



# Talk Show Content Analysis

Based on Top 9 Programmes

Volume – 17



June 2025



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## Previous Talk Show Reports

**May 2025:** <https://gallup.com.pk/post/38646>

**April 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>

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

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

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

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

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

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

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

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

**June 2025**

# Key Insights

- ❑ The top 3 topics covered in June — excluding war — were Politics **(48%)** and Economy **(19%)**.
- ❑ PLMN **(32%)** and PTI **(12%)** 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 **188**. The total number of repeated guests appeared in these Programmes are **415**.
- ❑ **85%** of guests are male, while only **15%** are female.
- ❑ The uniqueness ratio for June 2025 is 0.455, showing a slight dip from April's 0.453. ***(The uniqueness score simply shows how many guests are new or different compared to the total number of guests)***
- ❑ John Hassan **(3%)** and Irshad Bhatti **(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 54 unique guests.
- ❑ Appearance of PTI on Express news is **(20%)**. Likewise, the appearance of PML N is highest on Dunya news **(39%)**.
- ❑ PTI was dominant in the talk shows **(Kal Tak Javed Chaudhary)**, monitored on Express News and PMLN was dominant in the talk show **(On The Front With Kamran Shahid)**, monitored on 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**”, “**11<sup>th</sup> Hour**”, “**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

