



Talk Show Content Analysis

Based on Top 9 Programmes

Volume – 17



May 2025



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Previous Talk Show Reports

May 2025: <https://gallup.com.pk/post/38586>

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>

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

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

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

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

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

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

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

May 2025

Key Insights

- ❑ The top 3 topics covered in May — excluding war — were Politics (26%), Crime and Terrorism (22%) and Security (21%).
- ❑ PLMN (32%) and PTI (17%) are the top two parties which appeared most frequently among 10 parties.
- ❑ The total number of Programmes monitored are 9. Total number of unique guests appeared in these Programmes are 165. The total number of repeated guests appeared in these Programmes are 363.
- ❑ 85% of guests are male, while only 15% are female.
- ❑ The uniqueness ratio for May 2025 is 0.455, showing a slight dip from April's 0.480. **(The uniqueness score simply shows how many guests are new or different compared to the total number of guests)**
- ❑ Zahid Mehmood (3%) and Tariq Fazal Chaudhry (2%) were the top two guests who appeared most frequently in all the Programs.
- ❑ The Programme with the highest appearance of unique guests was “Red Line”, with a total count of 41 unique guests.
- ❑ Appearance of PTI on Express news is (29%). Likewise, the appearance of PML N is highest on ARY news (36%).
- ❑ 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), monitored on ARY 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

