



Talk Show Content Analysis

Based on Top 10 Programmes

Volume – 13



Jan 2025



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Previous Talk Show Reports

Dec 2024: <https://gallup.com.pk/post/37975>

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>

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

Jan 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>

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

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Key Insights

- 01 Most of the topics discussed are related to Politics, taking **86%** of the whole Programs.
- 02 Some of the main topics discussed in the last month are “PTI & Govt Negotiations” and “**190 Million Pound Case Verdict**”
- 03 PLMN (**27%**) and PTI (**21%**) 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 **164**. The total number of repeated guests appeared in these Programmes are **414**.
- 05 Faisal Vawda (**3%**) and Rana Sana Ullah(**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**”, with a total count of 48 unique guests.
- 07 Appearance of PTI on Bol news is (**26%**). Likewise, the appearance of PML N is highest on Dunya News (**36%**).
- 08 PTI was dominant in the talk shows (**Aisay Nahi Chalay Ga**), monitored on Bol News and PMLN was dominant in the talk show (**On The Front With Kamran Shahid**), monitored on Dunya news.

Key Takeaway

The key takeaway from this media monitoring report is that political content remains dominant, comprising 86% of the total coverage. The most discussed topics last month include “PTI & Govt Negotiations” and the “190 Million Pound Case Verdict,” reflecting ongoing political debates. Among the ten political parties monitored, PML-N (27%) and PTI (21%) were the most frequently featured, underlining their prominence in the media. total of 10 programs were monitored, with 164 unique guests appearing across these programs. The total number of repeated guest appearances was 414, indicating the recurring presence of certain figures. Faisal Vawda (3%) and Rana Sana Ullah (3%) were the most frequently appearing guests in all the programs, showcasing their high media presence. The program with the highest number of unique guests was “11th Hour,” with 48 unique guests featured, highlighting its importance as a key platform for political debates. PTI had the highest appearance rate on Bol News (26%), while PML-N was most frequently featured on Dunya News (36%). In terms of talk shows, PTI dominated the show Aisay Nahi Chalay Ga on Bol News, while PML-N had a strong presence in On The Front With Kamran Shahid on Dunya News. These insights demonstrate the strategic media engagement of political parties and the crucial role of talk shows in shaping political discourse.

