



Talk Show Content Analysis

Based on Top 10 Programmes

Volume – 14



Feb 2025



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Previous Talk Show Reports

Jan 2025: <https://gallup.com.pk/post/38052>

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>

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

Feb 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>

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

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

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Key Insights

- 01 Most of the topics discussed are related to Politics, taking **73%** of the whole Programs.
- 02 Some of the main topics discussed in the last month are “**Imran Khan's letter to Army Chief**” and “**Grand Opposition Alliance**”.
- 03 PLMN (**25%**) and PTI (**24%**) 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 **150**. The total number of repeated guests appeared in these Programmes are **331**.
- 05 Barrister Aqeel Malik (**4%**) and Faisal Chaudhry (**4%**) were the top two guests who appeared most frequently in all the Programs.
- 06 The Programme with the highest appearance of unique guests was “**Kal Tak Javed Chaudhary**”, with a total count of unique guests.
- 07 Appearance of PTI on ARY news is (**29%**). Likewise, the appearance of PML N is highest on Express News (**32%**).
- 08 PTI was dominant in the talk shows (**11th Hour, Off The Record, Aiteraz Hai**), monitored on ARY News and PMLN 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 remains highly dominant, making up 73% of the total coverage. Key topics from last month included Imran Khan's letter to the Army Chief and the Grand Opposition Alliance, reflecting significant political debates. Among the ten political parties monitored, PML-N (25%) and PTI (24%) were the most frequently featured, emphasizing their media prominence. A total of 10 programs were monitored, with 150 unique guests appearing across these shows. The total number of repeated guest appearances was 331, highlighting the recurring presence of certain figures. Barrister Aqeel Malik (4%) and Faisal Chaudhry (4%) were the most frequent guests across all programs, showcasing their high media presence. The program with the highest number of unique guests was Kal Tak Javed Chaudhary, underlining its role as a major political platform. PTI had the highest appearance rate on ARY News (29%), while PML-N was most frequently featured on Express News (32%).

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	73%
Law	11%
Sports	9%
Social	2%
Security	2%
Economy	1%
International	1%

