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Analysis of **MORNING SHOW BROADCASTS ON MAJOR PAKISTANI TV CHANNELS**

January 12, 2026

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 ‘ his 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.

3. Morning Shows Are More Than Entertainment

While traditionally perceived as light programming, the data show that morning shows function as **agenda-setting platforms**, shaping conversations on **health, governance, religion, education, climate, and family life** — often reaching audiences that prime-time news does not.

4. Morning Shows vs Talk Shows vs Opinion Articles

Morning shows also differ sharply from **talk shows** and **opinion articles** in newspapers, as documented across Gallup Pakistan's media analysis reports. While **talk shows** are structured around confrontation, political positioning, and elite debate—largely dominated by politics, governance, and current affairs—**opinion articles** in newspapers provide a more reflective and interpretive space, where columnists and experts frame issues through ideology, policy analysis, and long-form argumentation. In contrast, **morning shows operate at the level of everyday life**, translating public issues into personal, household, and social terms. Where talk shows shape *what is politically contested* and opinion pages shape *how issues are intellectually framed*, morning shows shape *what feels socially relevant and normal*—especially around health, family, religion, and lifestyle. Gallup's comparative media analyses show that these formats are not substitutes but complementary layers: newspapers influence elite and opinion-forming audiences, talk shows dominate political agenda-setting, and morning shows quietly influence norms, behaviors, and priorities within households through repetition, familiarity, and routine exposure.

Additional Insights & Interpretation

1. Morning Shows Are Segmenting Audiences Along Socio-Economic Lines

The analysis suggests that Pakistani morning television is no longer a homogeneous space. Instead, channels appear to be **implicitly targeting different socio-economic and gender segments**:

- **ARY Digital and PTV Home** cater more to **household decision-makers**, focusing on family life, lifestyle choices, education, and religion.

- **Hum TV** positions itself closer to a **current-affairs–aware urban audience**, using the morning slot to discuss governance, politics, and climate — topics traditionally reserved for prime-time news.
- **24 News and Samaa TV** serve as **public health and social awareness platforms**, particularly for women, by repeatedly foregrounding medical, wellness, and societal issues.

👉 *Insight:* Morning shows are quietly becoming **parallel public spheres**, each reinforcing different worldviews and priorities.

2. Health Has Emerged as the Most Cross-Cutting Theme

Across news-oriented channels (**24 News, Samaa TV**) and even lifestyle-leaning platforms, **health and medical issues consistently rank among the top themes**.

This reflects:

- Rising public anxiety about **access to healthcare**
- Increased normalization of discussions around **mental health, chronic illness, and preventive care**
- The growing role of TV doctors and medical experts as **trusted public figures**

👉 *Insight:* Morning shows are filling a **health communication gap** left by weak public health outreach, especially for women and older audiences.

3. Climate Coverage Appears Event-Driven, Not Structural

Hum TV's spike in climate and environment discussions in September — followed by a pivot back to politics — suggests that **environmental issues enter morning discourse mainly in response to immediate events**, rather than as sustained policy conversations.

👉 *Insight:* Climate change is still treated as a **reactive topic**, not yet embedded as a long-term development or governance challenge in morning media narratives.

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**.