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



11th Hour



Kal Tak Javed Chaudhary



Aaj Shahzeb Khanzada Kay Sath



On The Front With Kamran Shahid



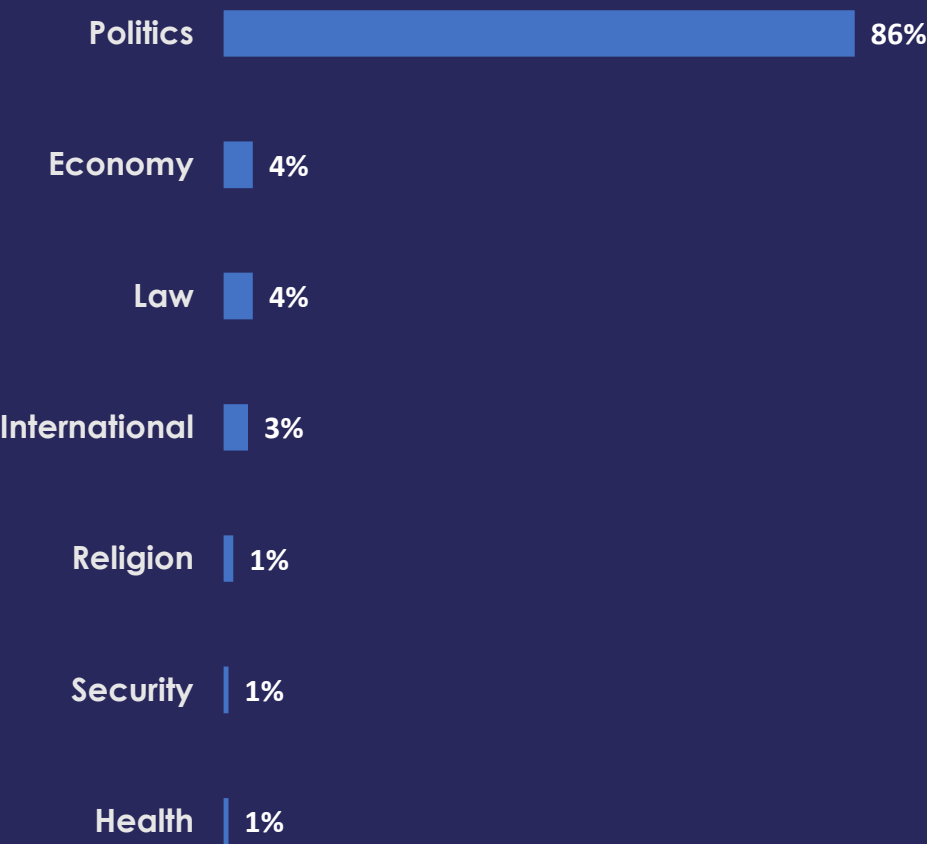
Red Line With Syed Talat Hussain



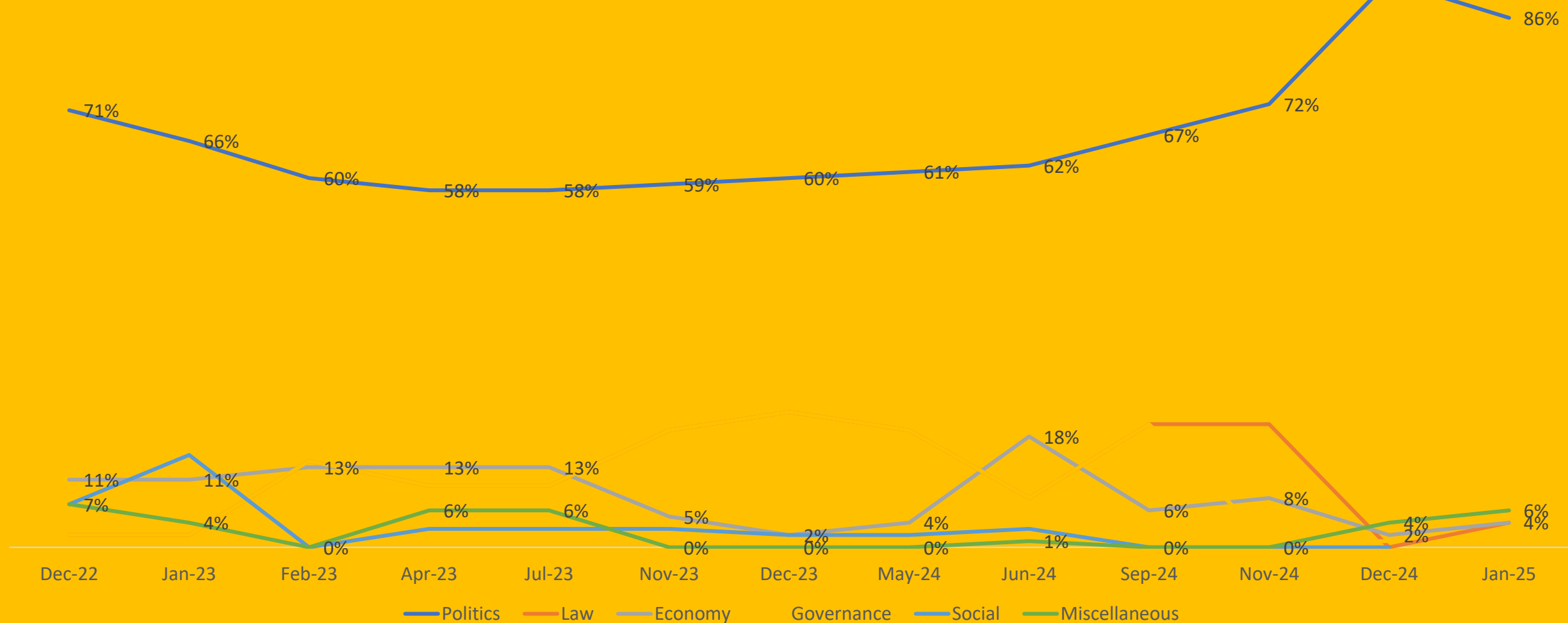
Aisay Nahi Chalay Ga

Distribution of key topics

Top 5 Topics Covered	
Politics	86%
Law	4%
Economy	4%
International	3%
Religion	1%
Health	1%
Security	1%



Key Topics- Trend



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Main Topics Discussed in the show