Politics 73%

Law 11%

Sports 9%

Security 2%

Social 2%

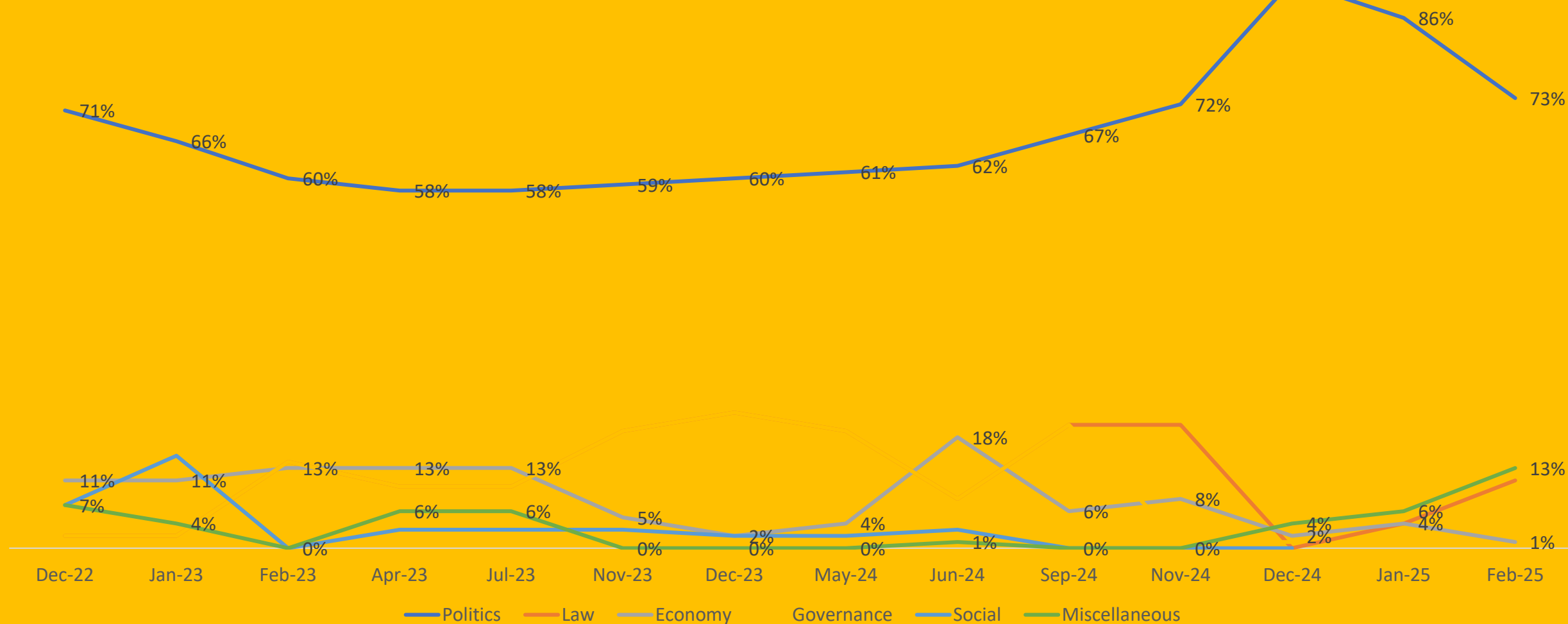
crime and terrorism 1%

Climate & Environment 1%

International 1%

Economy 1%

Key Topics- Trend



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Main Topics Discussed in the show