Name of the TV Channels selected in the Study



HUM TV



PTV HOME



ARY DIGITAL

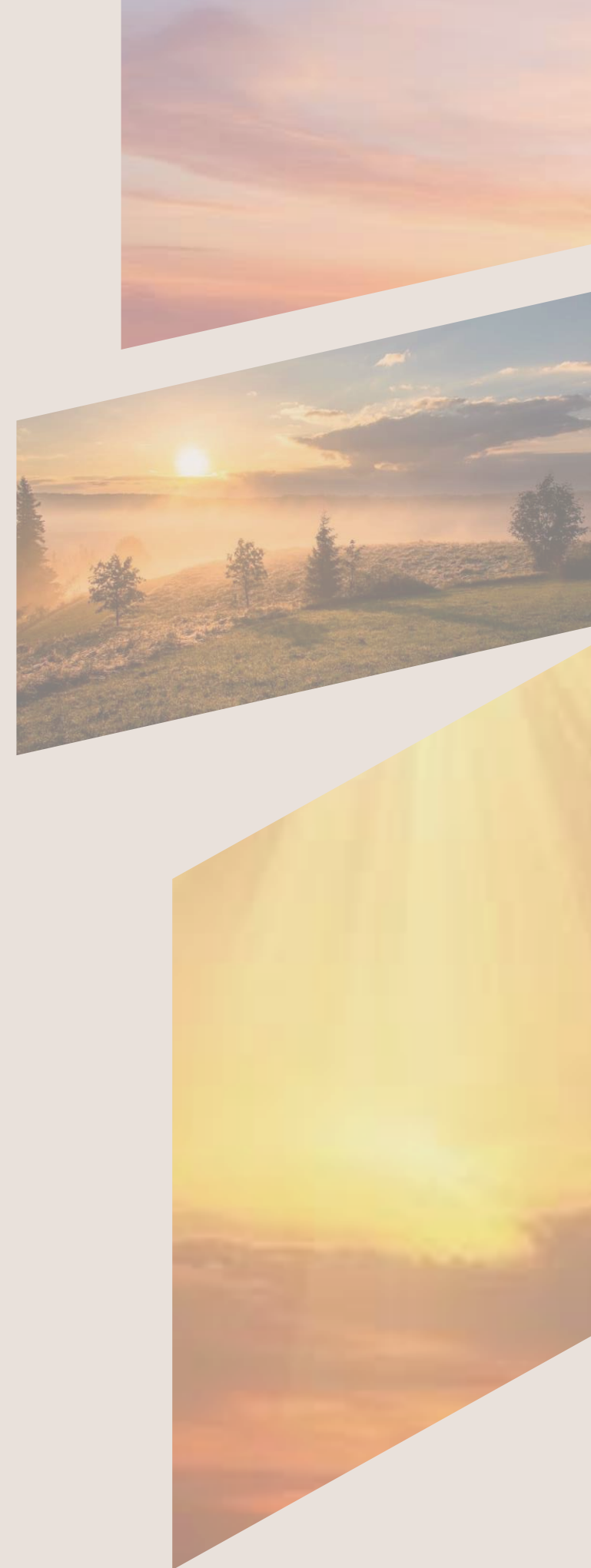


24 NEWS



SAMAA TV

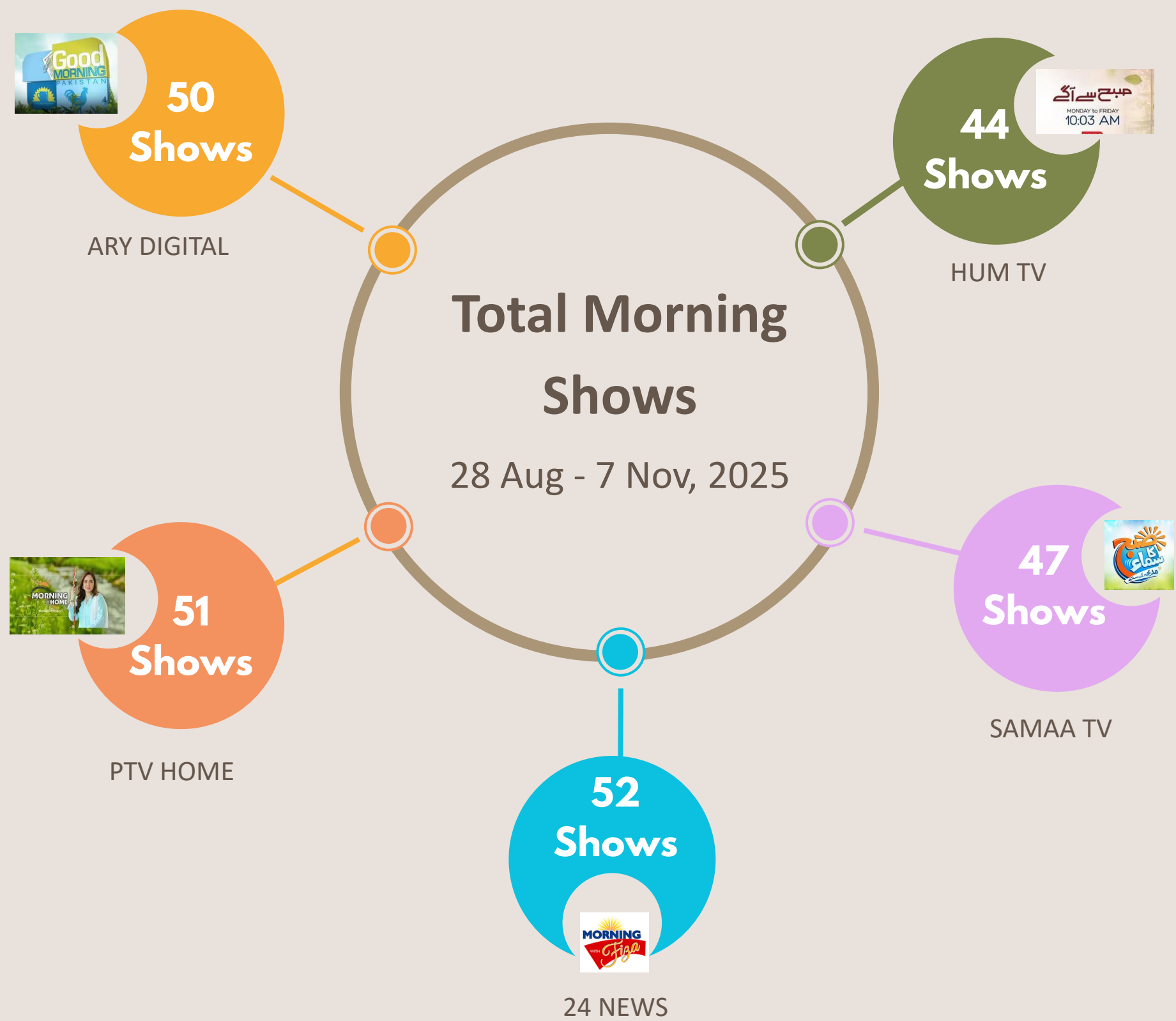
Source: Powered by Gallup Pakistan



Name of the Morning shows selected in the Study

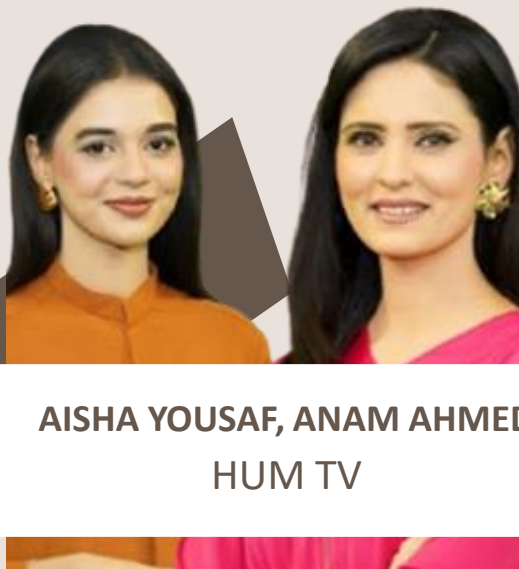


An Overview of Morning Shows (Viewership & Monitoring)



