



Talk Show Content Analysis

Based on Top 10 Programmes

Volume – 16



April 2025



Table of Contents

▪ Key Insights	03
▪ Methodology	04
▪ Name of the Talk shows selected in the study	05
▪ Distribution of key topics	06
▪ Main Topics Discussed in the show	07
▪ Participation by Political Party Affiliation	08
▪ Number of Unique and Repeated Guests	09
▪ Top 3 Unique Guests	10
▪ Number of Unique Guests in selected programs	11
▪ Number of Repeated Guests in selected programs	12
▪ Participation by Political Party Affiliation in Top 4 Channels	13

Previous Talk Show Reports

March 2025: <https://gallup.com.pk/post/38378>

Feb 2025: <https://gallup.com.pk/post/38272>

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>

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

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

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

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

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

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

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

April 2025

Key Insights

- 01 Most of the topics discussed are related to Politics, taking **58%** of the whole Programs.
- 02 Some of the main topics discussed in the last month are “**PML-N and PPP Clash Over Indus Canal Project**” and “**PTI internal Rift**”
- 03 PLMN (**28%**) and PTI (**21%**) 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 **217**. The total number of repeated guests appeared in these Programmes are **444**.
- 05 Irshad Bhatti (**2%**) and Afnan Ullah Khan (**2%**) were the top two guests who appeared most frequently in all the Programs.
- 06 The Programme with the highest appearance of unique guests was “**Red Line**”, with a total count of 46 unique guests.
- 07 Appearance of PTI on Express news is (**30%**). Likewise, the appearance of PML N is highest on ARY news (**31%**) and Dunya News (**31%**)
- 08 PTI was dominant in the talk shows (**Kal Tak Javed Chaudhary**), monitored on Express News and PMLN was dominant in the talk show (**Off The Record, Aiteraz Hai, On The Front With Kamran Shahid**), monitored on ARY news and Dunya news.

Key Takeaway

The key takeaway from this media monitoring report is that political content dominated programming, accounting for 58% of total coverage. Prominent topics discussed during the last month included “PML-N and PPP Clash Over Indus Canal Project” and the “PTI Internal Rift,” reflecting continued political tension. Among the ten political parties monitored, PML-N (28%) and PTI (21%) were the most frequently featured, indicating their significant presence in media discourse. A total of 9 programs were monitored, featuring 217 unique guests and 444 repeated appearances, highlighting the repeated engagement of prominent voices. Irshad Bhatti (2%) and Afnan Ullah Khan (2%) were the most frequently appearing guests. The program with the highest number of unique guests was Red Line, hosting 46 distinct individuals. PTI had its highest appearance rate on Express News (30%), while PML-N featured most prominently on ARY News and Dunya News (31% each). PTI dominated the show Kal Tak with Javed Chaudhary (Express News), whereas PML-N had a strong presence in Off The Record, Aiteraz Hai, and On The Front with Kamran Shahid aired on ARY News and Dunya 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**”, “**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