Economy
Miscellaneous
Politics
Social Law
Media

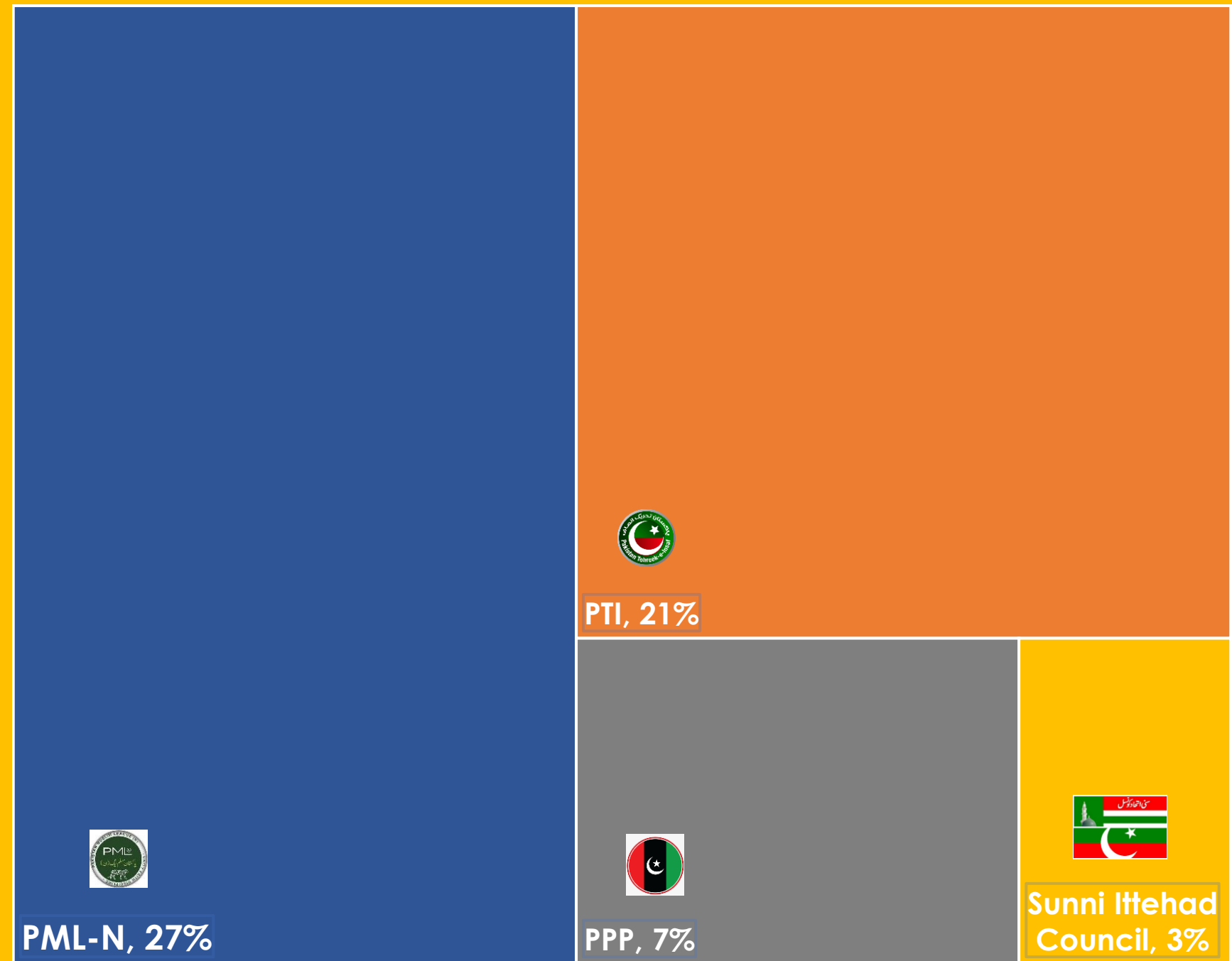
PTI & Govt Negotiations