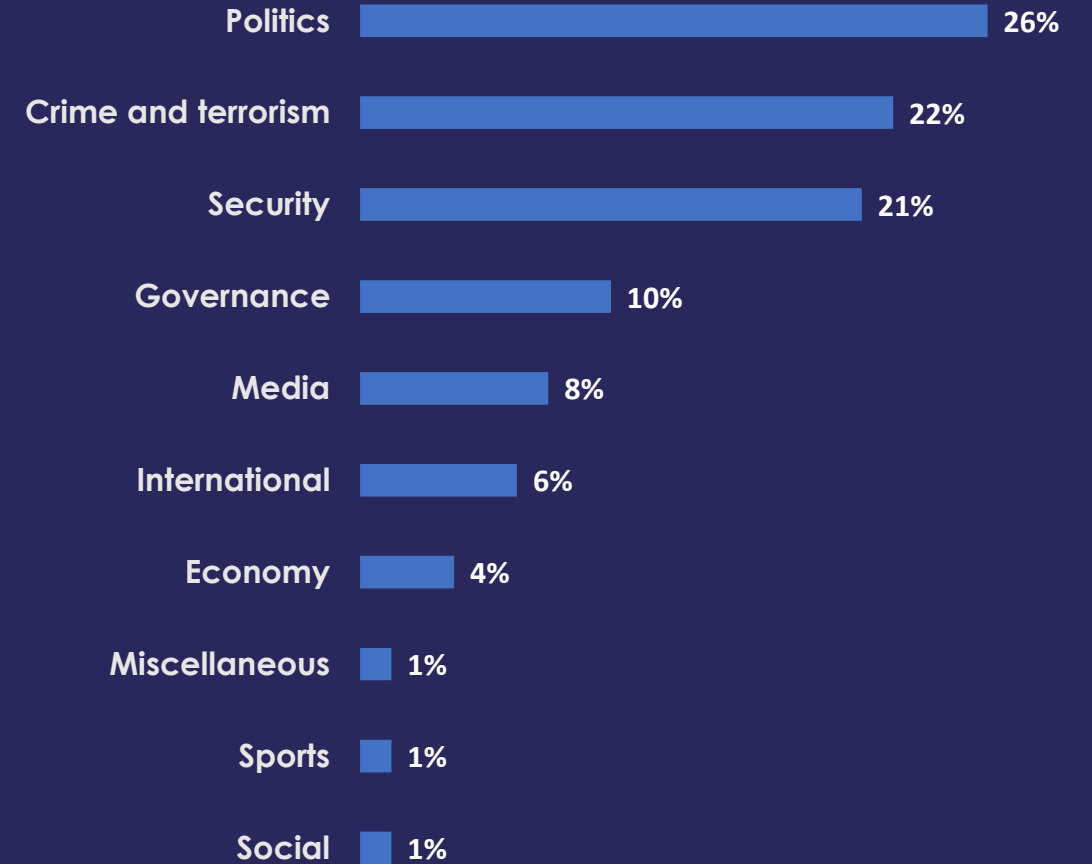


Distribution of key topics

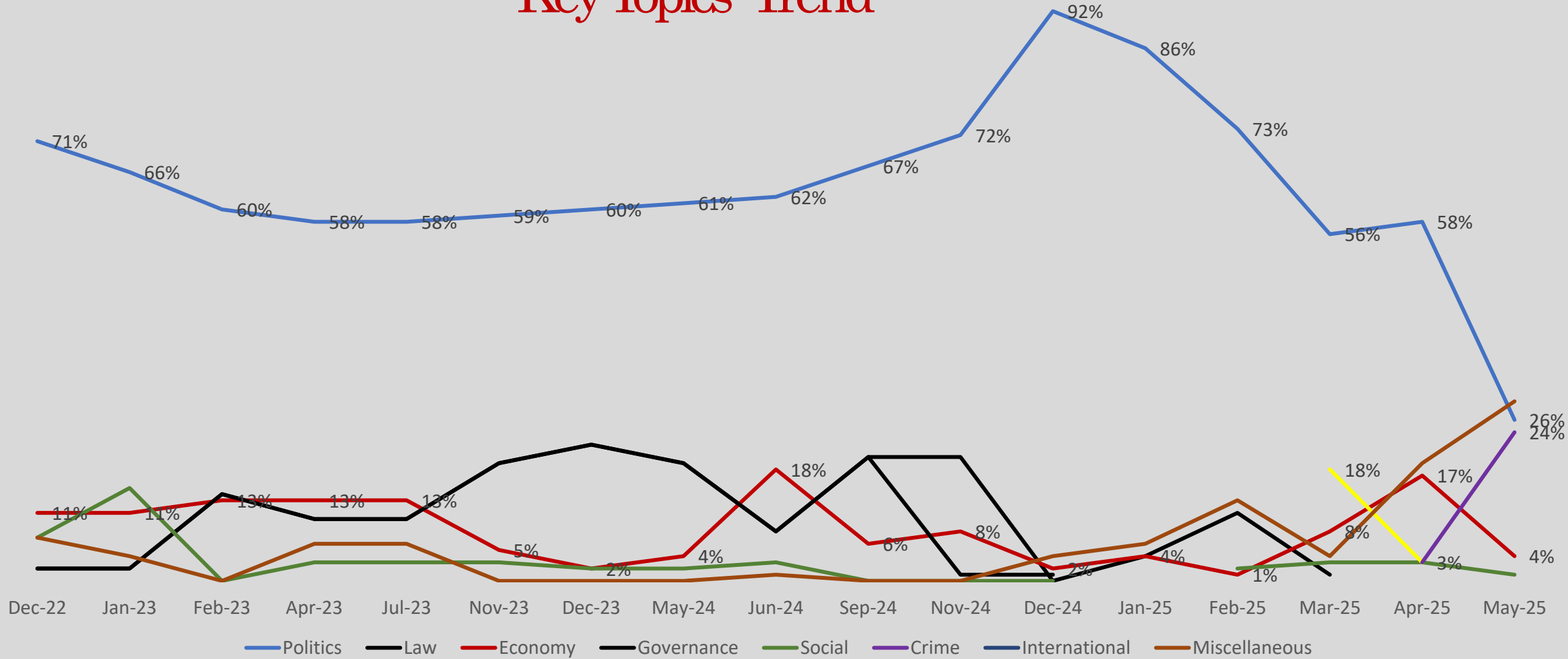
Top 5 Topics Covered

Politics	26%
Crime and terrorism	22%
Security	21%
Governance	10%
Media	8%

The top 5 topics covered in May — excluding war — were Politics (26%), Crime and Terrorism (22%), Security (21%), Governance (10%), and Media (8%).