On The Front With Kamran Shahid



Red Line With Syed Talat Hussain

Kal Tak Javed Chaudhary

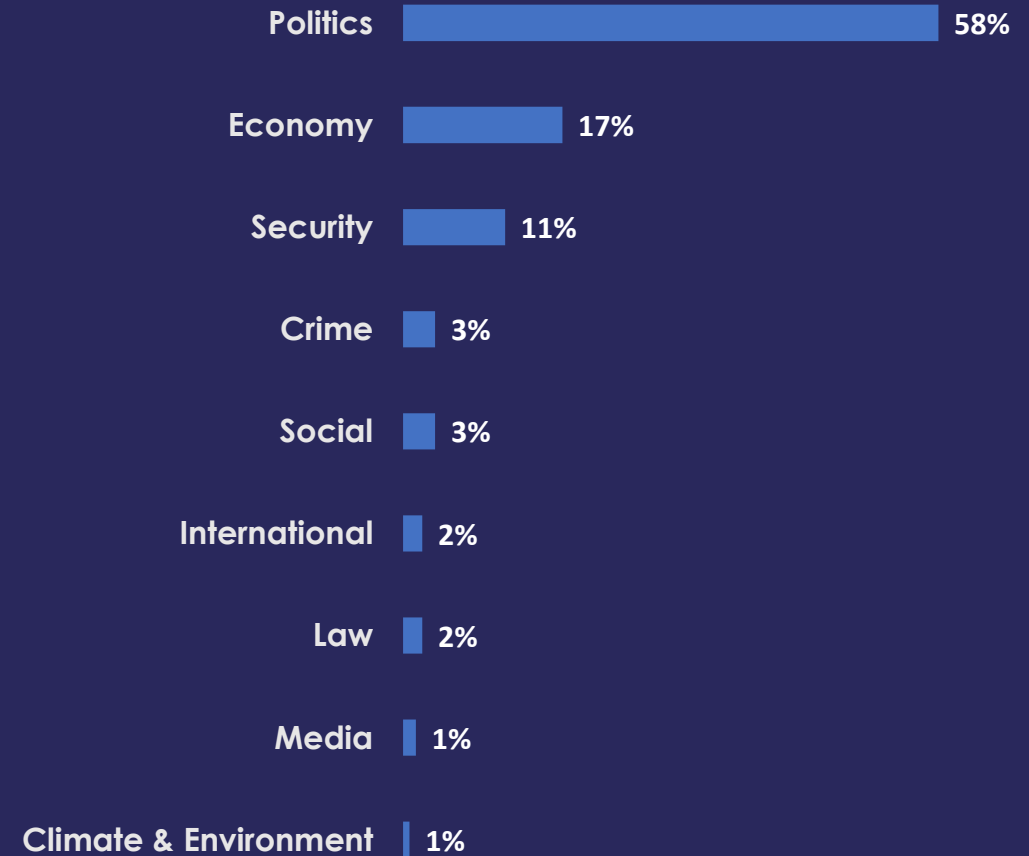


Aisay Nahi Chalay Ga

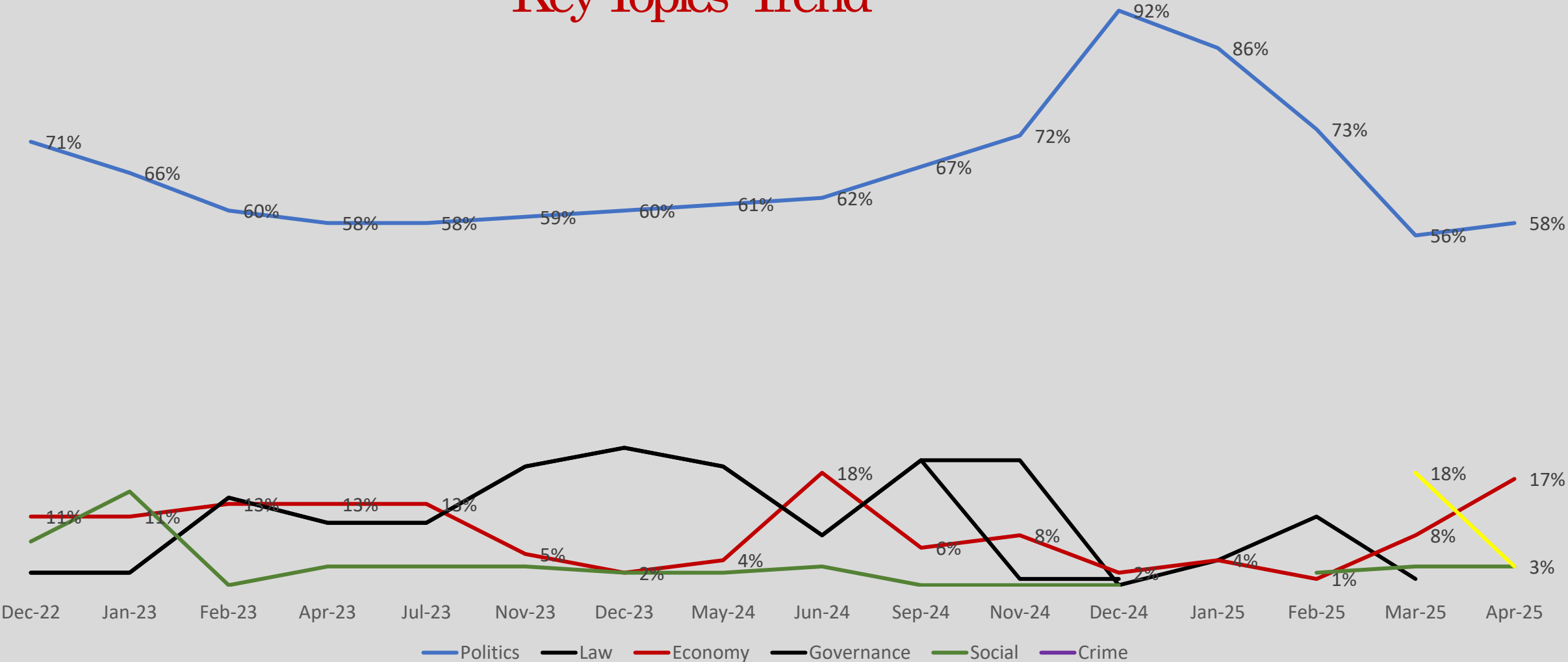