Source: Powered by Gallup Pakistan

Name of the Hosts selected in the Study



AISHA YOUSAF, ANAM AHMED
HUM TV



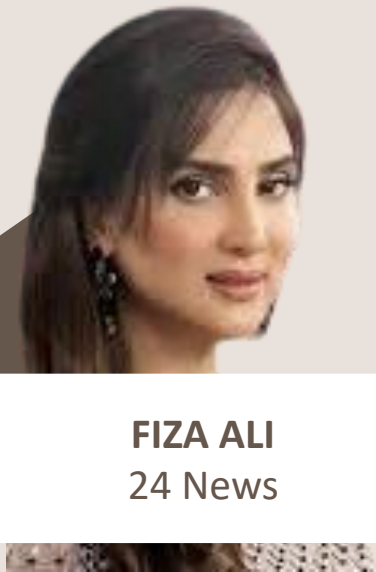
JUGGUN KAZIM
PTV HOME



NIDA YASIR
ARY DIGITAL



MADEHA NAQVI
Samaa TV

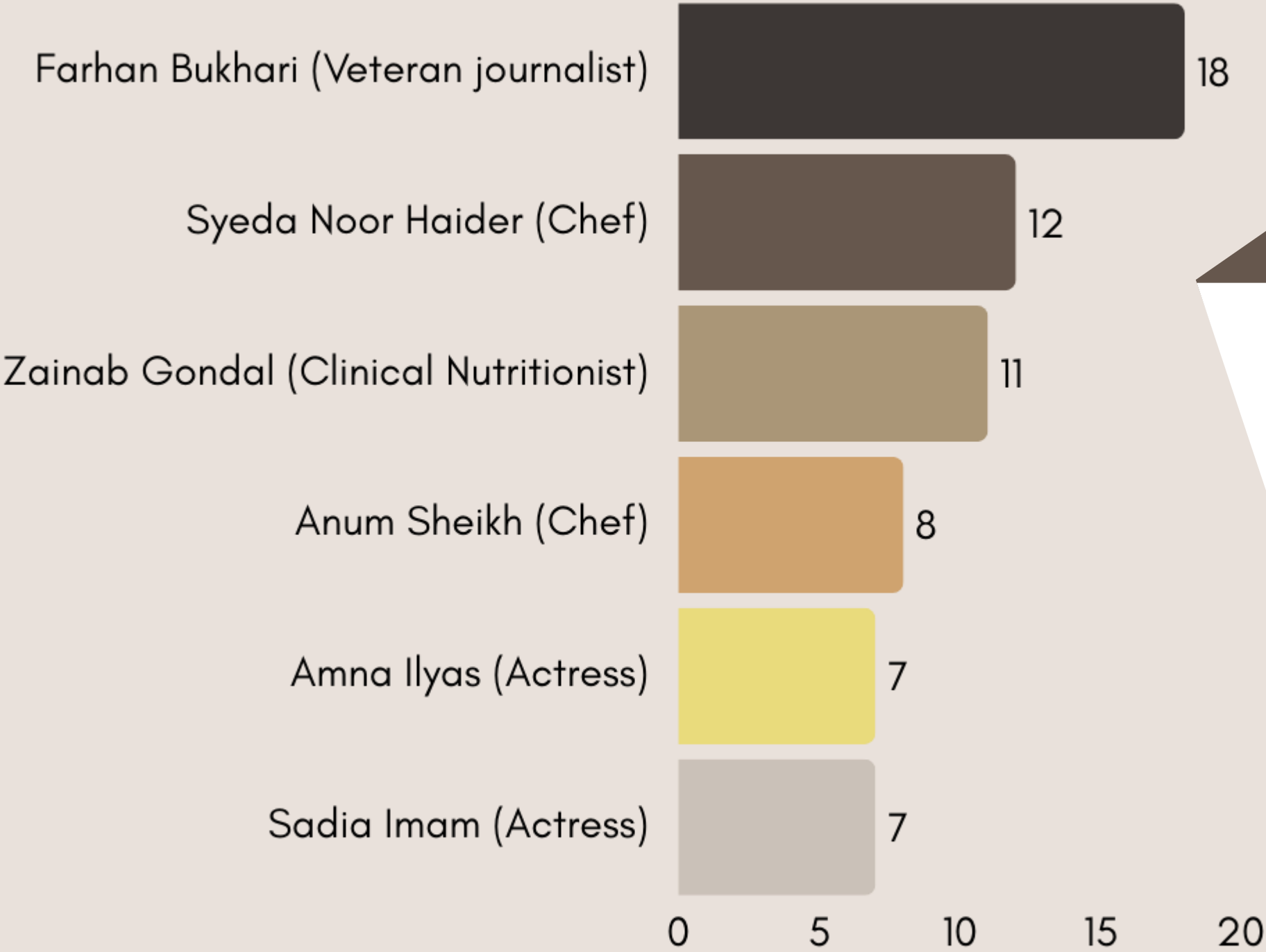


FIZA ALI
24 News



Top 5 Guests

	Frequency
Farhan Bukhari	18
Syeda Noor Haider	12
Zainab Gondal	11
Amna Sheikh	8
Amna ilyas	7
Sadia Imam	7