190 Million Pound Case Verdict

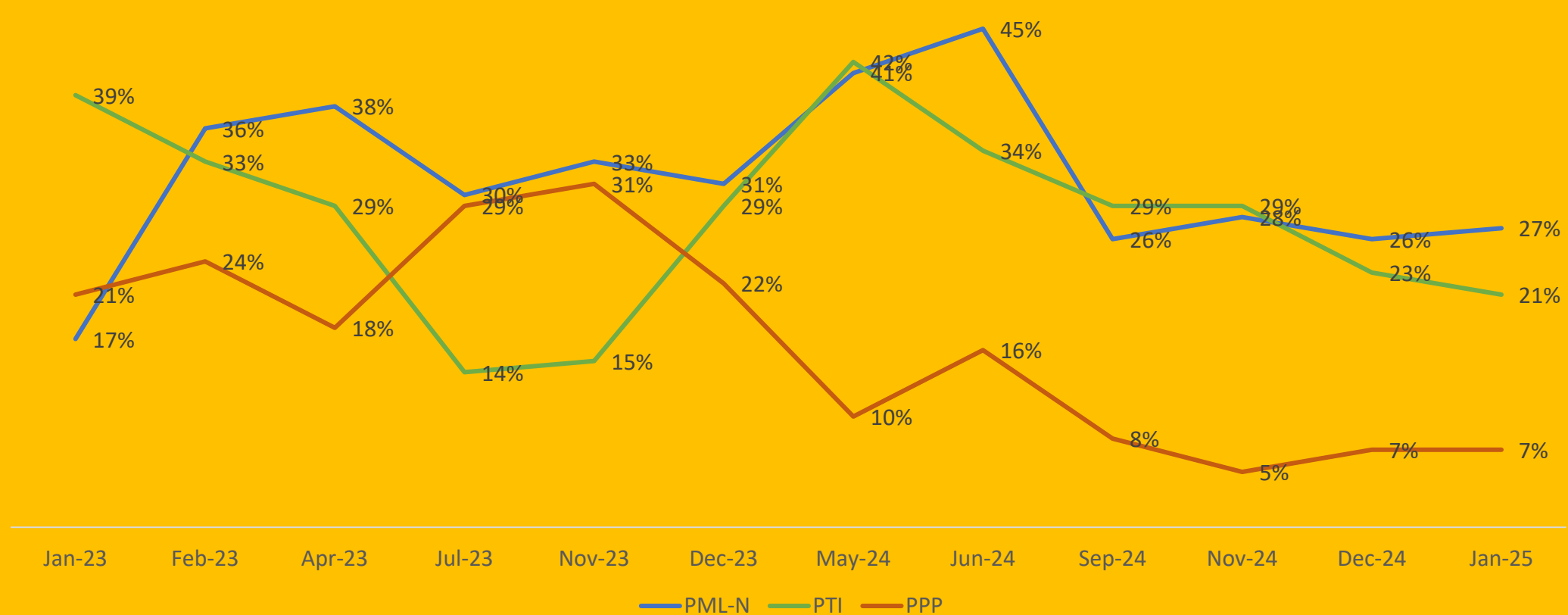
Participation by Political Party Affiliation

