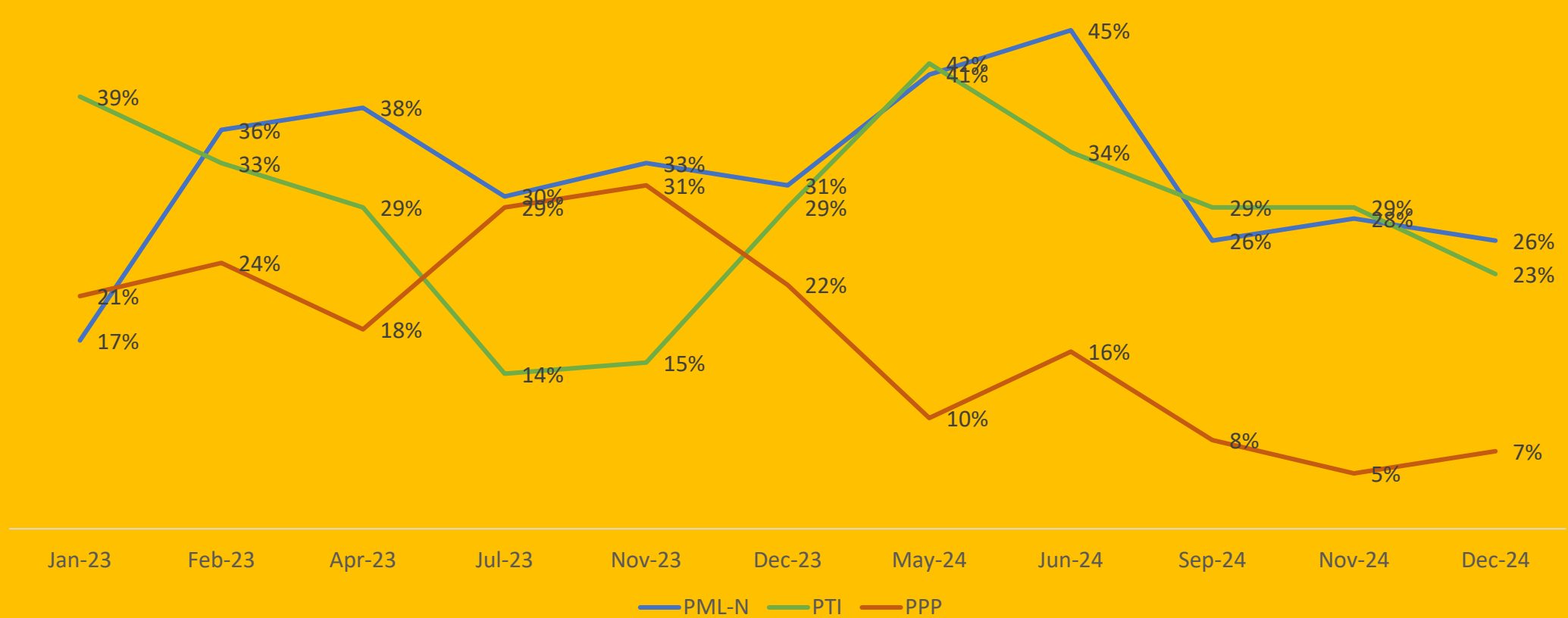
Participation by Political Party Affiliation