Economy
Miscellaneous
Politics
Social Law
Media

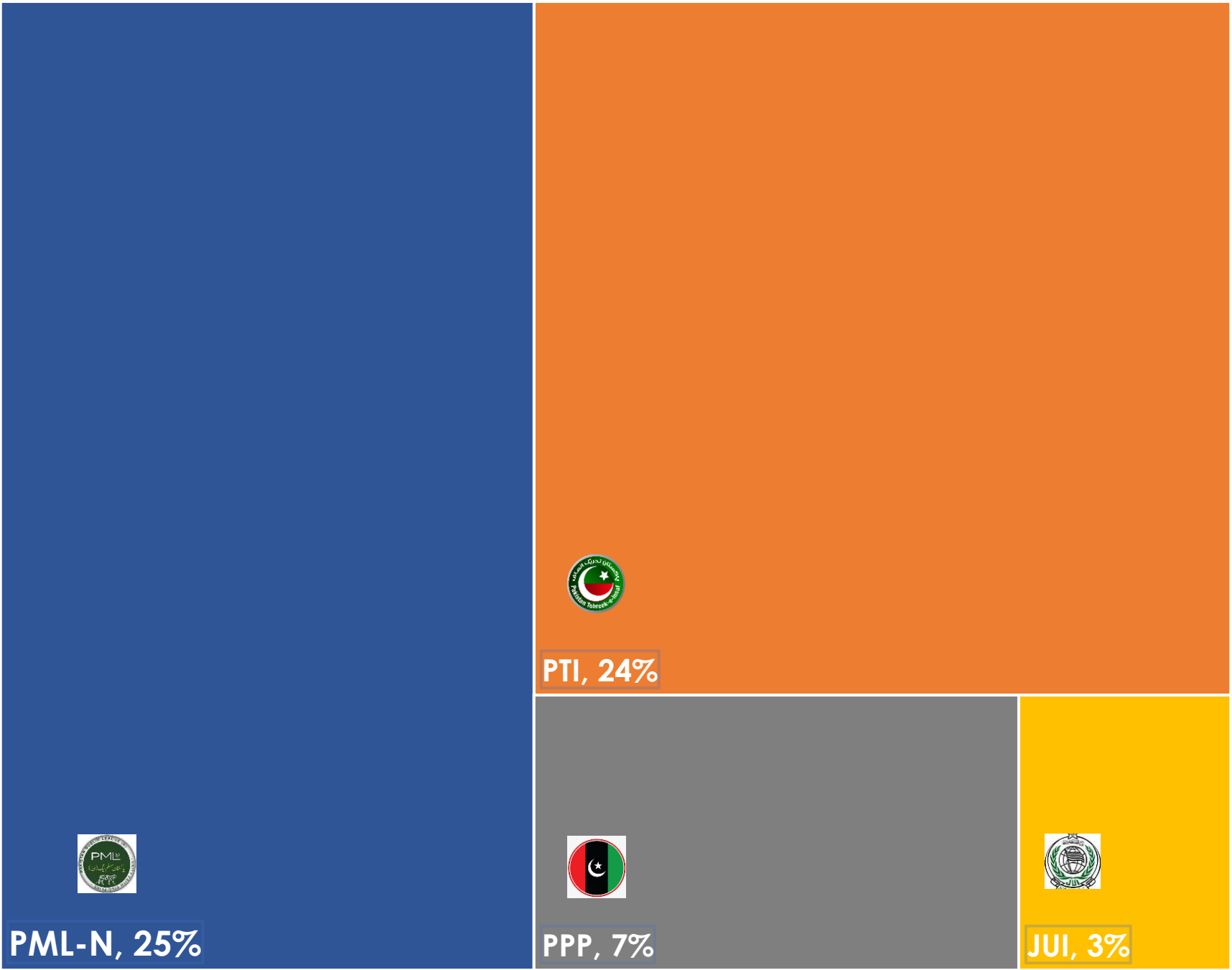
Imran Khan's letter to Army Chief