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Total Parties Appeared: 11



Participation by Political Party Affiliation - Trend



Number of Unique Guests



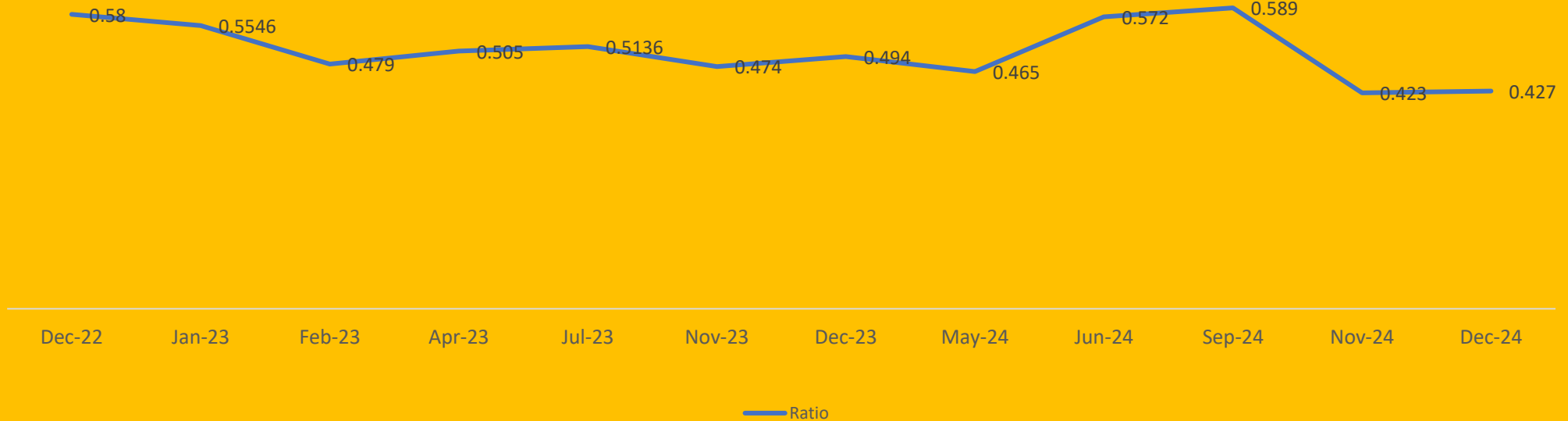
Jan 2025

Total Programme :10

Number of Repeated Guests



Uniqueness Ratio- Trend

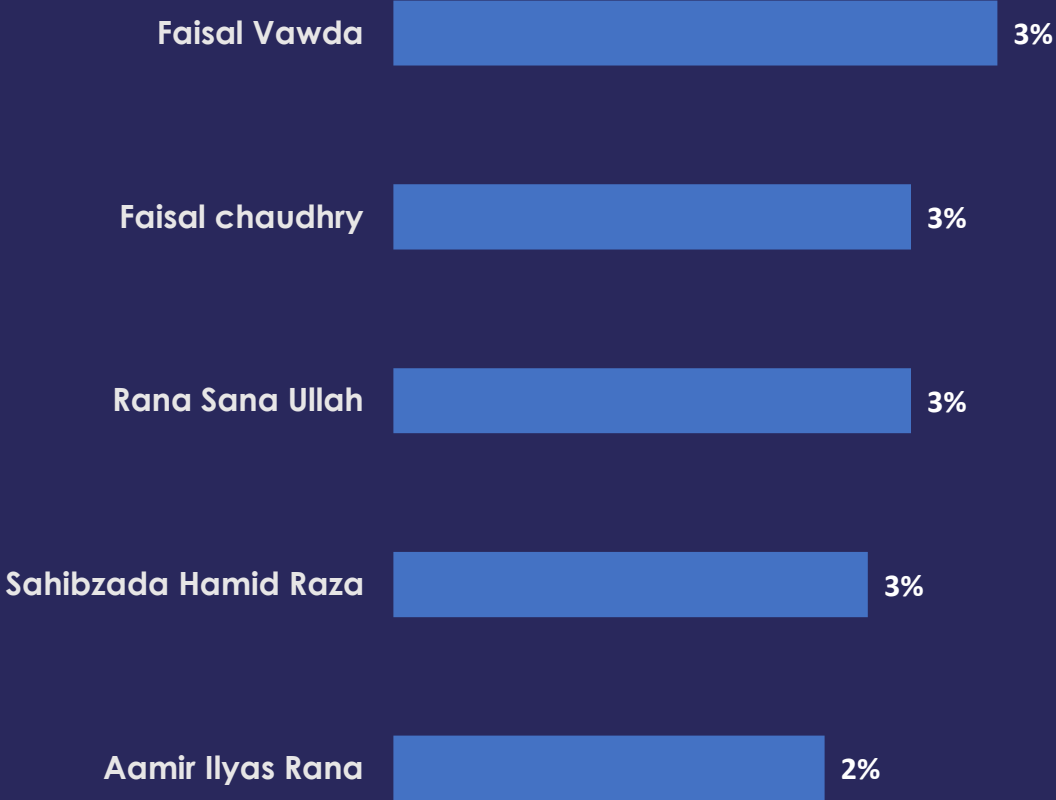


Top 5 Guests

Top Guests		Frequency
	Faisal Vawda	3%
	Rana Sana Ullah	3%
	Faisal Chaudhry	3%
	Sahibzada Hamid Raza	3%
	Aamir Ilyas Rana	2%

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Unique Guests : 164



Top 10 Guests

Top Guests	Frequency
Faisal Vawda	3%
Rana Sana Ullah	3%
Faisal chaudhry	3%
Sahibzada Hamid Raza	3%
Aamir Ilyas Rana	2%
Tariq Fazal Chaudhry	2%
Irfan Siddiqui	2%
Mohammad Humayun Mohmand	2%
Irshad Bhatti	2%
Ijaz-ul-Haq	2%