Dec 2024

Total Parties Appeared: 9



Participation by Political Party Affiliation - Trend



Number of Unique Guests



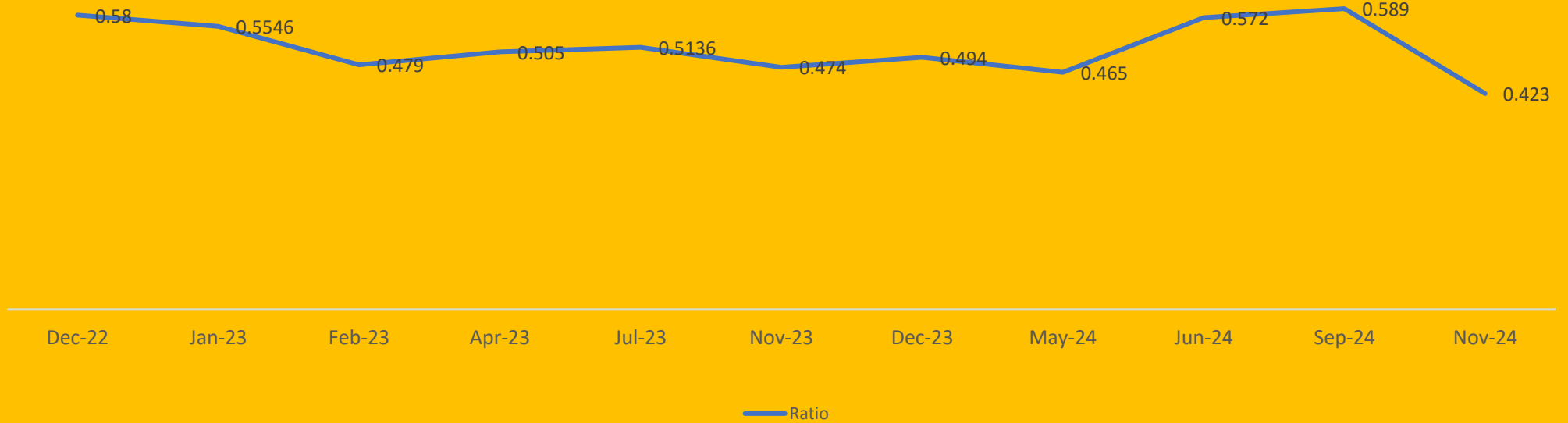
Dec 2024

Total Programme :10






Number of Repeated Guests

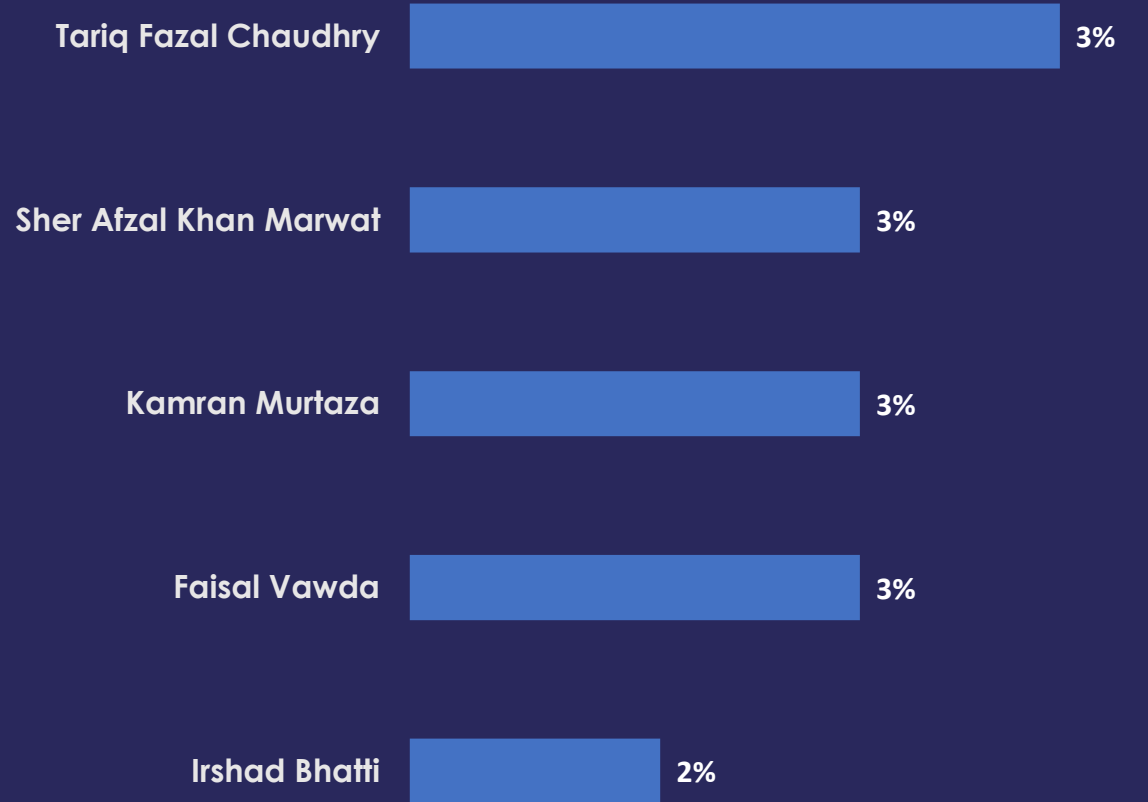


Uniqueness Ratio- Trend



Top 5 Guests

| Top Guests | Frequency |
|--|-----------|
|  Tariq Fazal Chaudhry | 3% |
|  Faisal Vawda | 3% |
|  Kamran Murtaza | 3% |
|  Sher Afzal Khan Marwat | 3% |
|  Irshad Bhatti | 2% |



Dec 2024

Unique Guests : 189

Top 10 Guests

| Top Guests | Frequency |
|------------------------|-----------|
| Tariq Fazal Chaudhry | 3% |
| Faisal Vawda | 3% |
| Kamran Murtaza | 3% |
| Sher Afzal Khan Marwat | 3% |
| Irshad Bhatti | 2% |
| Rana Sana Ullah | 2% |
| Fawad Chaudhry | 2% |
| Qamar Zaman Kaira | 2% |
| Muneeb Farooq | 2% |
| Aamir Ilyas Rana | 2% |