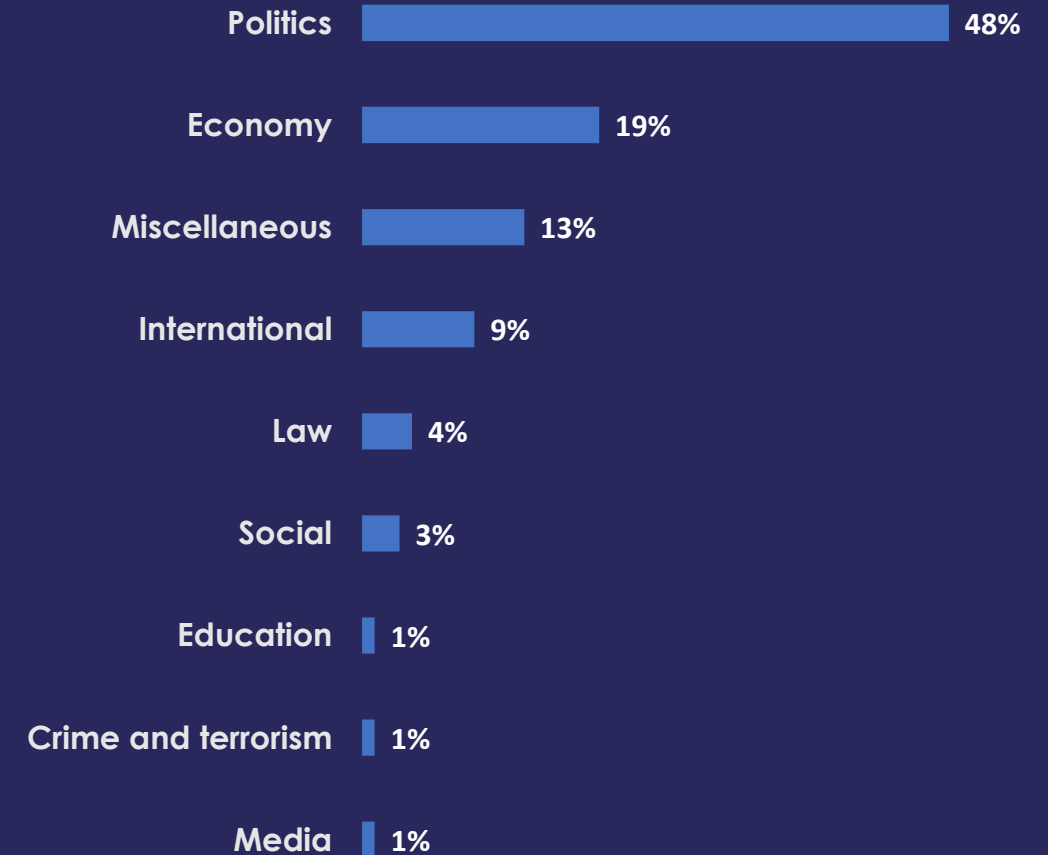


# Distribution of key topics

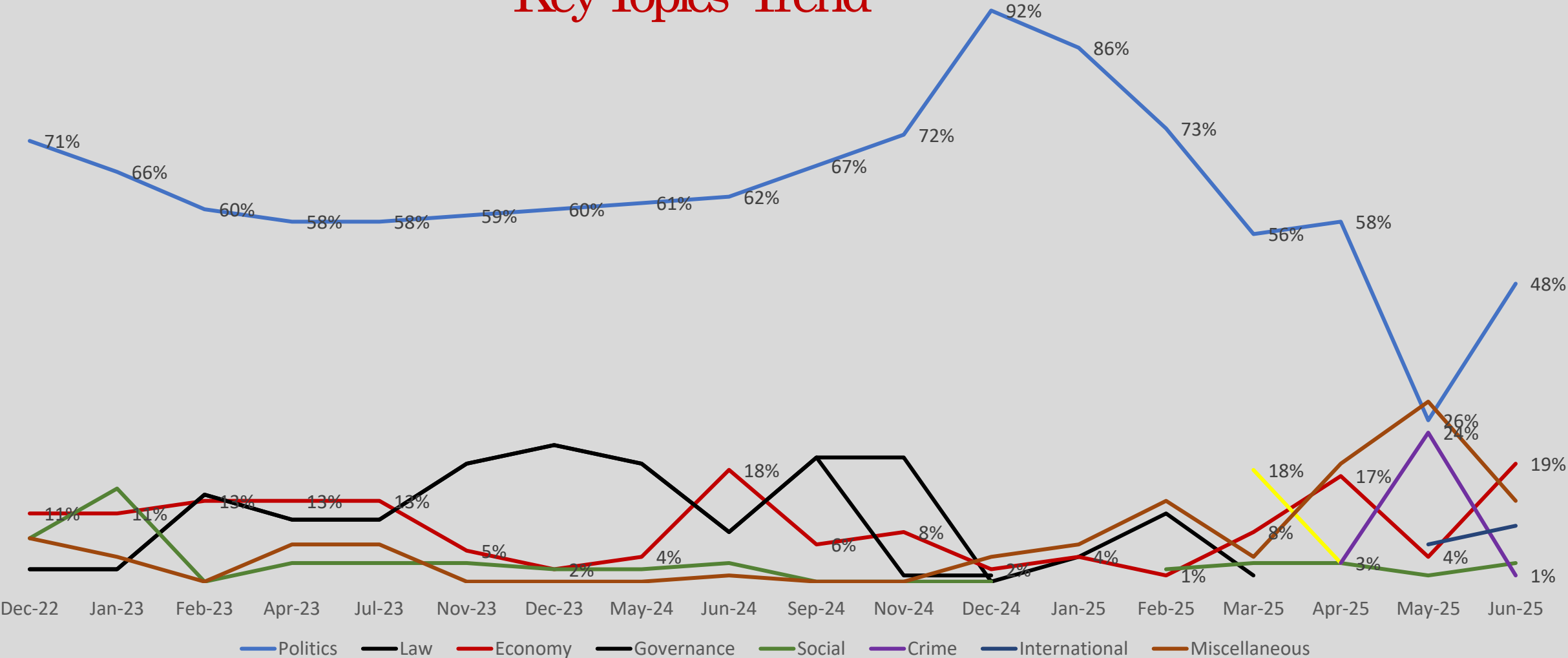
## Top 5 Topics Covered

|               |     |
|---------------|-----|
| Politics      | 48% |
| Economy       | 19% |
| Miscellaneous | 13% |
| International | 9%  |
| Law           | 4%  |