Distribution of key topics

Top 5 Topics Covered

Politics	58%
Economy	17%
Security	11%
Social	3%
Crime and terrorism	3%



Key Topics- Trend



April 2025

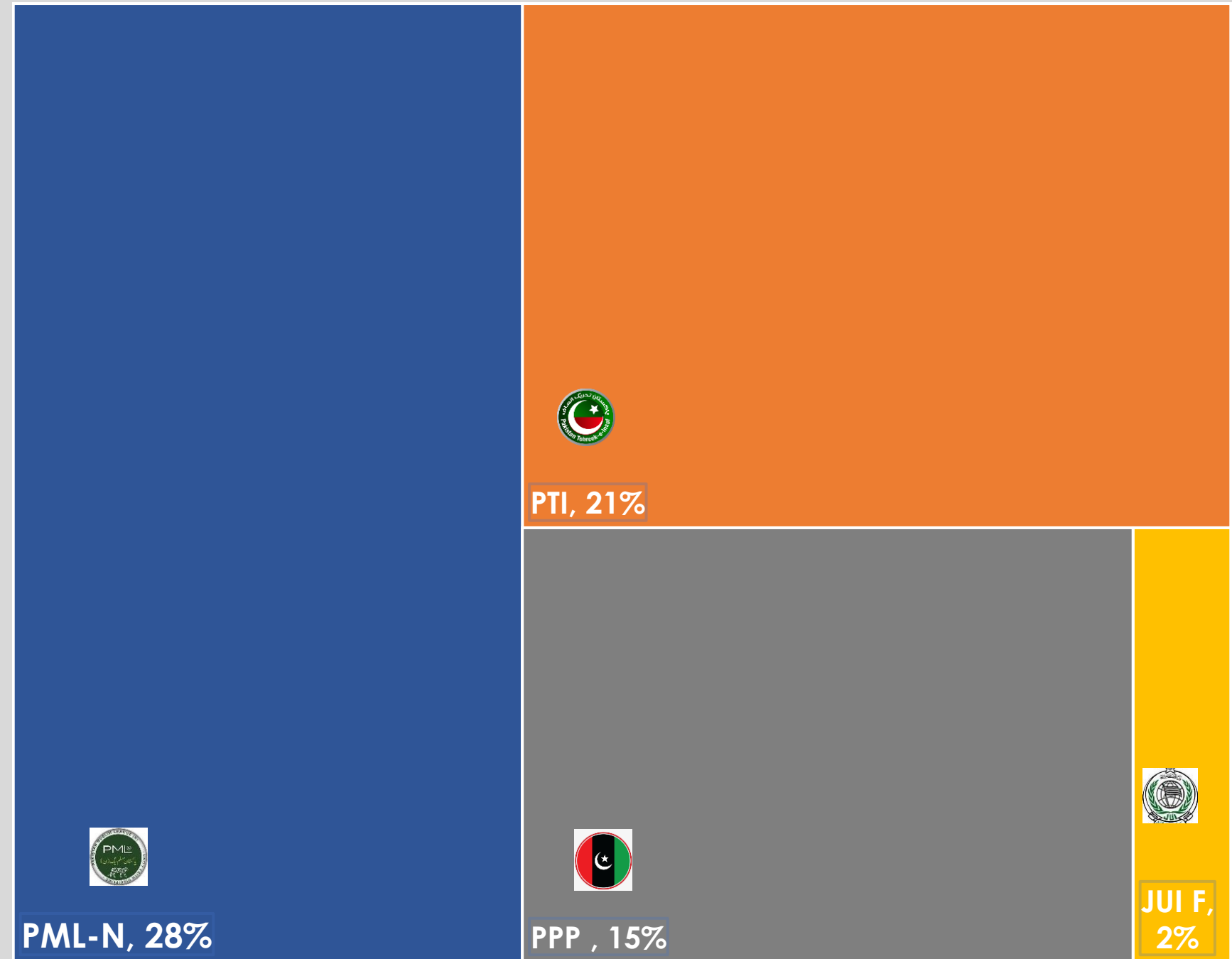