Grand Opposition Alliance

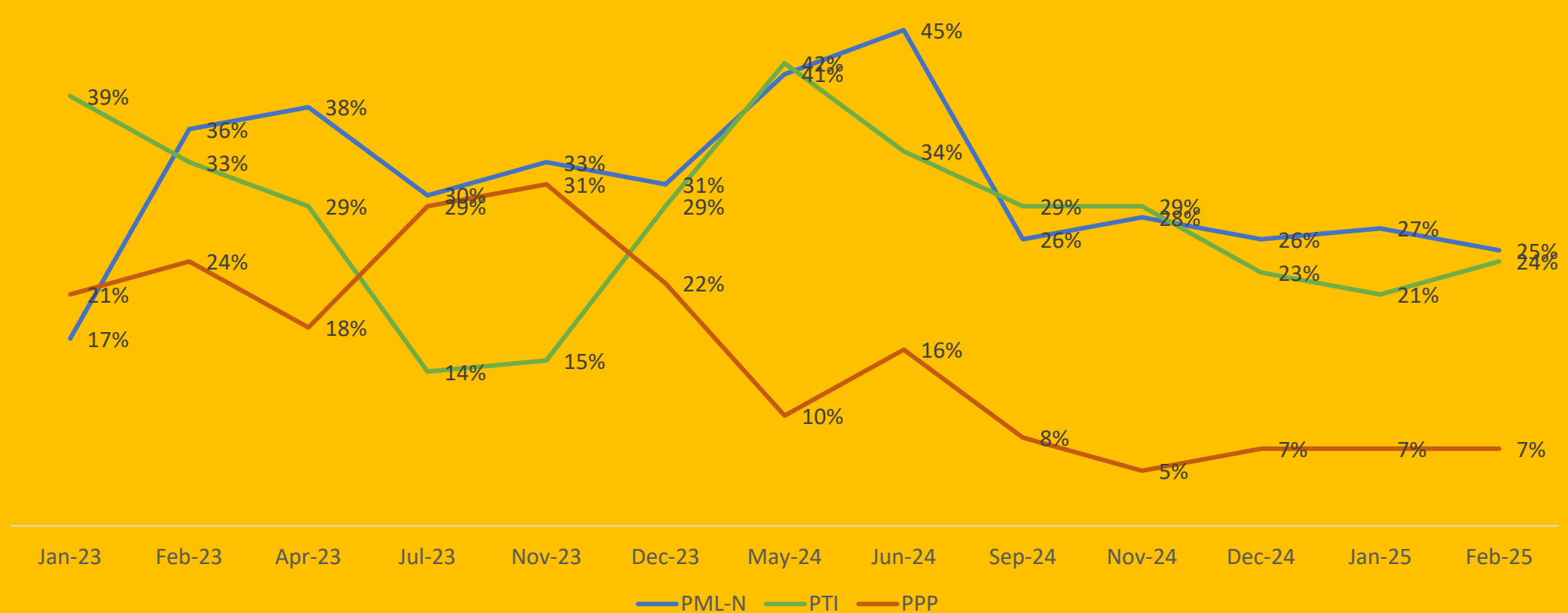
Participation by Political Party Affiliation

