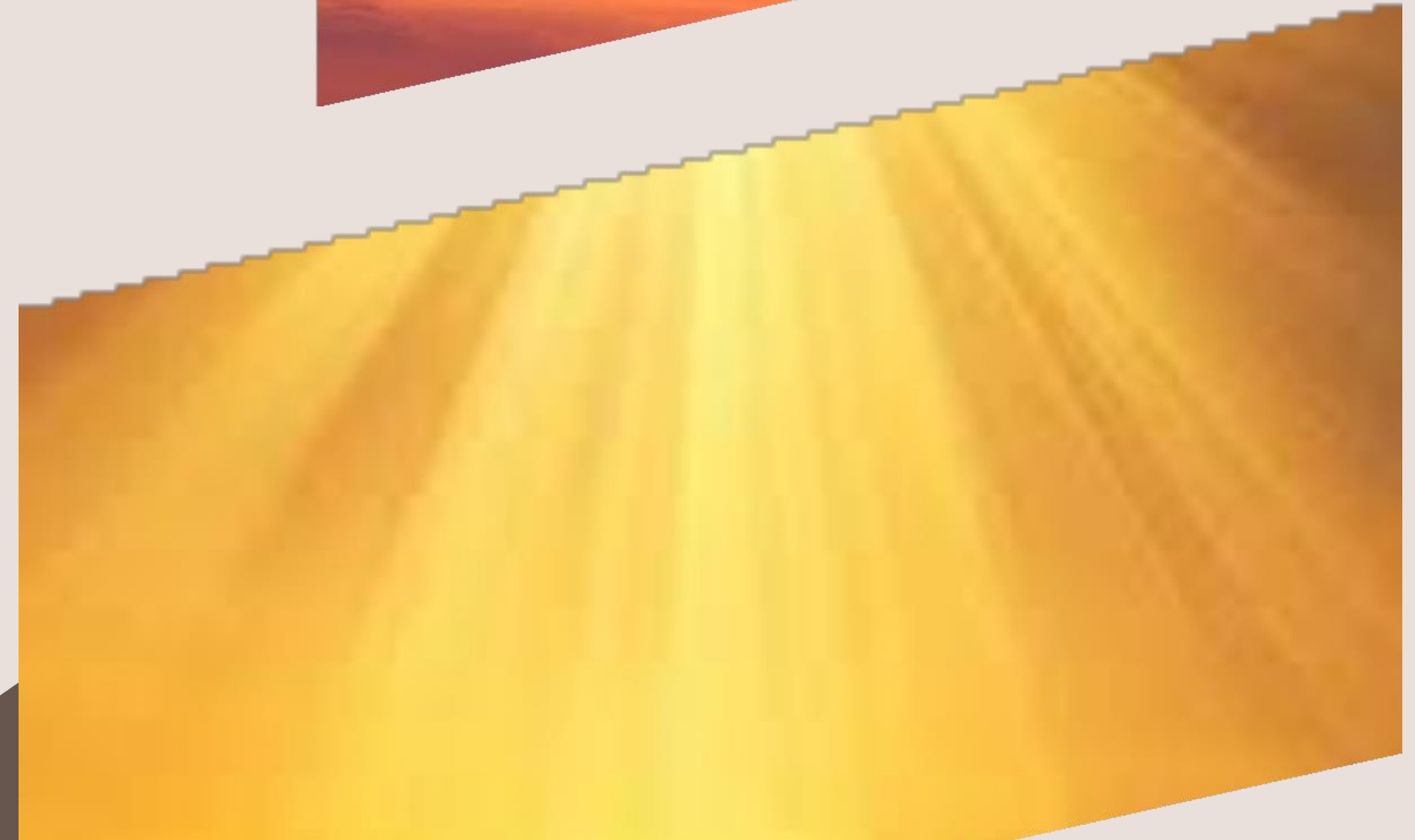