Main Topics Discussed in the show

Economy
Miscellaneous
Politics
Social Law
Media

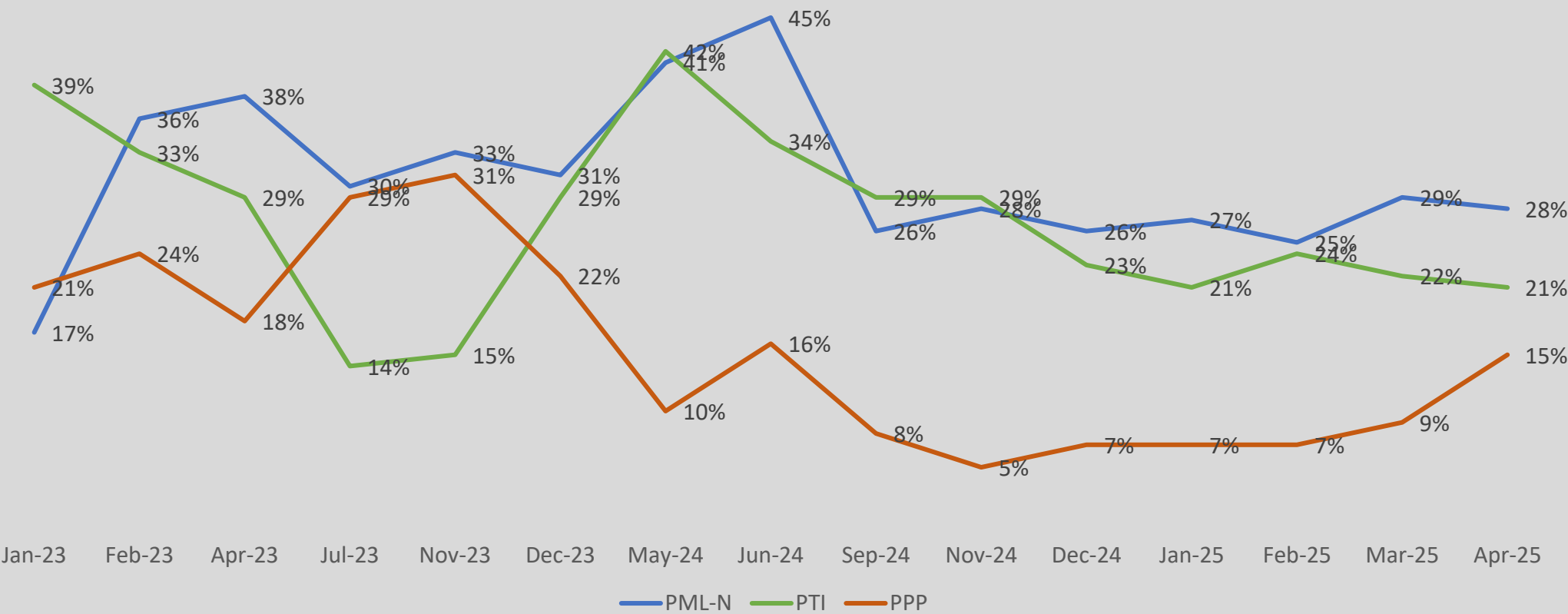
PML-N and PPP Clash Over Indus Canal Project