Dec 2024

Total Parties Appeared: 9



Participation by Political Party Affiliation - Trend



Number of Unique Guests



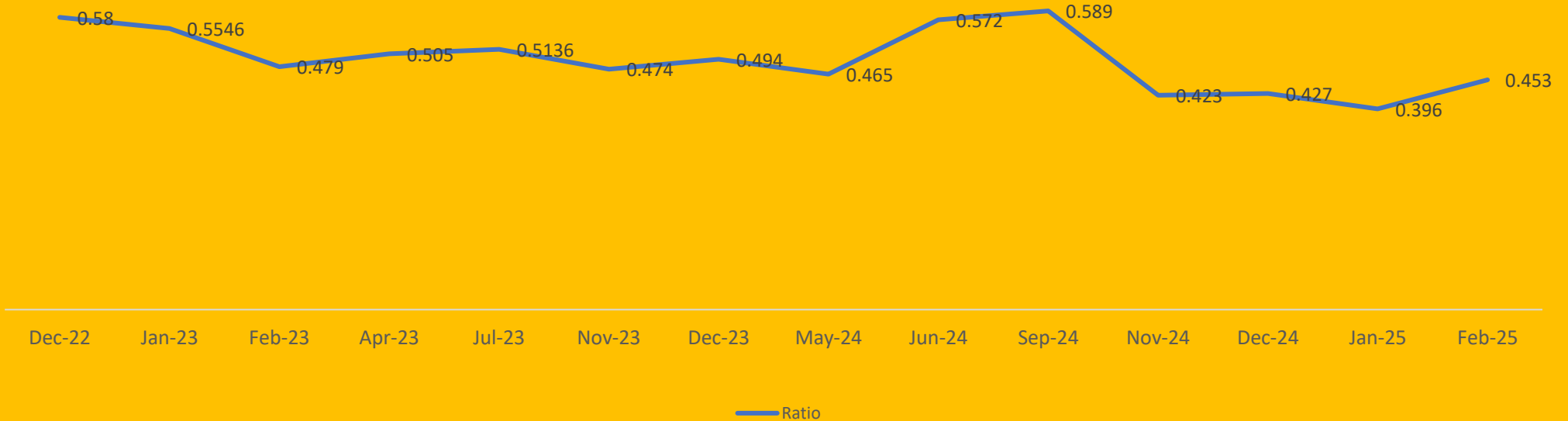
Feb 2025

Total Programme :10

Number of Repeated Guests



Uniqueness Ratio- Trend

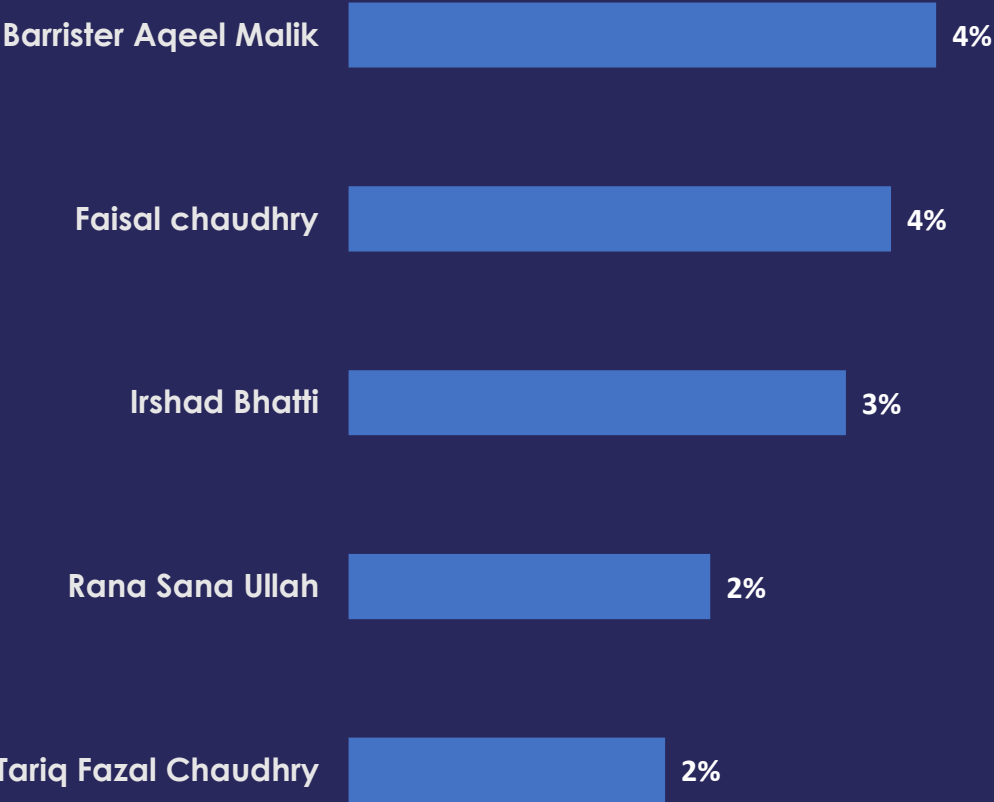


Top 5 Guests

Top Guests	Frequency
Barrister Aqeel Malik	4%
Faisal chaudhry	4%
Irshad Bhatti	3%
Rana Sana Ullah	2%
Tariq Fazal Chaudhry	2%

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Unique Guests : 150



Top 10 Guests

Unique Guests : 150

Top Guests	Frequency
Barrister Aqeel Malik	4%
Faisal chaudhry	4%
Irshad Bhatti	3%
Rana Sana Ullah	2%
Tariq Fazal Chaudhry	2%
Kamran Murtaza	2%
Rashid Latif	2%
Bilal Azhar Kiyani	2%
Aamir Ilyas Rana	2%
Shahid Khaqan Abbasi	2%