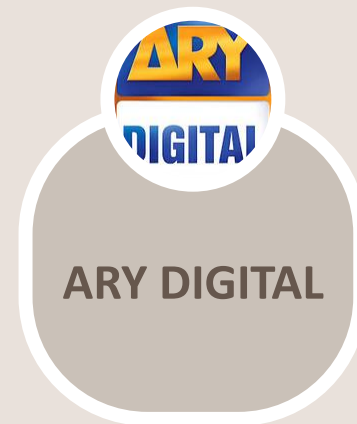


Guests Invited in which TV Channel

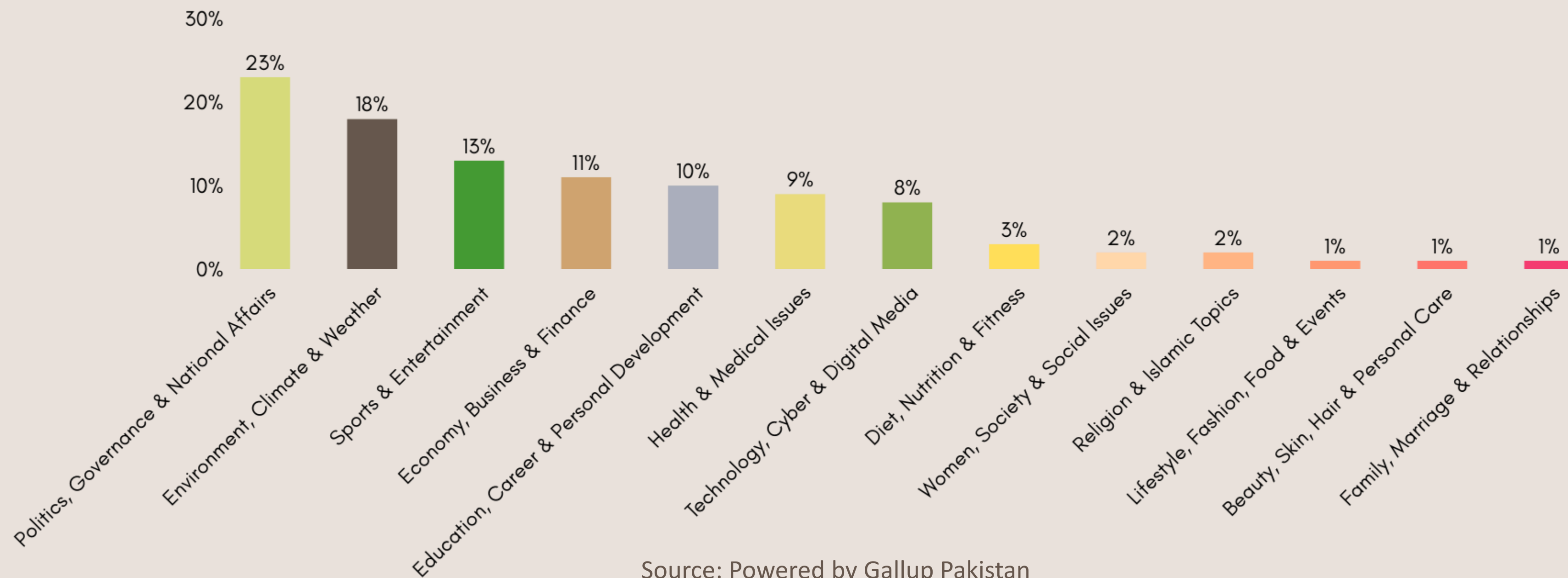
	Frequency	TV Channel
Farhan Bukhari	18	HUM TV
Syeda Noor Haider	12	PTV HOME
Zainab Gondal	11	PTV HOME
Amna Sheikh	8	PTV HOME
Amna ilyas	7	PTV HOME
Sadia Imam	7	ARY DIGITAL & SAMAA TV

MAIN TOPICS DISCUSSED IN THE TV MORNING SHOW

SECTION 2:



Hum TV Focuses Primarily On Governance And National Affairs, Followed By Climate And Weather-Related Discussions.



