



Talk Show Content Analysis

Based on Top 9 Programmes

Volume – 18



July 2025



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Previous Talk Show Reports

June 2025: <https://gallup.com.pk/post/38760>

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>

July 2024: <https://gallup.com.pk/post/37215>

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

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

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

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

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

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

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

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

July 2025

Key Insights

- ❑ The top 3 topics covered in July — excluding war — were **Politics (69%)** and **International (10%)**.
- ❑ PLMN **(31%)** and PTI **(25%)** 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 **223**. The total number of repeated guests appeared in these Programmes are **508**.
- ❑ **88%** of guests are male, while only **12%** are female.
- ❑ The uniqueness ratio for July 2025 is 0.455, showing a slight dip from April's 0.43. ***(The uniqueness score simply shows how many guests are new or different compared to the total number of guests)***
- ❑ Rana Sana Ullah **(3%)** and Irshad Faisal 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 58 unique guests.
- ❑ Appearance of PTI on Express news is **(33%)**. Likewise, the appearance of PML N is highest on Dunya 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 **(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*”, “*11th 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

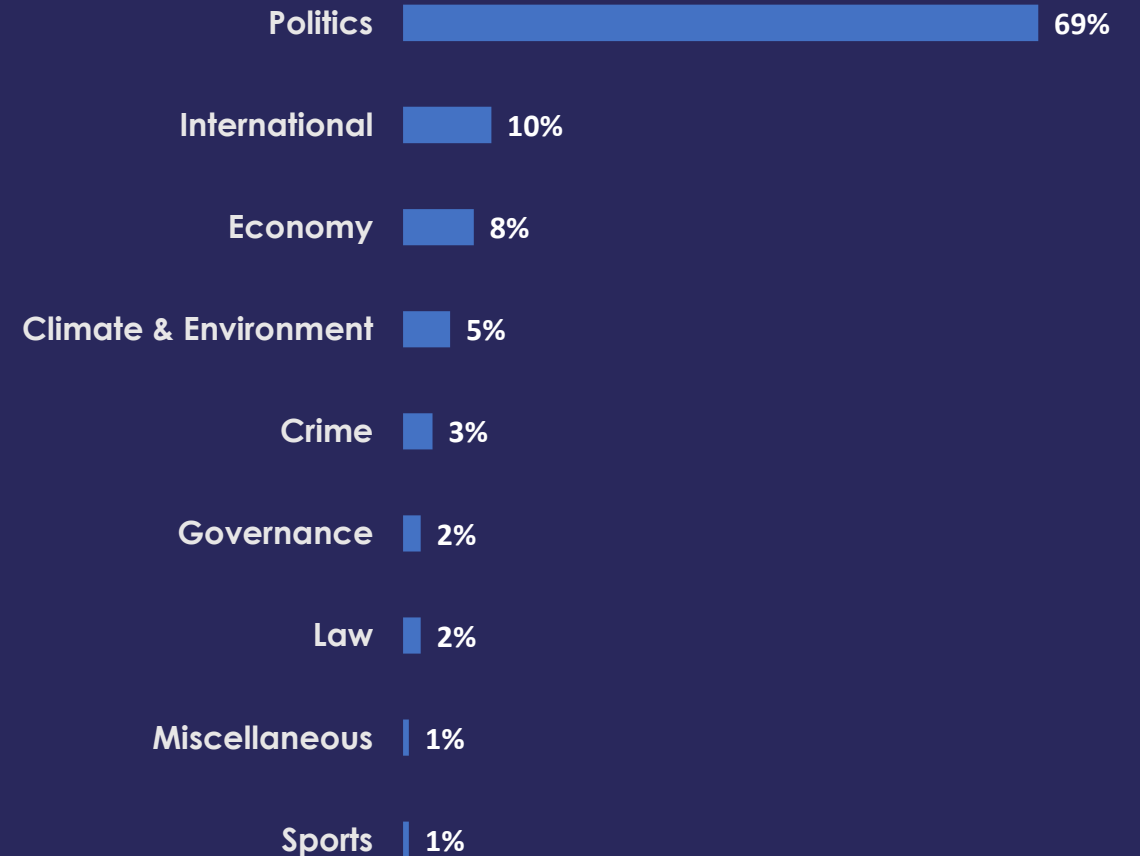


Distribution of key topics

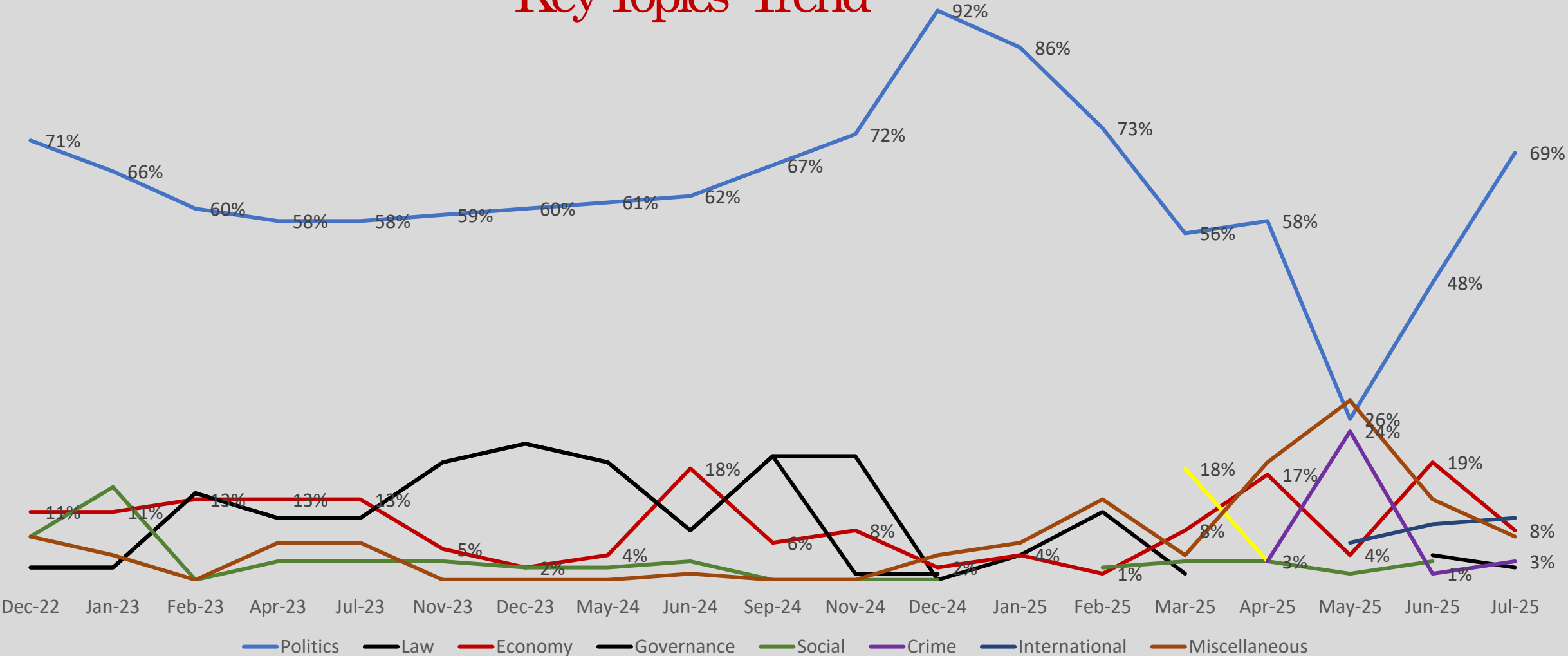
Top 5 Topics Covered

Politics	69%
International	10%
Economy	8%
Climate & Environment	5%
Crime	3%

The top 5 topics covered in July — excluding war — were Politics (69%), International (10%), Economy (8%), Climate and Environment (5%), and Crime (3%).