Number of Unique Guests



11th Hour

Total Guests = 29
Uniqueness score= 93%



Aisay Nahi Chalay Ga

Total Guests =14
Uniqueness score= 100%



Capital Talk

Total Guests = 40
Uniqueness score= 78%



Off the record

Total Guests = 35
Uniqueness score= 77%



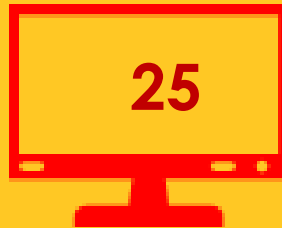
**On The Front With Kamran
Shahid**

Total Guests = 45
Uniqueness score= 47%



**AAJ SHAHZEB KHANZADA
KAY SATH**

Total Guests = 49
Uniqueness score= 57%



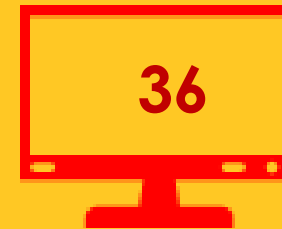
Aiteraz Hai

Total Guests = 30
Uniqueness score= 83%



Nadeem Malik Live

Total Guests = 19
Uniqueness score= 79%



Kal Tak Javed Chaudhary

Total Guests =43
Uniqueness score= 84%

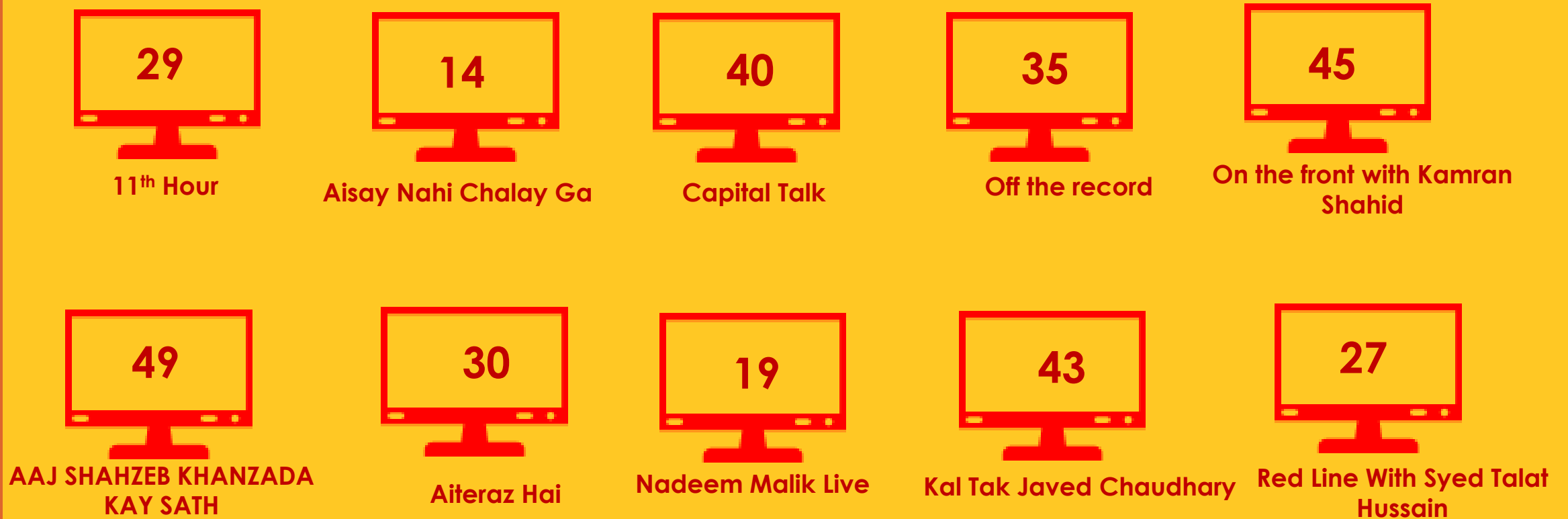


Red Line

Total Guests = 27
Uniqueness score= 89%

Total Unique Guests= 150

Number of Repeated Guests



Total Unique Guests= 150

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)