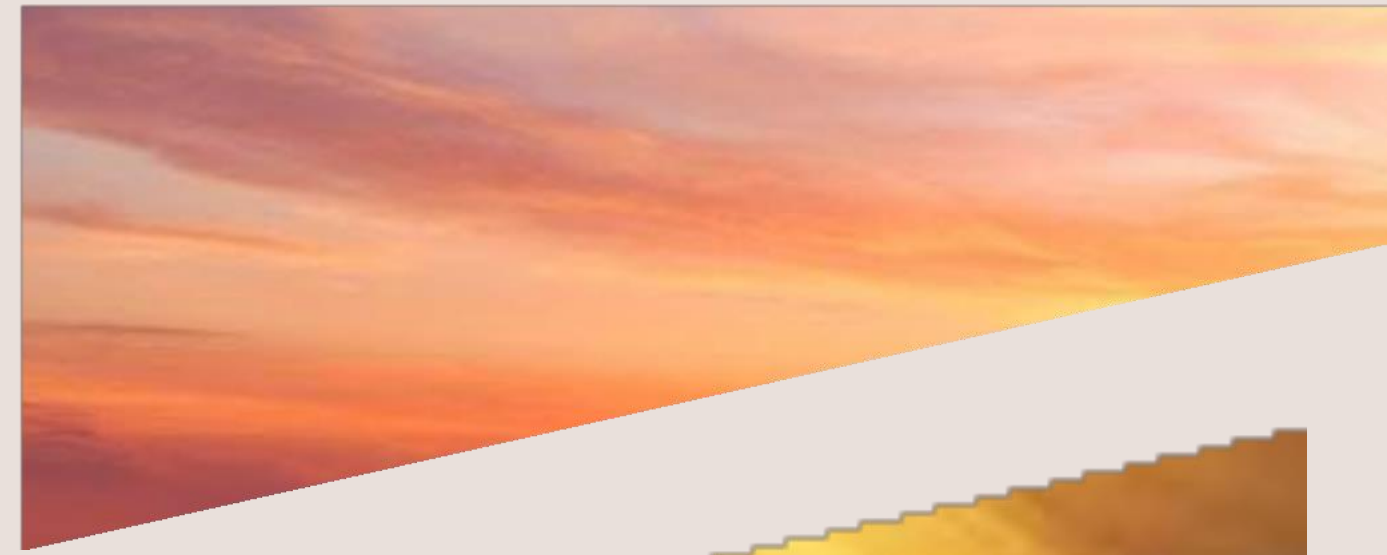