PTI internal Rift

Participation by Political Party Affiliation



Participation by Political Party Affiliation - Trend



Number of Unique Guests



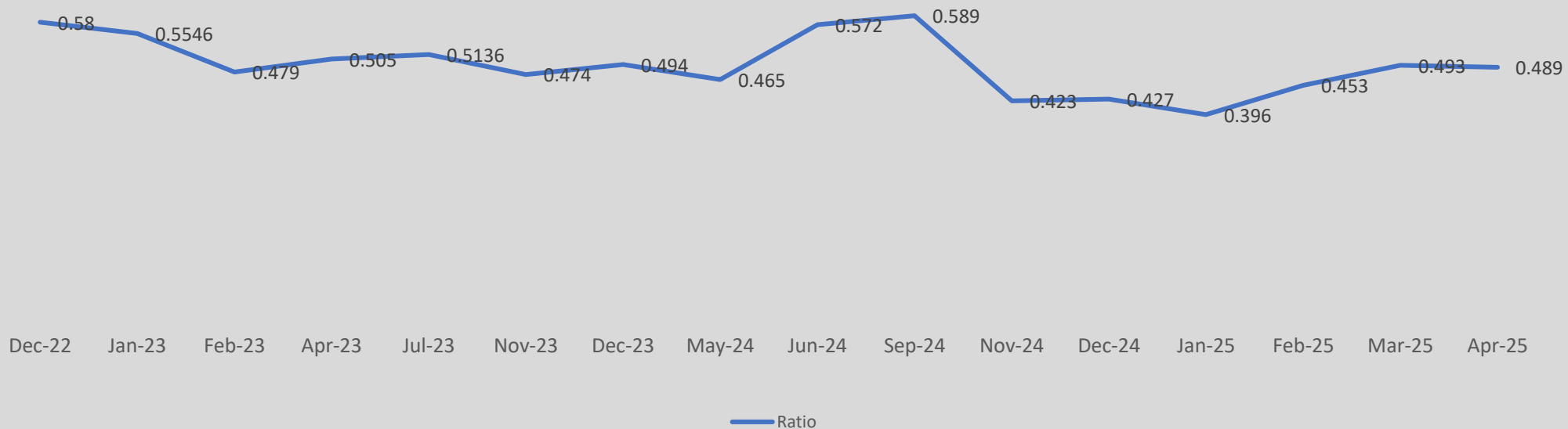
April 2025

Total Programme :9

Number of Repeated Guests



Uniqueness Ratio- Trend

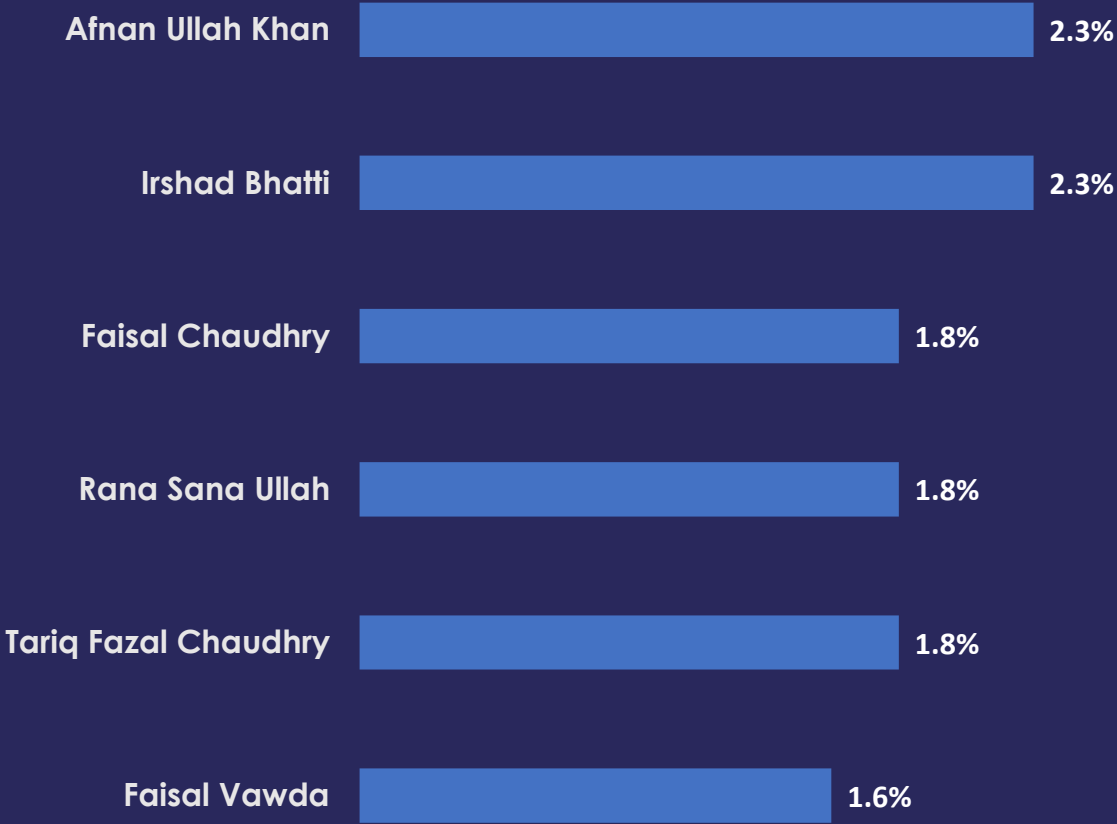


Top 5 Guests

Top Guests	Frequency
Irshad Bhatti	2%
Afnan Ullah Khan	2%
Tariq Fazal Chaudhry	2%
Rana Sana Ullah	2%
Faisal Chaudhry	2%

April 2025

Unique Guests : 217



Top 10 Guests

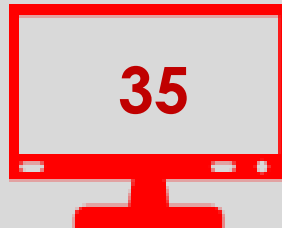
Top Guests	Frequency
Irshad Bhatti	2%
Afnan Ullah Khan	2%
Tariq Fazal Chaudhry	2%
Rana Sana Ullah	2%
Faisal Chaudhry	2%
Faisal Vawda	2%
Nasir Hussain Shah	2%
Naeem Haider Panjutha	2%
Sharmila Farooqi	1%
Mohammad Humayun Mohmand	1%

Unique Guests : 217

Number of Unique Guests



Aisay Nahi Chalay Ga
Total Guests = 48
Uniqueness score = 92%



Capital Talk
Total Guests = 43
Uniqueness score = 81%



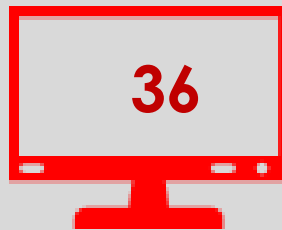
Off the record
Total Guests = 49
Uniqueness score = 69%



On The Front With Kamran Shahid
Total Guests = 59
Uniqueness score = 49%



AAJ SHAHZEB KHANZADA KAY SATH
Total Guests = 50
Uniqueness score = 74%



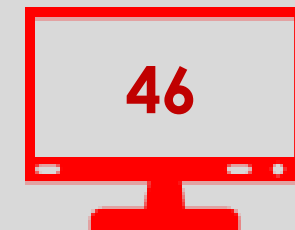
Aiteraz Hai