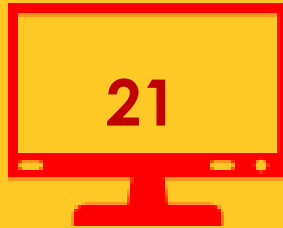
Unique Guests : 164

Number of Unique Guests



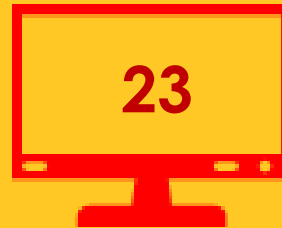
11th Hour

Total Guests = 67
Uniqueness score= 72%



Aisay Nahi Chalay Ga

Total Guests =22
Uniqueness score= 95%



Capital Talk

Total Guests = 30
Uniqueness score= 77%



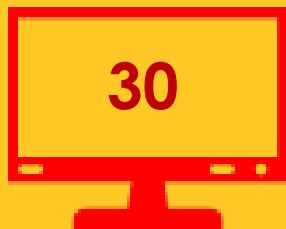
Off the record

Total Guests = 42
Uniqueness score= 57%



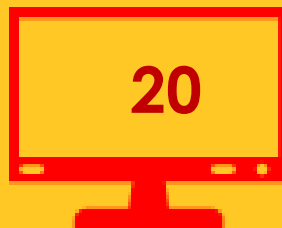
On The Front With Kamran Shahid

Total Guests = 54
Uniqueness score= 50%



AAJ SHAHZEB KHANZADA KAY SATH

Total Guests = 58
Uniqueness score= 52%



Aiteraz Hai

Total Guests = 20
Uniqueness score= 100%



Nadeem Malik Live

Total Guests = 37
Uniqueness score= 81%



Kal Tak Javed Chaudhary

Total Guests =49
Uniqueness score= 61%

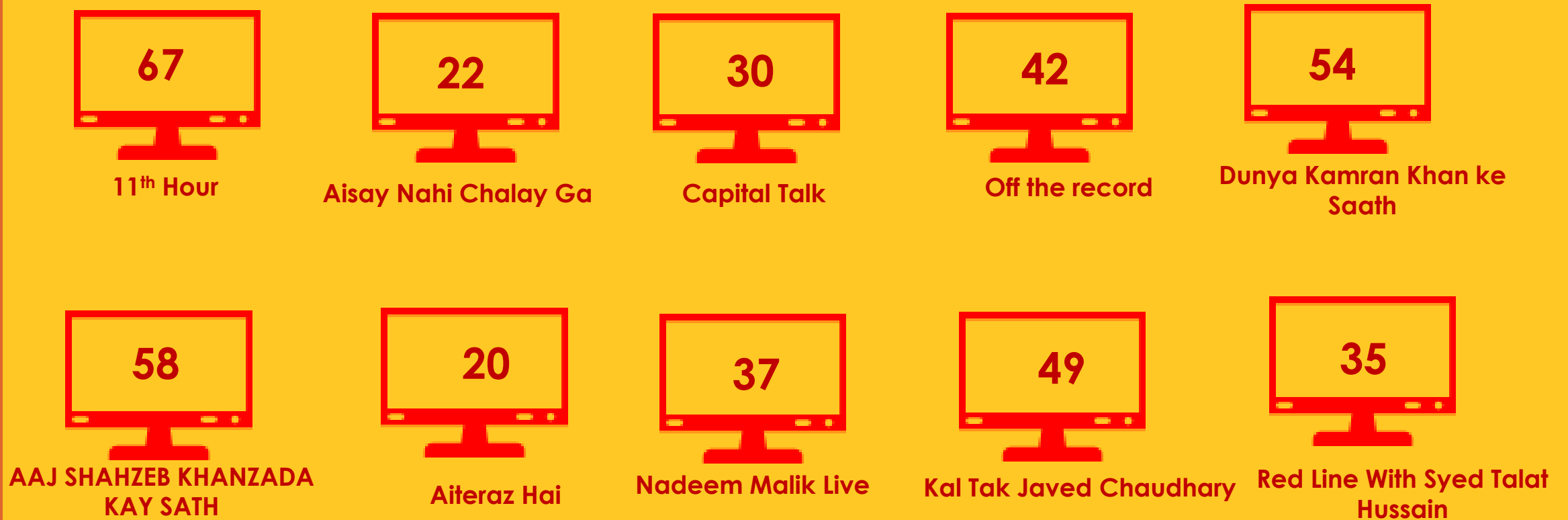


Red Line

Total Guests = 35
Uniqueness score= 89%

Total Unique Guests= 164

Number of Repeated Guests



Total Unique Guests= 164

Participation by Political Party Affiliation on Top 6 Channels



Political Parties

ARY New
*(11th Hour, Off The Record,
Aiteraz Hai)

Express News
*(Kal Tak Javed
Chaudhary)