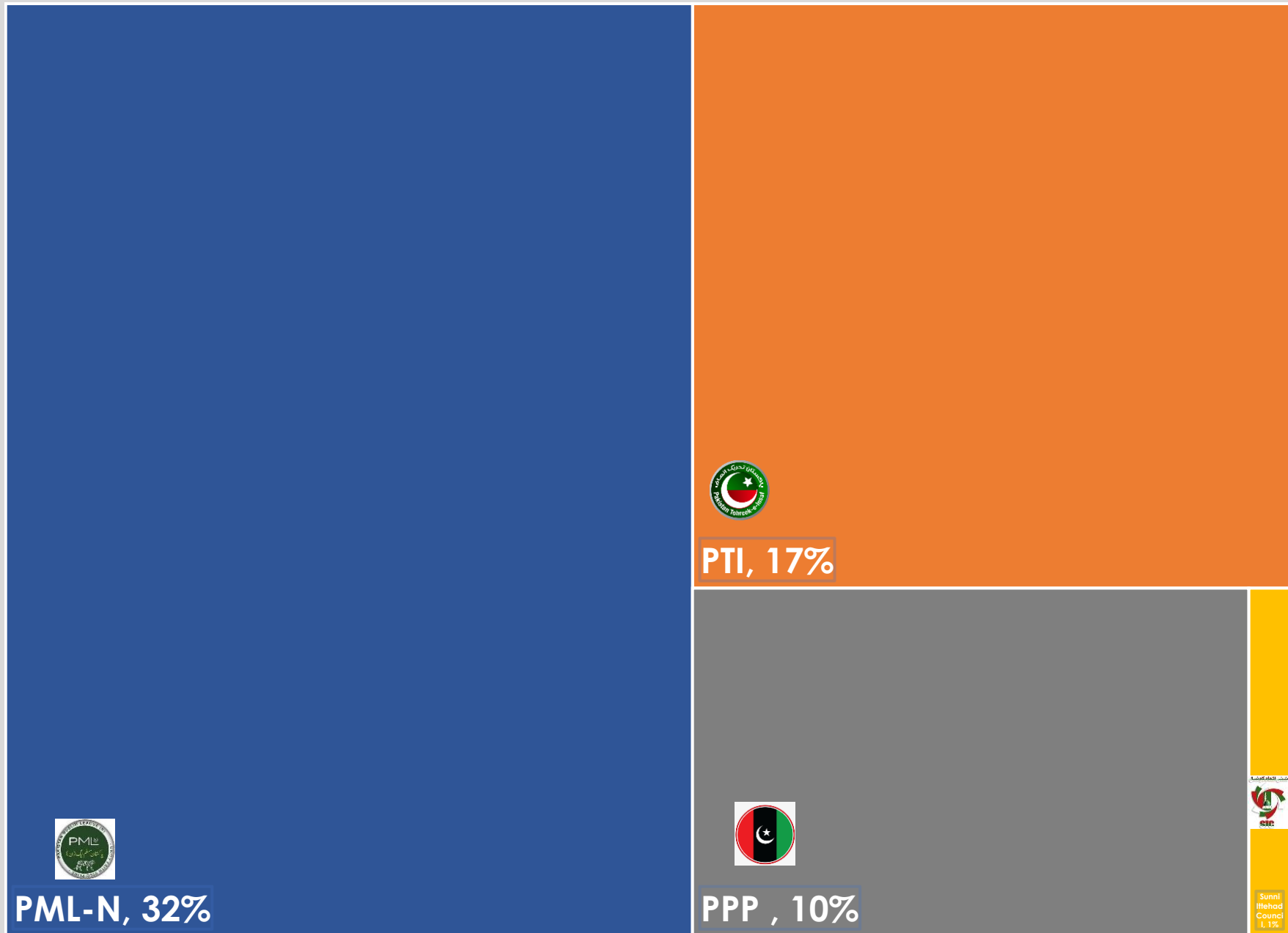


Key Topics- Trend

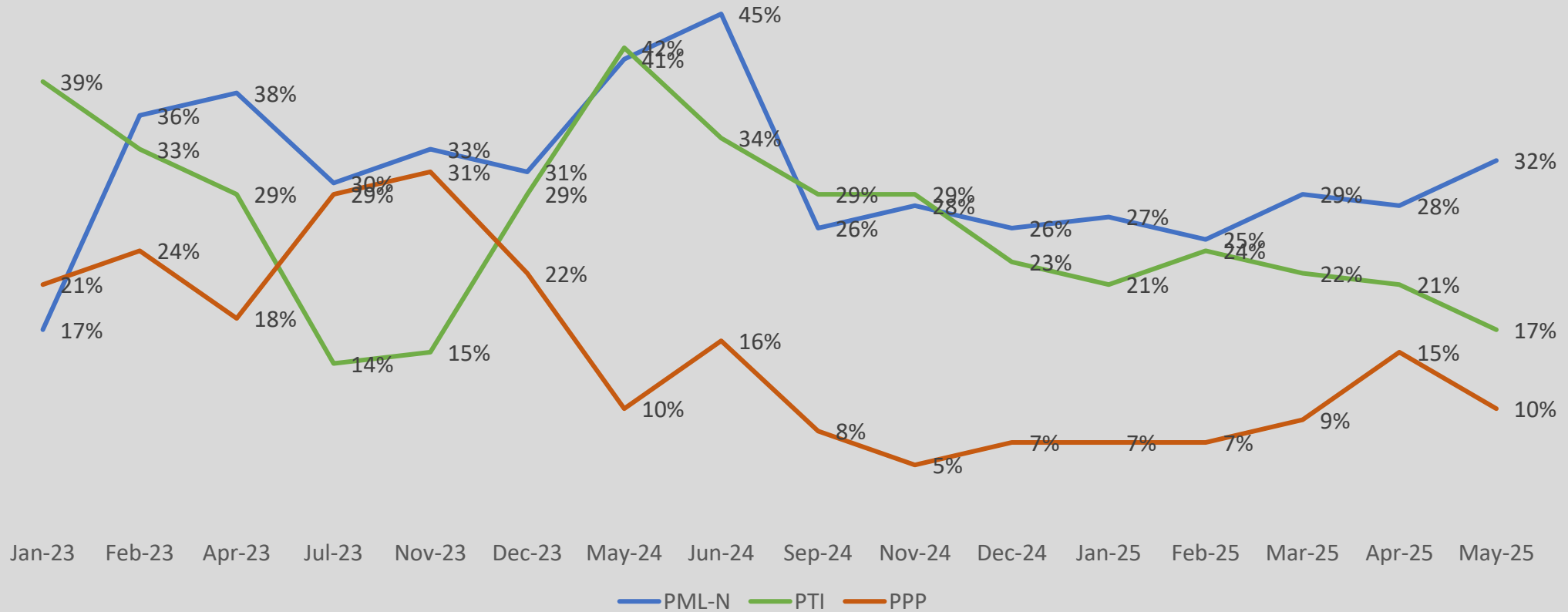


May 2025

Participation by Political Party Affiliation



Participation by Political Party Affiliation - Trend



Political party participation trends show noticeable shifts over time. PML-N peaked mid-2024, PTI saw a sharp decline, while PPP remained consistently low.