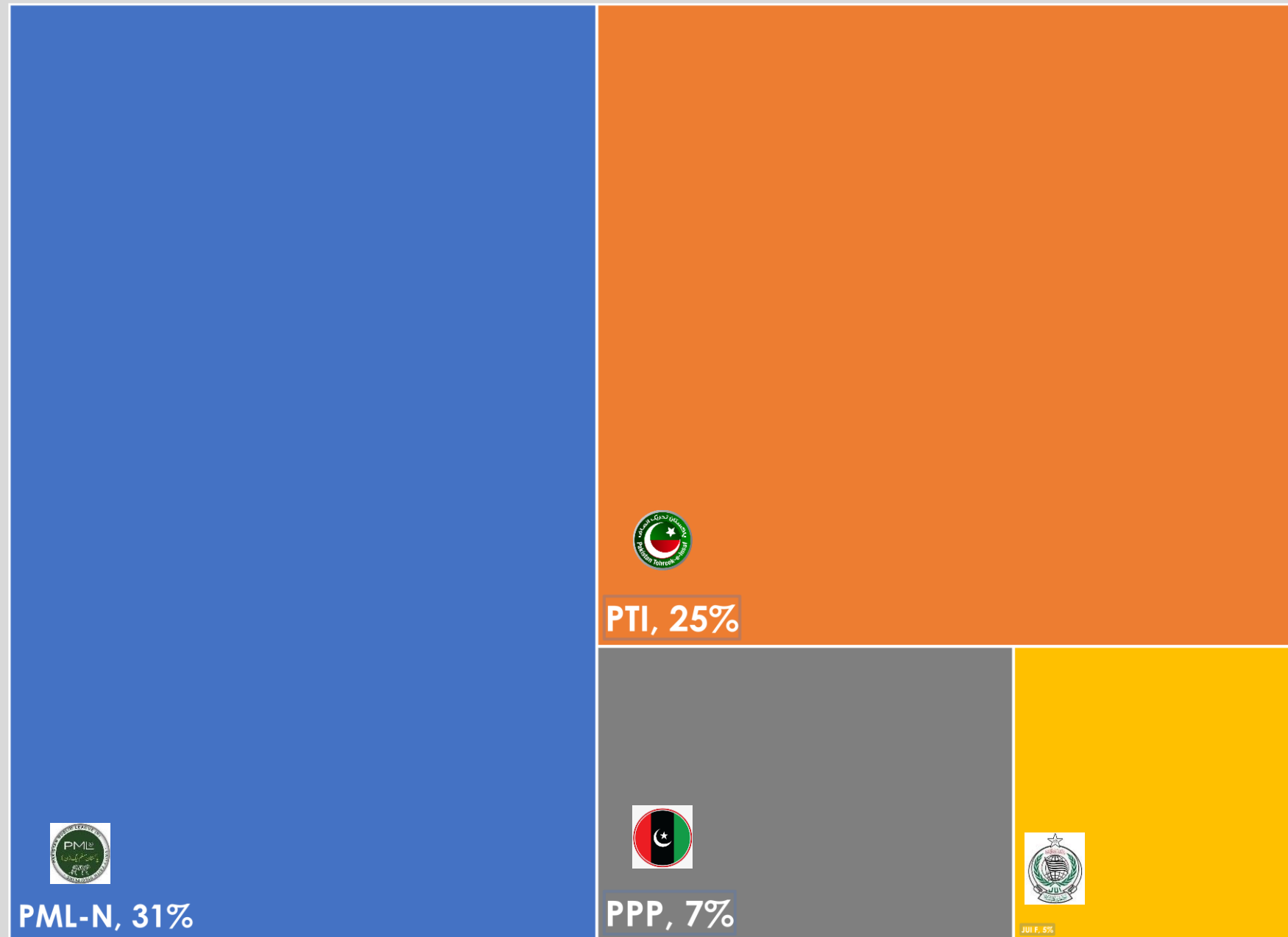


Key Topics- Trend

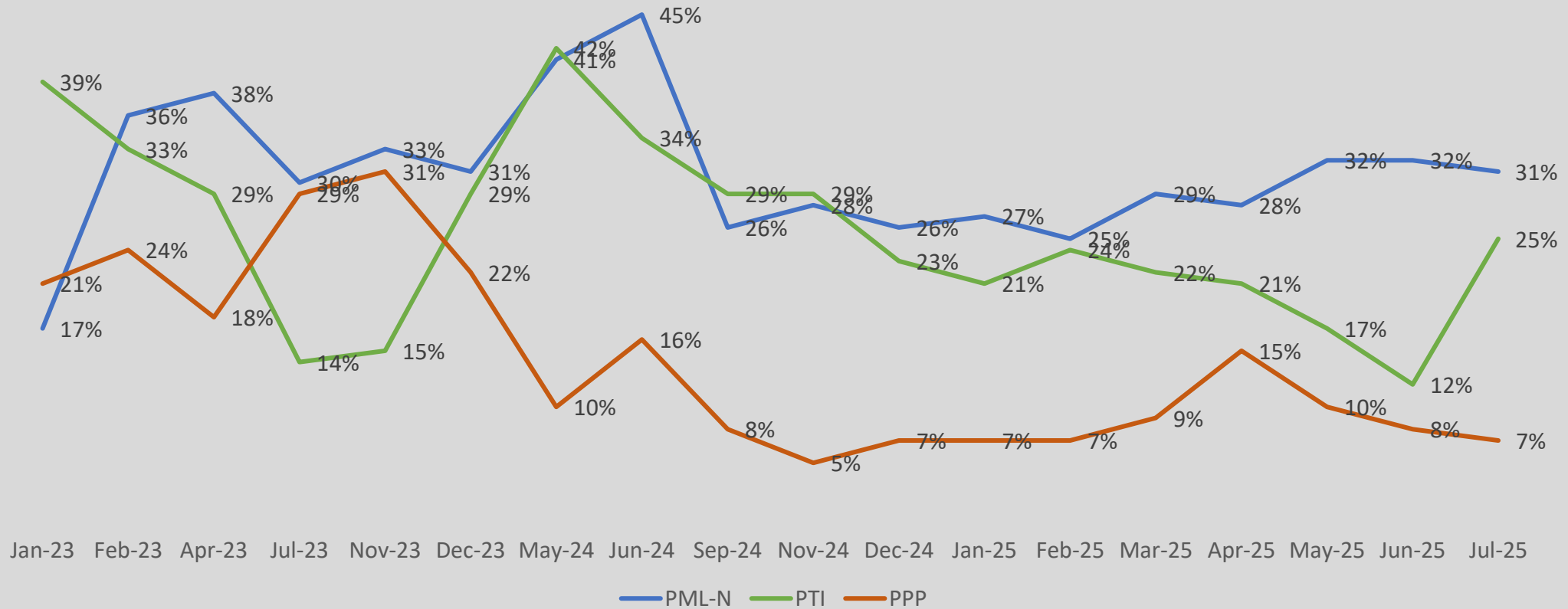


July 2025

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



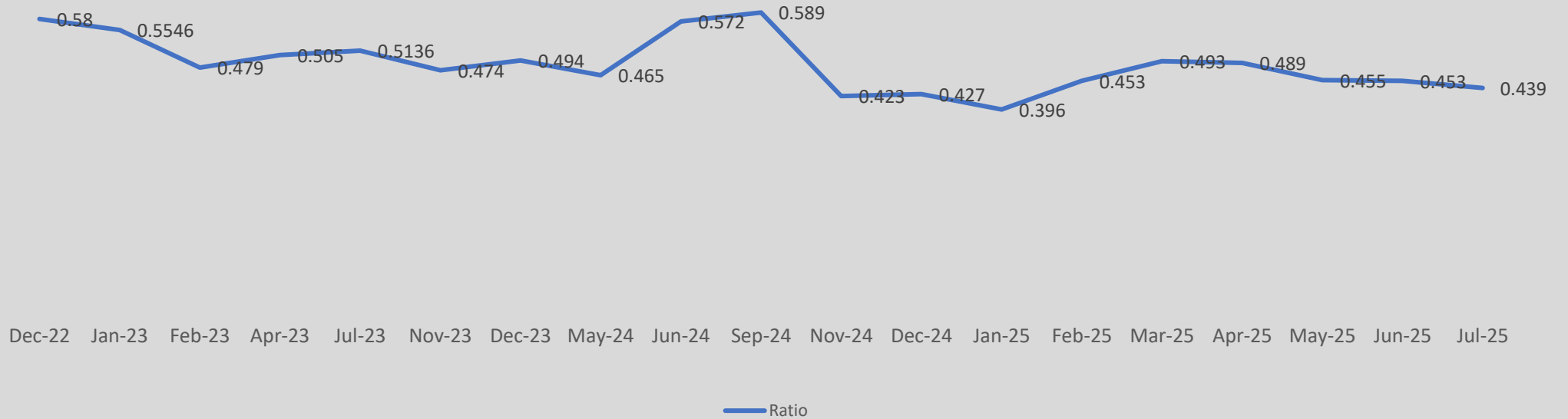
July 2025

Total Programme :9

Number of Repeated Guests



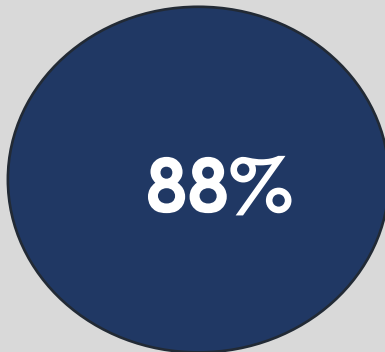