Total Guests = 40
Uniqueness score = 90%



Nadeem Malik Live
Total Guests = 50
Uniqueness score = 86%



Kal Tak Javed Chaudhary
Total Guests = 49
Uniqueness score = 76%



Red Line
Total Guests = 56
Uniqueness score = 82%

Total Unique Guests = 217

Number of Repeated Guests



Aisay Nahi Chalay Ga



Capital Talk



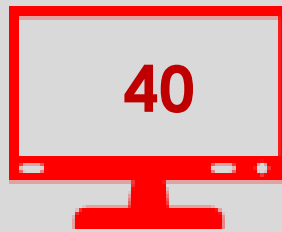
Off the record



On the front with Kamran
Shahid



AAJ SHAHZEB KHANZADA
KAY SATH



Aiteraz Hai



Nadeem Malik Live



Kal Tak Javed Chaudhary



Red Line With Syed Talat
Hussain

Total Unique Guests= 444

Participation by Political Party Affiliation on Top 6 Channels



Political Parties

ARY New

*(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

20%

30%

24%

15%

18%

21%

PML-N

31%

30%

26%

31%

26%

21%

PPP

19%

15%

10%

10%

18%

15%

Sunni Ittehad Council

3%

0%

3%

0%

0%

0%

Others

27%

23%

34%

36%

30%

35%

AML

0%

0%

0%

0%

0%

3%

ANP

0%

0%

0%

0%

1%

0%

IPP (Istehkam-e-Pakistan Party)

0%

0%

0%

0%

0%

3%

JUI F

1%

3%

1%

3%

4%

3%

Awam pakistan party

0%

0%

1%

5%

3%

0%

Total

100%

100%

100%

100%

100%

100%

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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