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

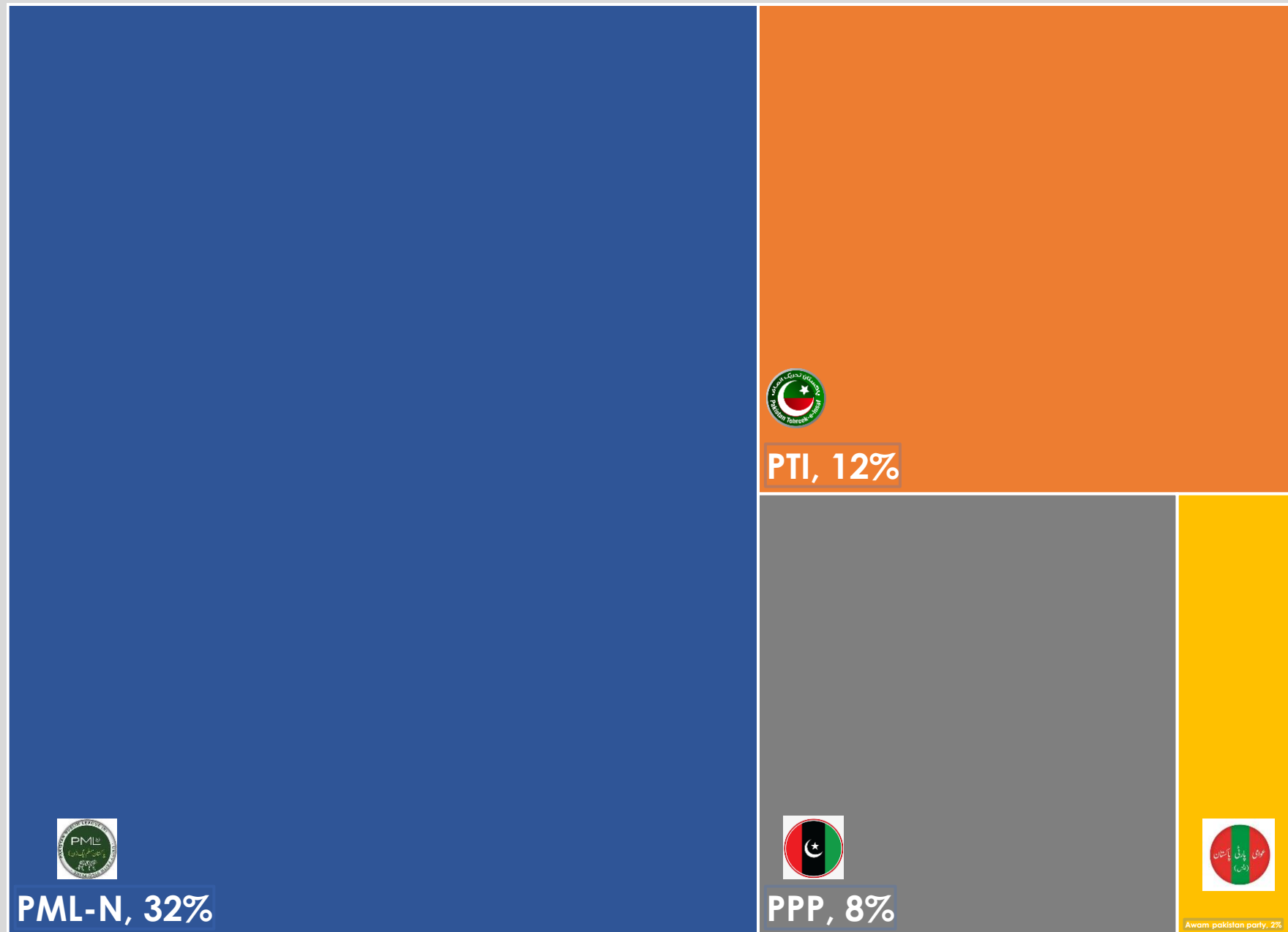


# Key Topics- Trend

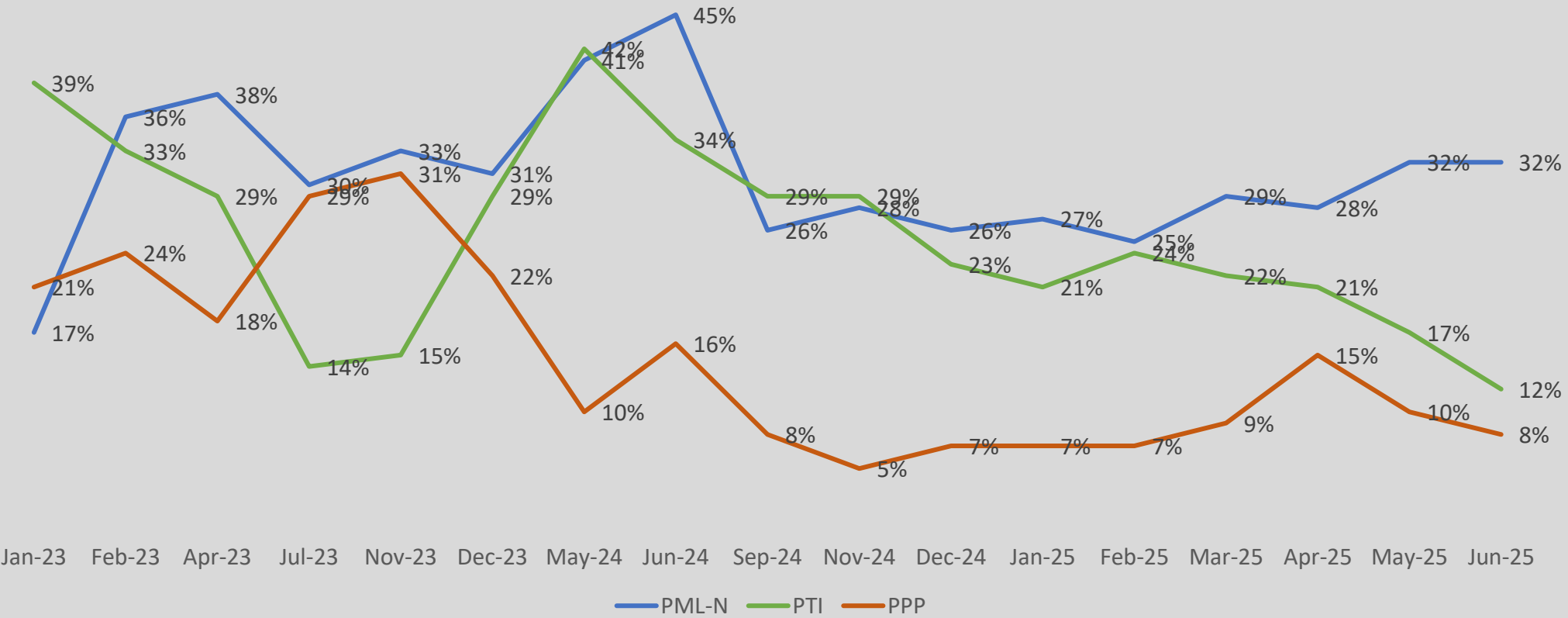


June 2025

# 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



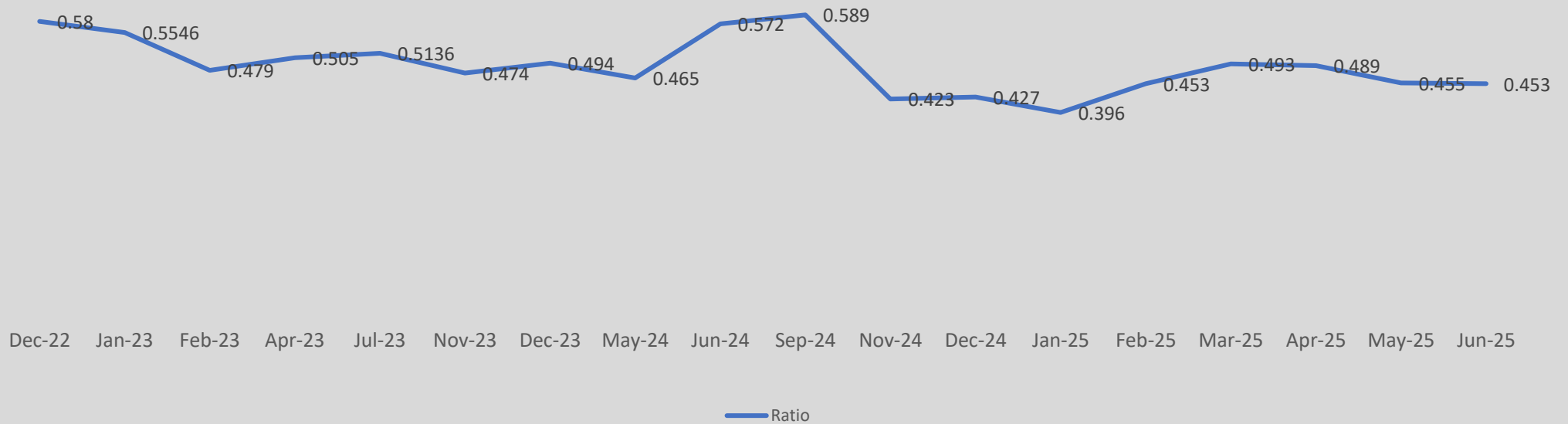
June 2025

**Total Programme :9**

# Number of Repeated Guests



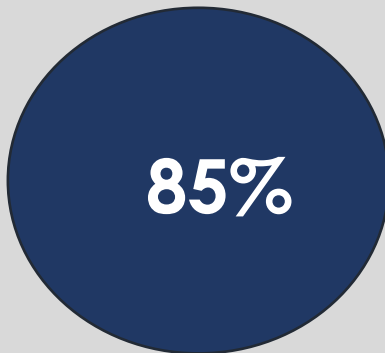