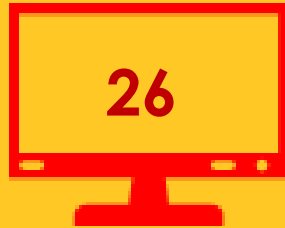
Unique Guests : 189

Number of Unique Guests



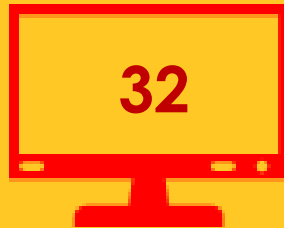
11th Hour

Total Guests = 62
Uniqueness score= 66%



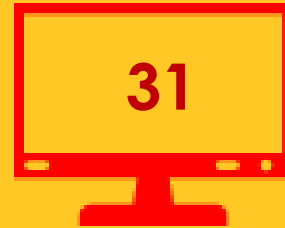
Aisay Nahi Chalay Ga

Total Guests =30
Uniqueness score= 87%



Capital Talk

Total Guests = 42
Uniqueness score= 76%



Off the record

Total Guests = 41
Uniqueness score= 76%



On The Front With Kamran
Shahid

Total Guests = 51
Uniqueness score= 43%



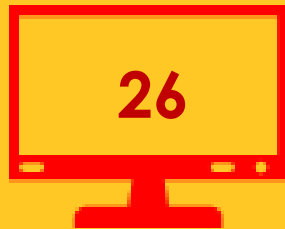
AAJ SHAHZEBA KHANZADA
KAY SATH

Total Guests = 62
Uniqueness score= 52%



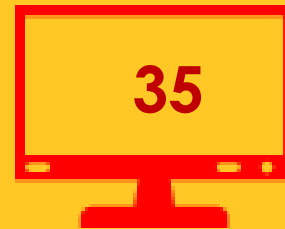
Aiteraz Hai

Total Guests = 30
Uniqueness score= 80%



Nadeem Malik Live

Total Guests = 35
Uniqueness score= 74%



Kal Tak Javed Chaudhary

Total Guests =46
Uniqueness score= 76%



Red Line

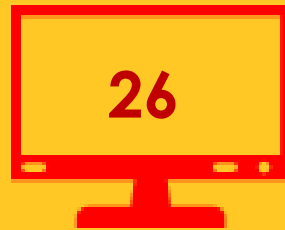
Total Guests = 44
Uniqueness score= 86%

Total Unique Guests= 189

Number of Repeated Guests



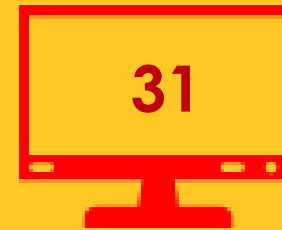
11th Hour



Aisay Nahi Chalay Ga



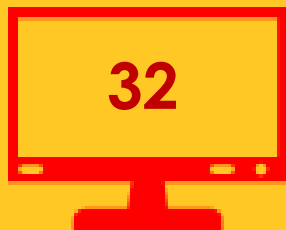
Capital Talk



Off the record



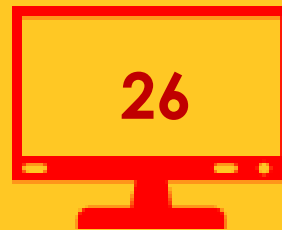
Dunya Kamran Khan ke
Saath



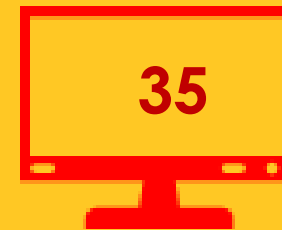
AAJ SHAHZEB KHANZADA
KAY SATH



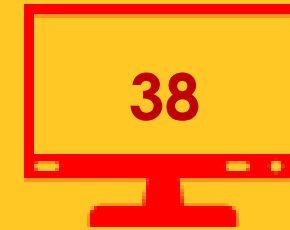
Aiteraz Hai



Nadeem Malik Live



Kal Tak Javed Chaudhary