Uniqueness Ratio- Trend



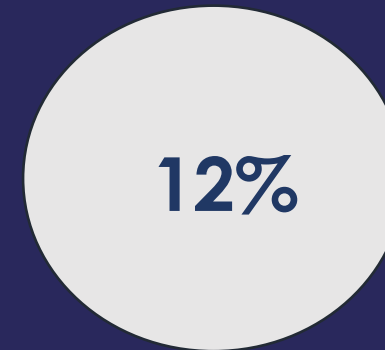
The **uniqueness score** refers to the percentage of guests who are considered unique out of the total number of guests. It reflects how much of the guest list is made up of individuals who are not repeated.

Gender of the Guest

Male



Female



July 2025

Total Programme :9

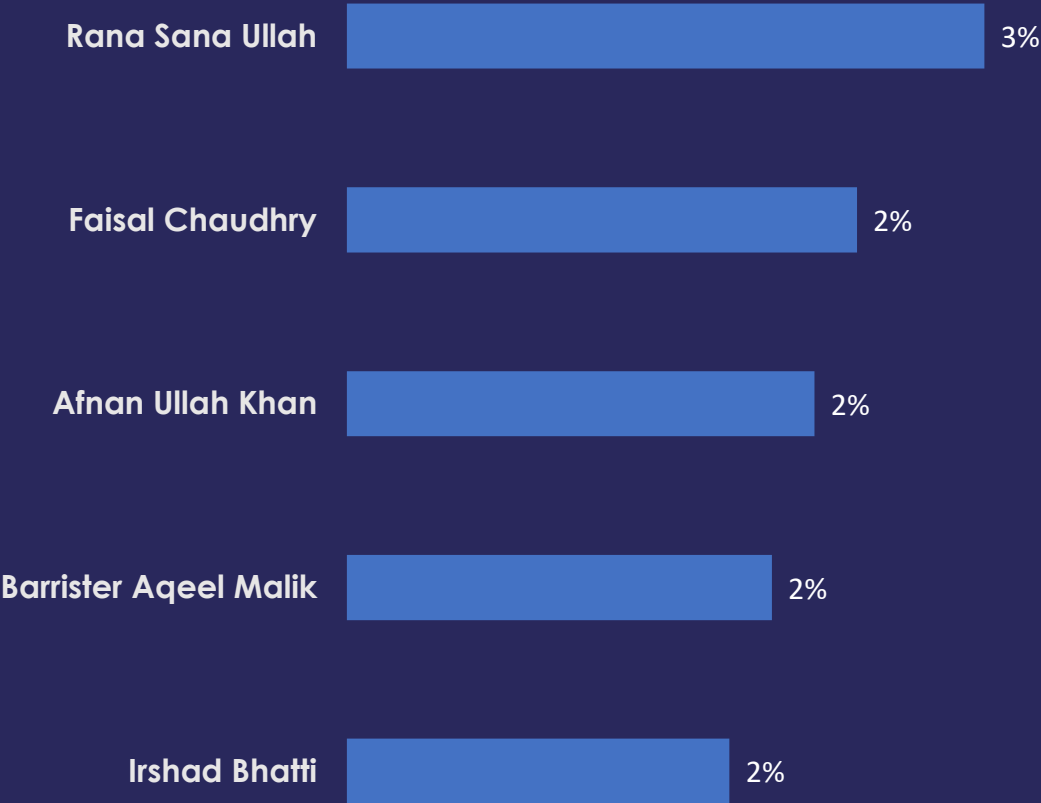
Unique Guests : 223

Top 5 Guests

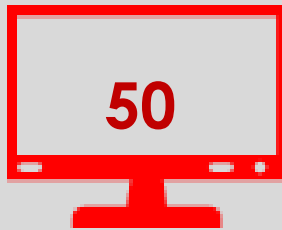
Top Guests	Frequency (N)	Frequency
Rana Sana Ullah	15	3%
Faisal Chaudhry	12	2%
Afnan Ullah Khan	11	2%
Barrister Aqeel Malik	10	2%
Irshad Bhatti	9	2%