Source: Powered by Gallup Pakistan



Topics Discussed by Invited Guests on Morning Shows

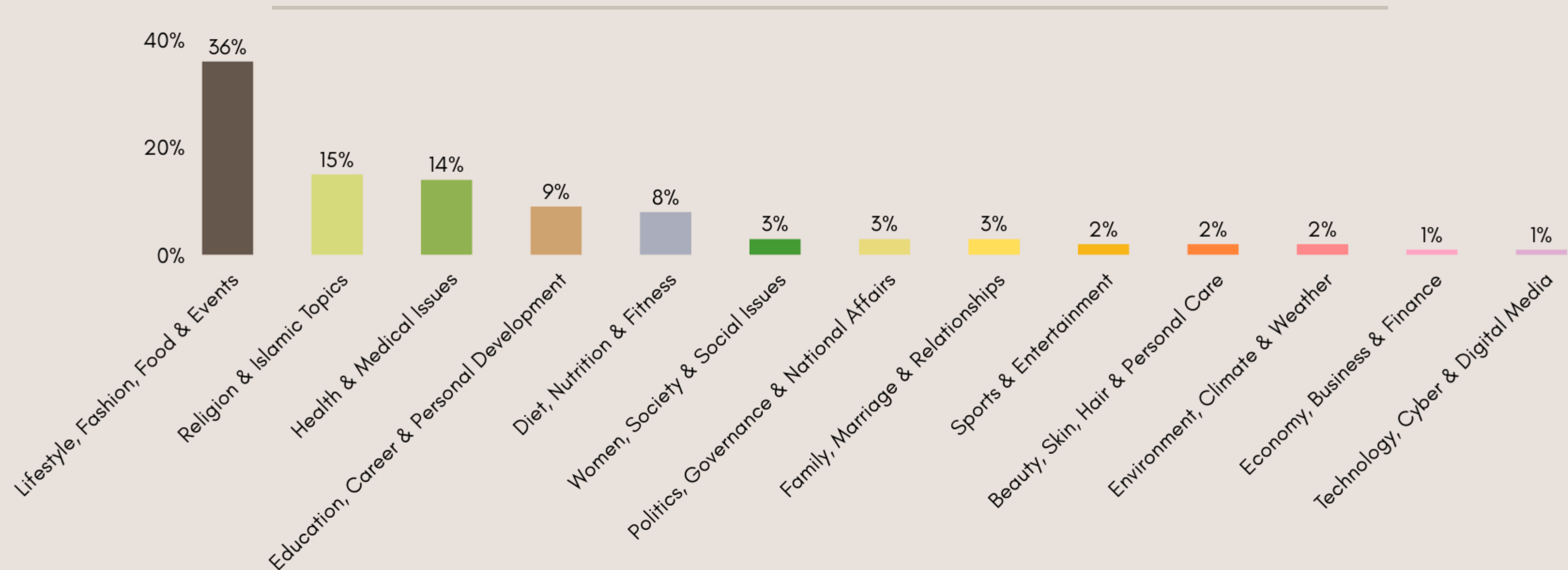
	Aug 2025	Oct 2025	Nov 2025	Sept 2025
Health & Medical Issues	1	12	6	9
Beauty, Skin, Hair & Personal Care	0	2	0	0
Diet, Nutrition & Fitness	0	1	0	7
Family, Marriage & Relationships	0	2	0	0
Women, Society & Social Issues	0	4	0	1
Religion & Islamic Topics	0	2	1	2
Politics, Governance & National Affairs	0	35	10	25
Economy, Business & Finance	1	13	2	18
Environment, Climate & Weather	6	7	2	40
Technology, Cyber & Digital Media	0	9	4	10
Sports & Entertainment	0	20	6	15
Lifestyle, Fashion, Food & Events	0	1	1	1
Education, Career & Personal Development	0	11	2	16

On **HUM TV**, September 2025
Marks a Sharp Shift Toward
Environment and Climate
Coverage (40 Mentions),
While October Sees a Strong
Pivot to Politics (35).