# Uniqueness Ratio- Trend



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**



June 2025

**Total Programme :9**

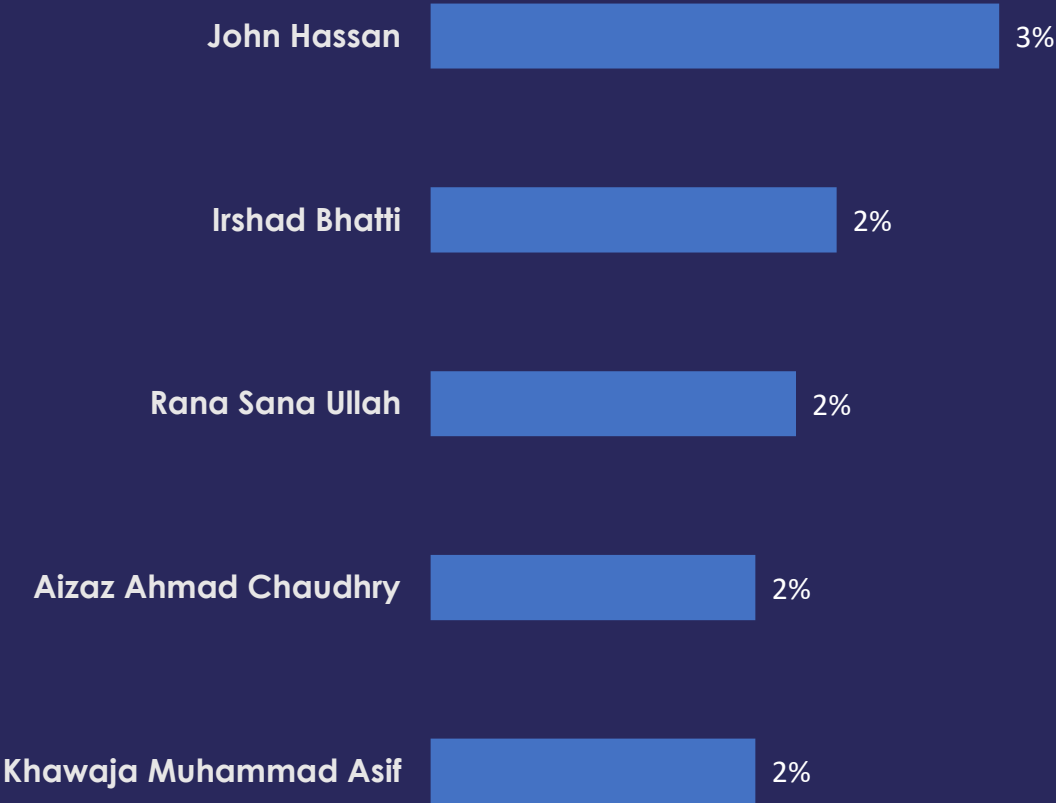
**Unique Guests : 188**

# Top 5 Guests

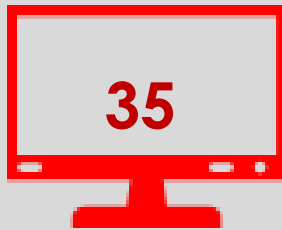
| Top Guests            | Frequency (N) | Frequency |
|-----------------------|---------------|-----------|
| John Hassan           | 14            | 3%        |
| Irshad Bhatti         | 10            | 2%        |
| Rana Sana Ullah       | 9             | 2%        |
| Khawaja Muhammad Asif | 8             | 2%        |
| Aizaz Ahmad Chaudhry  | 8             | 2%        |