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

29%

21%

26%

15%

24%

21%

PML-N

21%

32%

26%

29%

26%

14%

PPP

0%

12%

8%

12%

2%

29%

JUI

6%

6%

0%

0%

2%

0%

Sunni Ittehad Council

2%

0%

0%

0%

3%

0%

Others

40%

26%

32%

44%

44%

14%

JI

0%

0%

0%

0%

0%

14%

JUI F

2%

3%

3%

0%

0%

7%

PAF

2%

0%

3%

0%

0%

0%

Awam pakistan party

0%

0%

3%

0%

0%

0%

Total

100%

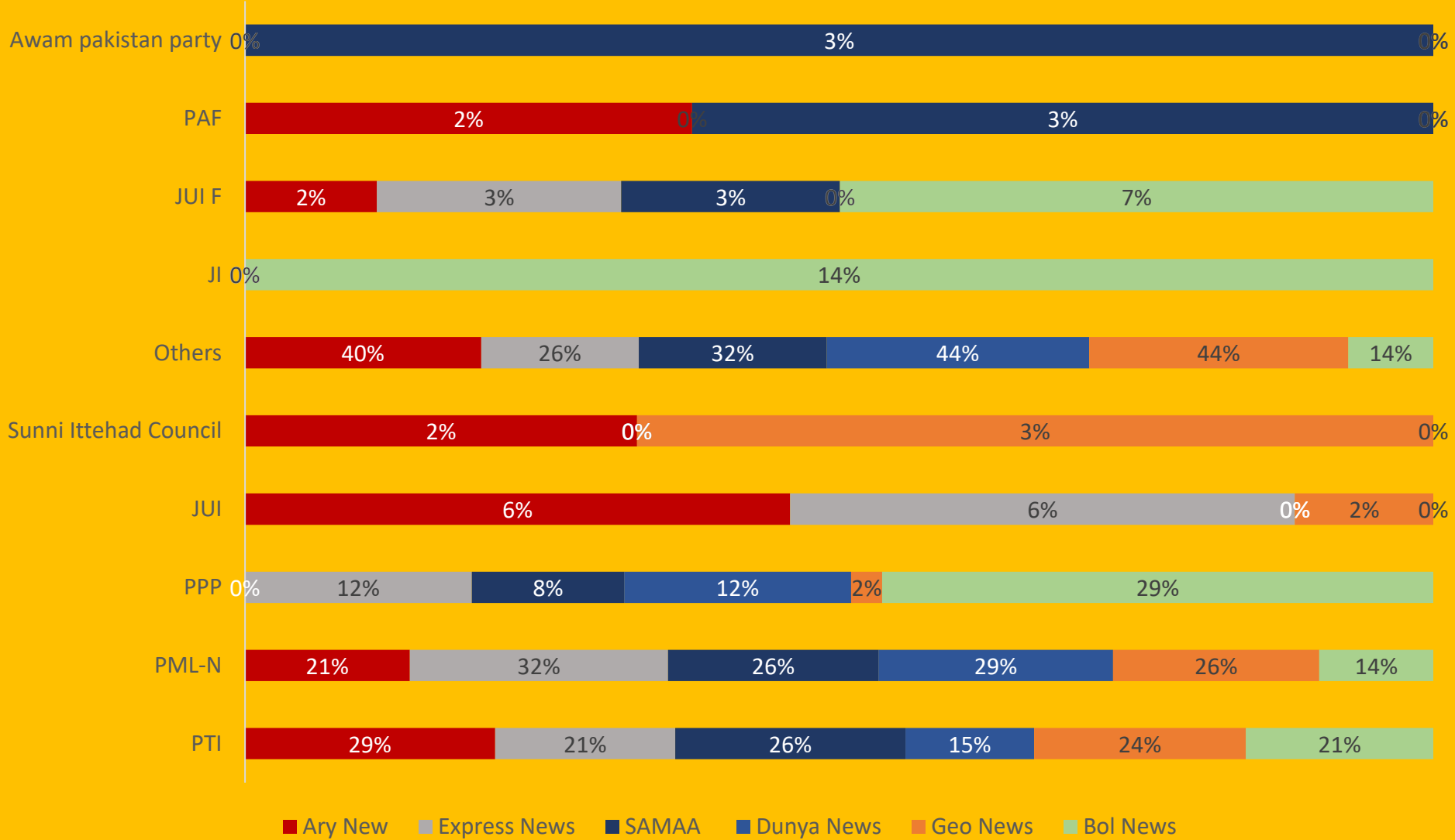
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100%



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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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