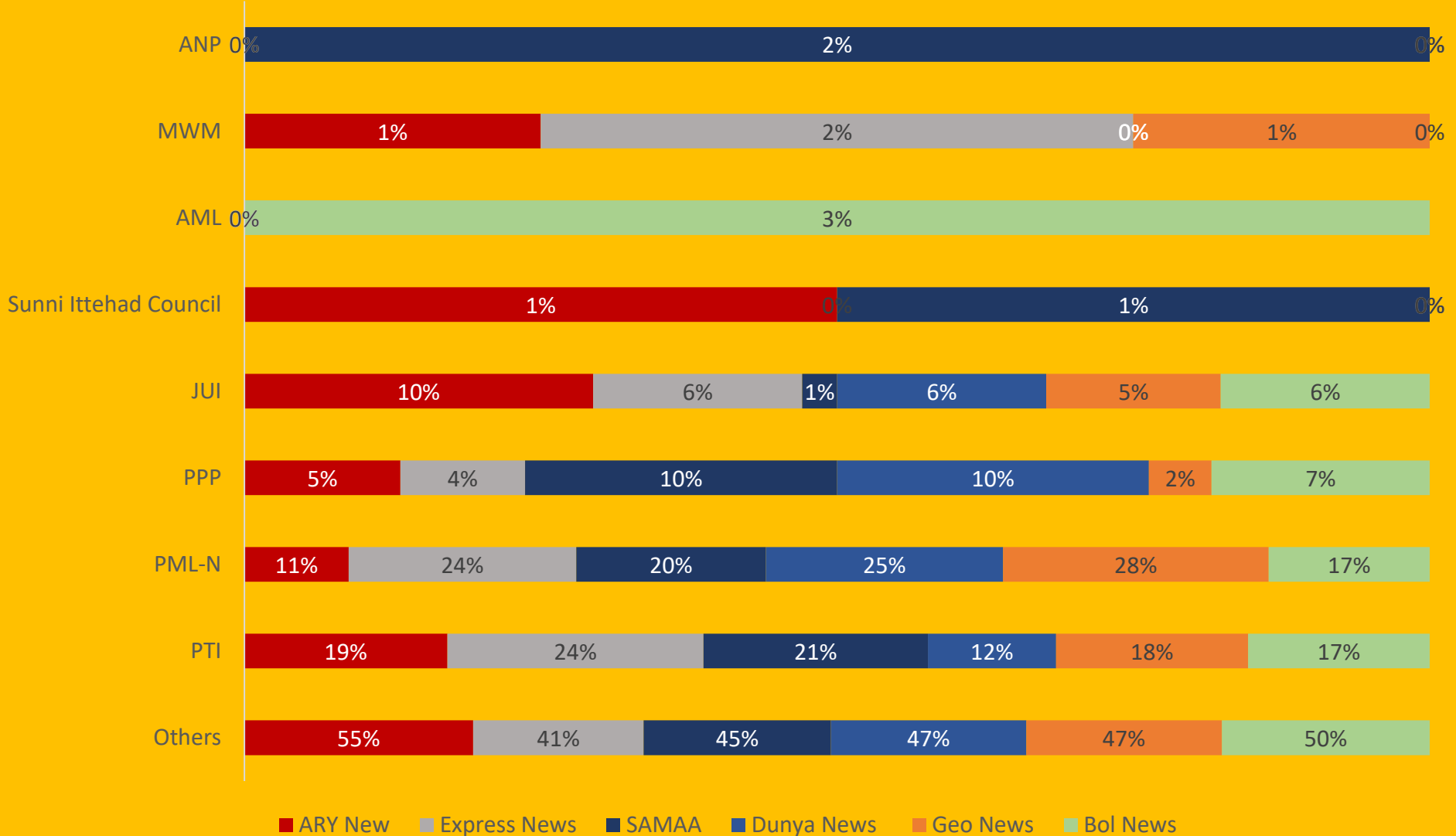
Red Line With Syed Talat
Hussain

Total Unique Guests= 189

Participation by Political Party Affiliation on Top 6 Channels



| Political Parties | ARY New *(11 th Hour, Off The Record, Aiteraz Hai) | Express News *(Kal Tak Javed Chaudhary) | SAMAА *(Red Line With Syed Talat Hussain, Nadeem Malik Live) | Dunya News *(On The Front With Kamran Shahid) | Geo News *(Capital Talk, Aaj Shahzeb Khanzada Kay Sath) | Bol News *(Aisay Nahi Chalay Ga) |
|-----------------------|---|---|---|---|--|-------------------------------------|
| PTI | 19% | 24% | 21% | 12% | 18% | 17% |
| PML-N | 11% | 24% | 20% | 25% | 28% | 17% |
| PPP | 5% | 4% | 10% | 10% | 2% | 7% |
| JUI | 10% | 6% | 1% | 6% | 5% | 6% |
| Sunni Ittehad Council | 1% | 0% | 1% | 0% | 0% | 0% |
| AML | 0% | 0% | 0% | 0% | 0% | 3% |
| MWM | 1% | 2% | 0% | 0% | 1% | 0% |
| ANP | 0% | 0% | 2% | 0% | 0% | 0% |
| Others | 55% | 41% | 45% | 47% | 47% | 50% |
| Total | 100% | 100% | 100% | 100% | 100% | 100% |



■ ARY New ■ Express News ■ SAMAA ■ Dunya News ■ Geo News ■ Bol News

Glossary of Terms

Uniqueness score: The **uniqueness score** refers to the percentage of guests who are considered unique out of the total number of guests. It reflects how much of the guest list is made up of individuals who are not repeated.

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