June 2025

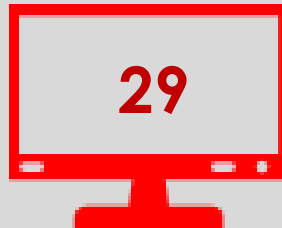
Unique Guests : 188



## Number of Unique Guests



**11<sup>TH</sup> Hour**  
Total Guests = 46  
Uniqueness score = 76%



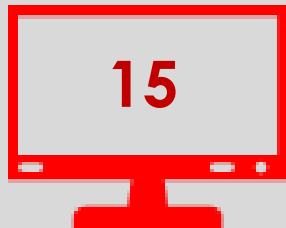
**Capital Talk**  
Total Guests = 36  
Uniqueness score = 81%



**Off the record**  
Total Guests = 47  
Uniqueness score = 62%



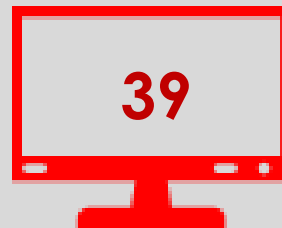
**On The Front With Kamran Shahid**  
Total Guests = 70  
Uniqueness score = 44%



**AAJ SHAHZEB KHANZADA KAY SATH**  
Total Guests = 22  
Uniqueness score = 68%



**Aiteraz Hai**  
Total Guests = 33  
Uniqueness score = 82%



**Nadeem Malik Live**  
Total Guests = 47  
Uniqueness score = 83%



**Kal Tak Javed Chaudhary**  
Total Guests = 51  
Uniqueness score = 73%



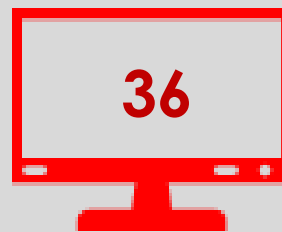
**Red Line**  
Total Guests = 63  
Uniqueness score = 86%

**Total Unique Guests=165**

## Number of Repeated Guests



11<sup>th</sup> Hour



Capital Talk



Off the record



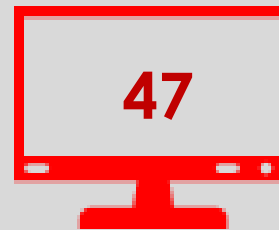
On the front with Kamran  
Shahid



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<br>*(Off The Record, Aiteraz Hai,<br>11 <sup>th</sup> Hour) | Express News<br>*(Kal Tak Javed Chaudhary) | SAMAА<br>*(Red Line With Syed Talat Hussain,<br>Nadeem Malik Live) | Dunya News<br>*(On The Front With Kamran<br>Shahid) | Geo News<br>*(Capital Talk, Aaj Shahzeb<br>Khanzada Kay Sath) |
|---------------------------------|---------------------------------------------------------------------|--------------------------------------------|--------------------------------------------------------------------|-----------------------------------------------------|---------------------------------------------------------------|
| PTI                             | 15%                                                                 | 20%                                        | 3%                                                                 | 15%                                                 | 10%                                                           |
| PML-N                           | 28%                                                                 | 27%                                        | 33%                                                                | 39%                                                 | 33%                                                           |
| PPP                             | 14%                                                                 | 7%                                         | 8%                                                                 | 5%                                                  | 4%                                                            |
| MQM-P                           | 0%                                                                  | 0%                                         | 2%                                                                 | 0%                                                  | 0%                                                            |
| Sunni Ittehad Council           | 1%                                                                  | 0%                                         | 0%                                                                 | 0%                                                  | 0%                                                            |
| Others                          | 37%                                                                 | 47%                                        | 48%                                                                | 37%                                                 | 52%                                                           |
| JI                              | 1%                                                                  | 0%                                         | 0%                                                                 | 0%                                                  | 0%                                                            |
| IPP (Istehkam-e-Pakistan Party) | 0%                                                                  | 0%                                         | 2%                                                                 | 0%                                                  | 0%                                                            |
| JUI F                           | 1%                                                                  | 0%                                         | 0%                                                                 | 0%                                                  | 0%                                                            |
| Awam pakistan party             | 2%                                                                  | 0%                                         | 3%                                                                 | 5%                                                  | 0%                                                            |
| Total                           | 100%                                                                | 100%                                       | 100%                                                               | 100%                                                | 100%                                                          |

# CONTACT US

For more information, please contact:

**Islamabad:**

Phone: +92-51-2655630

Email: [isb@gallup.com.pk](mailto:isb@gallup.com.pk)

[www.gallup.com.pk](http://www.gallup.com.pk)

[www.gallup-international.com](http://www.gallup-international.com)

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