# METHODOLOGY

Five leading TV channel including *ARY Digital*, *Hum TV*, *PTV Home*, *Samaa TV* and *24 News* are included in this study as a unit of analysis. The content was monitored during the period from **28 August** to **7 November, 2025**. Morning shows which are telecasted and selected from these channels include “*Good Morning Pakistan*”, “*Subah Say Agay*”, “*Morning At Home*”, “*Subh Ka Samaa Madeha Kay Sath*”, and “*Morning With Fiza*”.



# Executive Summary

## What Pakistan Watches in the Morning: Gallup Pakistan Study Reveals Clear Editorial Divides Across TV Morning Shows

**Islamabad, December 2025** — A new content analysis by **Gallup Pakistan** of morning shows aired on major Pakistani television channels reveals striking differences in editorial focus, guest selection, and thematic priorities — underscoring how morning television shapes public discourse well beyond entertainment.

The study monitored **five leading TV channels** — **ARY Digital, Hum TV, PTV Home, Samaa TV, and 24 News** — over a **10-week period (28 August – 7 November 2025)**. A total of **244 morning show episodes** were analyzed across five flagship programs, examining guests invited and topics discussed.

Bilal Gilani, Executive Director explains context of this report: This morning show monitoring forms part of **Gallup Pakistan's** broader, long-running **media analysis framework**, through which the organization seeks to understand Pakistan's media ecosystem from multiple, complementary angles. At one level, Gallup Pakistan measures the **size, reach, and audience composition of media** through its nationally representative media and readership surveys, establishing *who consumes which media and at what scale*. At another level, Gallup's **talk show content analysis** systematically tracks *what dominates televised public debate*—most often politics, governance, and current affairs—while its **newspaper content analysis** examines *how issues are framed in print*, capturing opinion trends, elite narratives, and thematic shifts across Urdu and English press. This latest **morning show monitoring** adds a crucial missing layer by focusing on *what enters households during the most routine, everyday viewing hours*, where health, family life, religion, lifestyle, and social norms are shaped. Together, these strands allow Gallup Pakistan to not only quantify **media reach**, but also map **media agendas across formats**—from prime-time debate and editorial opinion to the quieter, yet deeply influential, space of morning television.'

## Key Findings

### 1. Heavy Reliance on Repeat Guests

Across all channels, **1,116 guest appearances** were recorded, comprising **752 unique guests** and **364 repeat appearances**. This indicates that nearly **one in three guest slots** was filled by recurring figures — suggesting limited diversity in expert and public representation.

### 2. Channel-Specific Editorial Identities Are Strongly Defined

- **Hum TV** prioritizes **governance, national affairs, and climate issues**.
  - September 2025 saw a sharp rise in **environment and climate discussions (40 mentions)**, while **politics dominated October (35 mentions)** — reflecting responsiveness to national developments.
- **PTV Home** focuses predominantly on **lifestyle, fashion, food, and events**, with **religious and Islamic topics** as a consistent secondary theme.
  - September leaned heavily toward **religion (28 mentions)** and **lifestyle (32)**, shifting in October toward **education (19)** and **health (9)**.
- **ARY Digital** emphasizes **education, careers, personal development, and family relationships**.
  - October marked a clear pivot to **family, marriage, and relationships (20 mentions)**, alongside sustained attention to **education (18)**.
- **24 News** stands out for its strong concentration on **health and medical issues**, making it the most health-oriented morning show platform among the five channels.
  - Health topics peaked in **September (25 mentions)** and remained dominant in **October (19)**, with growing attention to **education (12)**.
- **Samaa TV** balances **health coverage** with **women's social and societal issues**.
  - October showed a notable surge in **health-related discussions (21 mentions)**, alongside family and social themes.





#### 4. Repetition of Guests Signals an “Expert Bottleneck”

With nearly **one-third of guest appearances being repeat guests**, the data point toward a **narrow pool of media-friendly experts and personalities** dominating morning television.

This has two implications:

- Certain viewpoints gain disproportionate visibility
- New, regional, or less media-savvy voices struggle to enter national discourse

👉 *Insight: Morning TV risks becoming an echo chamber, limiting diversity of expertise despite high airtime availability.*

#### 5. Women’s Issues Are Framed Through Health and Family, Not Rights

While women’s social issues feature prominently — particularly on Samaa TV — they are most often discussed through **health, family roles, and personal wellbeing**, rather than legal rights, employment equity, or political representation.

👉 *Insight: Morning shows promote a **care-centric framing of women’s issues**, which raises awareness but may limit structural conversations on gender equality.*

#### Overall Takeaway

Pakistan’s morning shows have evolved into **powerful agenda-setting platforms** that influence health behavior, social norms, and public priorities — often more subtly than prime-time news. However, the dominance of repeat voices, event-driven coverage, and segmented narratives suggests that this influence is **deep but uneven**.













# Guests Invited in which TV Channel

|                   | Frequency | TV Channel             |
|-------------------|-----------|------------------------|
| Farhan Bukhari    | 18        | HUM TV                 |
| Syeda Noor Haider | 12        | PTV HOME               |
| Zainab Gondal     | 11        | PTV HOME               |
| Amna Sheikh       | 8         | PTV HOME               |
| Amna ilyas        | 7         | PTV HOME               |
| Sadia Imam        | 7         | ARY DIGITAL & SAMAA TV |

