July 2025

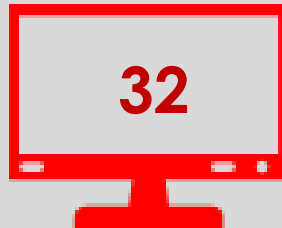
Unique Guests : 223



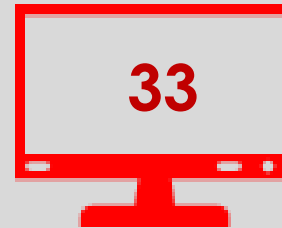
Number of Unique Guests



11TH Hour
Total Guests = 67
Uniqueness score = 75%



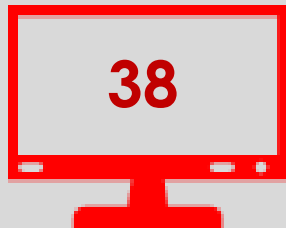
Capital Talk
Total Guests = 44
Uniqueness score = 73%



Off the record
Total Guests = 62
Uniqueness score = 53%



On The Front With Kamran Shahid
Total Guests = 58
Uniqueness score = 47%



AAJ SHAHZEB KHANZADA KAY SATH
Total Guests = 47
Uniqueness score = 81%



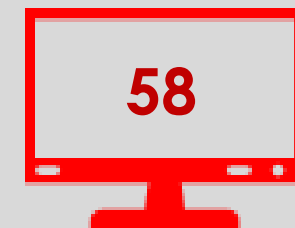
Aiteraz Hai
Total Guests = 40
Uniqueness score = 80%



Nadeem Malik Live
Total Guests = 61
Uniqueness score = 70%



Kal Tak Javed Chaudhary
Total Guests = 57
Uniqueness score = 67%



Red Line
Total Guests = 72
Uniqueness score = 81%

Total Unique Guests = 223

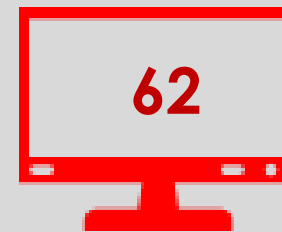
Number of Repeated Guests



11th Hour



Capital Talk



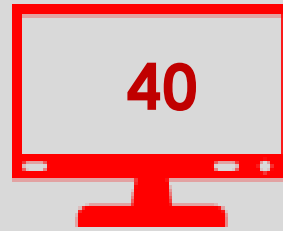
Off the record



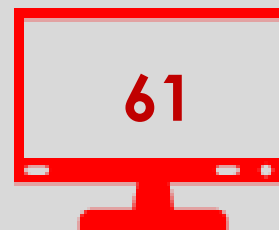
On the front with Kamran
Shahid



AAJ SHAHZEB KHANZADA
KAY SATH



Aiteraz Hai



Nadeem Malik Live



Kal Tak Javed Chaudhary



Red Line With Syed Talat
Hussain

Total Unique Guests= 223

Participation by Political Party Affiliation on Top 6 Channels



Political Parties	ARY New *(Off The Record, Aiteraz Hai, 11 th Hour)	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)
PTI	27%	33%	19%	21%	25%
PML-N	29%	31%	29%	36%	31%
PPP	7%	12%	3%	6%	8%
MQM-P	0%	0%	1%	0%	0%
Others	27%	20%	39%	36%	32%
ANP	0%	0%	1%	0%	0%
JUI F	8%	4%	5%	0%	1%
Awam pakistan party	1%	0%	2%	0%	1%
Kissan Ittehad	0%	0%	0%	0%	1%
Pakistan Republic Party	1%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%

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