Number of Unique Guests



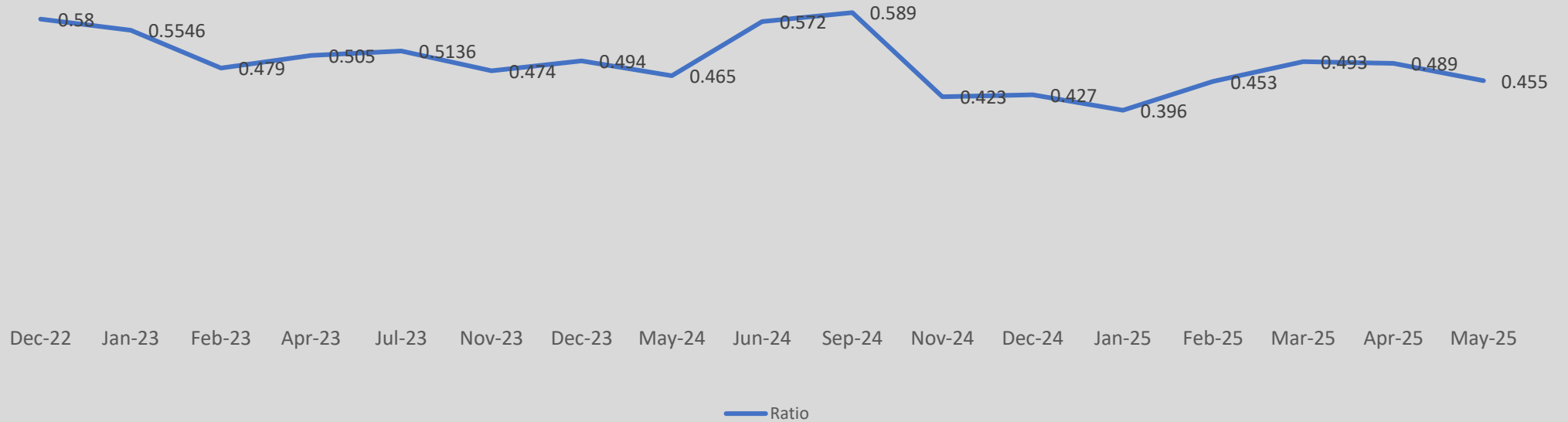
May 2025

Total Programme :9

Number of Repeated Guests



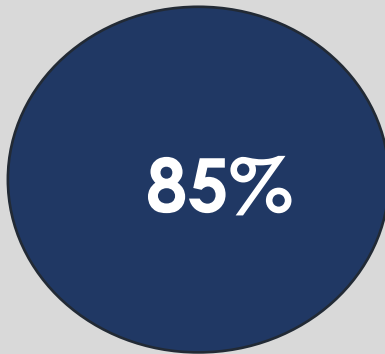
Uniqueness Ratio- Trend



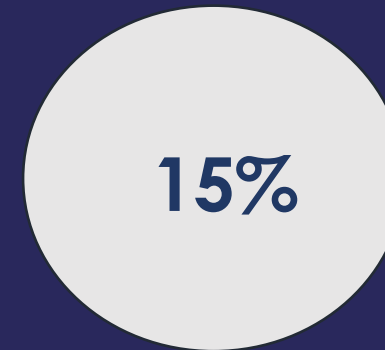
The **uniqueness score** refers to the percentage of guests who are considered unique out of the total number of guests. It reflects how much of the guest list is made up of individuals who are not repeated.