Note: The content was monitored during the period from 28 August to 7 November, 2025.



PTV Home Focuses Heavily On Lifestyle, Fashion, Food & Events, With Religion And Islamic Topics Emerging As The Second Most Frequently Discussed Area.



Source: Powered by Gallup Pakistan



Topics Discussed by Invited Guests on Morning Shows

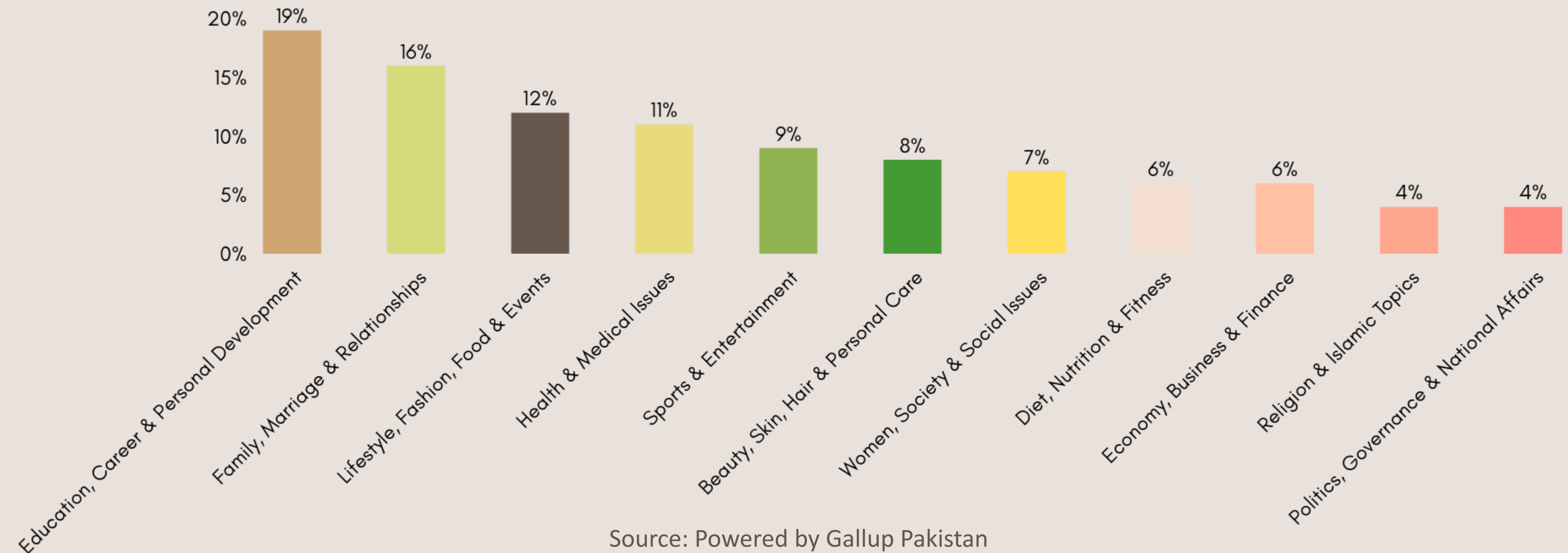
	Aug 2025	Oct 2025	Nov 2025	Sept 2025
Health & Medical Issues	4	9	3	23
Beauty, Skin, Hair & Personal Care	0	5	0	0
Diet, Nutrition & Fitness	0	16	1	4
Family, Marriage & Relationships	0	3	0	5
Women, Society & Social Issues	0	4	3	2
Religion & Islamic Topics	8	0	5	28
Politics, Governance & National Affairs	0	2	3	4
Economy, Business & Finance	0	4	0	0
Environment, Climate & Weather	0	0	2	3
Technology, Cyber & Digital Media	0	4	0	0
Sports & Entertainment	0	5	1	0
Lifestyle, Fashion, Food & Events	2	62	5	32
Education, Career & Personal Development	0	5	2	19

Note: The content was monitored during the period from 28 August to 7 November, 2025.