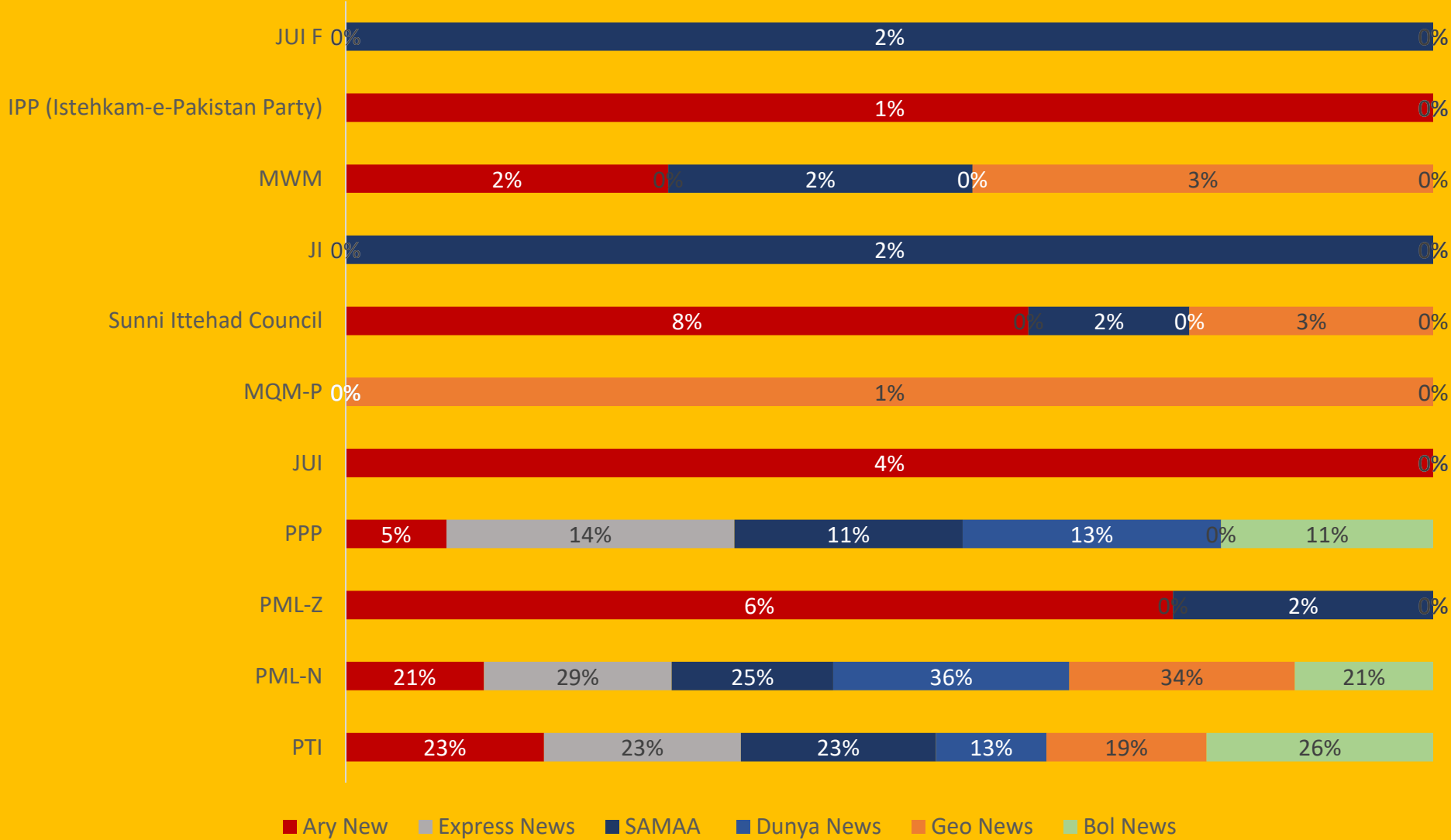
SAMA A
*(Red Line With Syed
Talat Hussain, Nadeem
Malik Live)

Dunya News
*(On The Front With Kamran
Shahid)

Geo News
*(Capital Talk, Aaj
Shahzeb Khanzada Kay
Sath)

Bol News
*(Aisay Nahi Chalay Ga)

PTI	23%	23%	23%	13%	19%	26%
PML-N	21%	29%	25%	36%	34%	21%
PML-Z	6%	0%	2%	0%	0%	0%
PPP	5%	14%	11%	13%	0%	11%
JUI	4%	0%	0%	0%	0%	0%
MQM-P	0%	0%	0%	0%	1%	0%
Sunni Ittehad Council	8%	0%	2%	0%	3%	0%
JI	0%	0%	2%	0%	0%	0%
MWM	2%	0%	2%	0%	3%	0%
IPP (Istehkam-e-Pakistan Party)	1%	0%	0%	0%	0%	0%
JUI F	0%	0%	2%	0%	0%	0%
Others	30%	34%	32%	38%	40%	42%
Total	100%	100%	100%	100%	100%	100%



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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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