Gender of the Guest

Male



Female



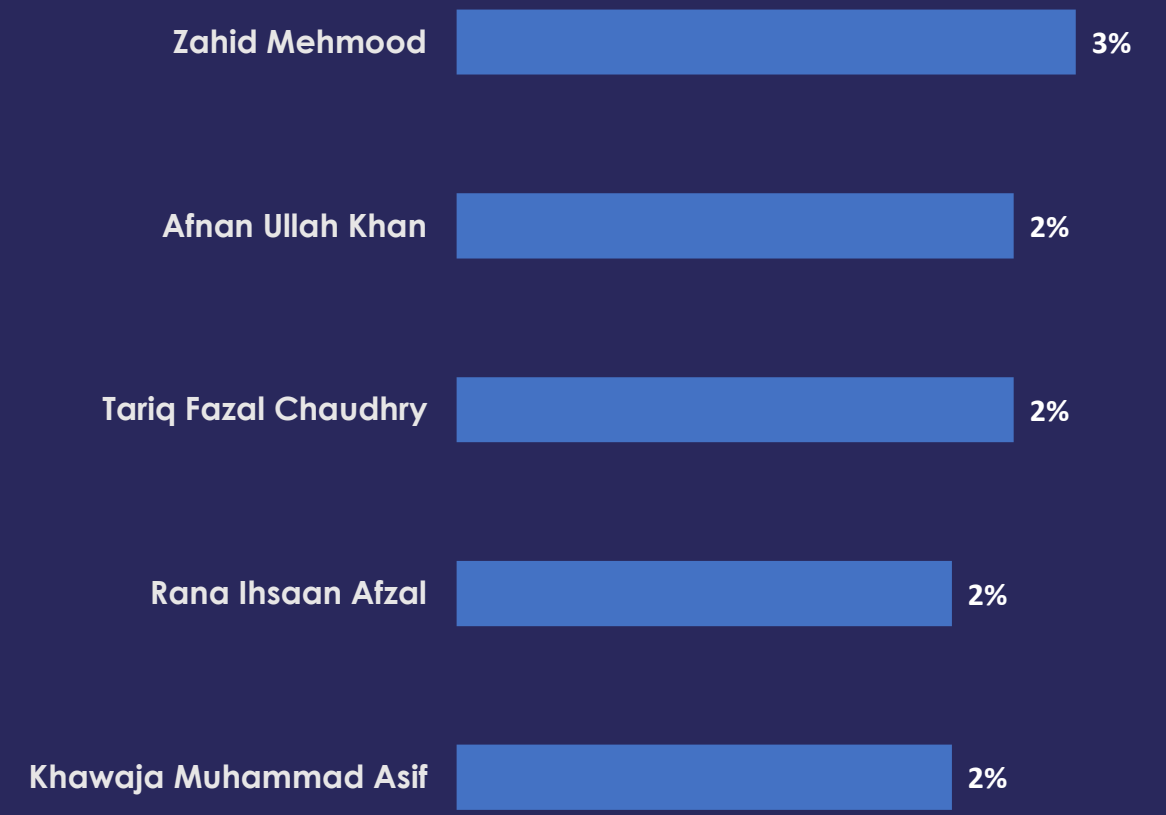
May 2025

Total Programme :9

Unique Guests : 165

Top 5 Guests

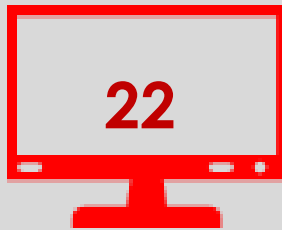
Top Guests	Frequency (N)	Frequency
Zahid Mehmood	10	3%
Tariq Fazal Chaudhry	9	2%
Afnan Ullah Khan	9	2%
Khawaja Muhammad Asif	8	2%
Rana Ihsaan Afzal	8	2%



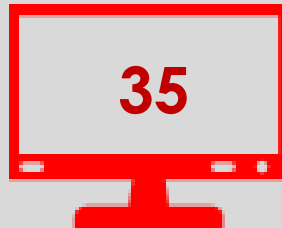
May 2025

Unique Guests : 165

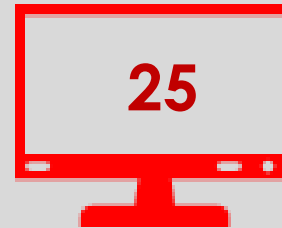
Number of Unique Guests



Aisay Nahi Chalay Ga
Total Guests =22
Uniqueness score= 100%



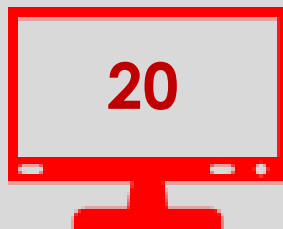
Capital Talk
Total Guests = 41
Uniqueness score= 85%



Off the record
Total Guests = 49
Uniqueness score= 51%



On The Front With Kamran Shahid
Total Guests = 48
Uniqueness score= 56%



AAJ SHAHZEB KHANZADA KAY SATH
Total Guests = 33
Uniqueness score= 61%



Aiteraz Hai
Total Guests = 43
Uniqueness score= 67%



Nadeem Malik Live
Total Guests = 33
Uniqueness score= 88%



Kal Tak Javed Chaudhary
Total Guests =50
Uniqueness score= 66%



Red Line
Total Guests = 44
Uniqueness score= 93%

Total Unique Guests=165

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	9%	29%	21%	20%	14%	15%
PML-N	36%	23%	31%	33%	33%	23%
PPP	12%	6%	10%	10%	9%	8%
MQM-P	0%	0%	2%	0%	0%	0%
Sunni Ittehad Council	0%	0%	2%	0%	2%	0%
Others	42%	43%	32%	35%	39%	46%
AML	0%	0%	2%	0%	0%	8%
JI	0%	0%	0%	3%	0%	0%
ANP	0%	0%	0%	0%	2%	0%
JUI F	0%	0%	0%	0%	2%	0%
Awam pakistan party	0%	0%	2%	0%	0%	0%
PTI	9%	29%	21%	20%	14%	15%

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