On **PTV Home**, September 2025
Marks a Sharp Shift Toward
Religious (28 Mentions) and
Lifestyle Coverage (32
Mentions), While October Sees
a Pivot Toward Health (9) and
Education-Related Content
(19).



ARY Digital Focuses Primarily On Education, Career & Personal Development, Followed By Family, Marriage & Relationship-Related Content.



Source: Powered by Gallup Pakistan

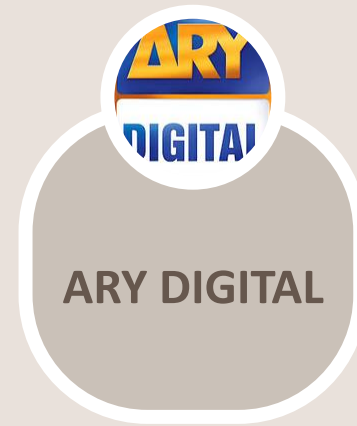


Topics Discussed by Invited Guests on Morning Shows

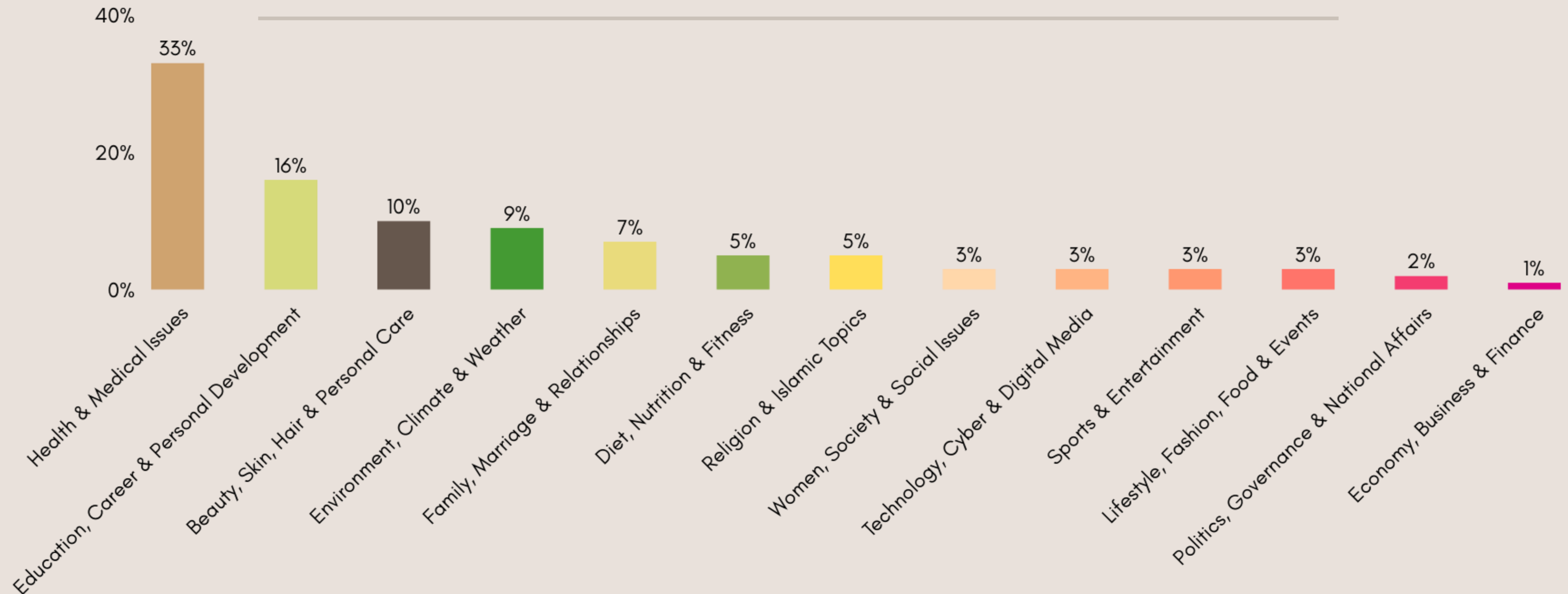
	Aug 2025	Oct 2025	Nov 2025	Sept 2025
Health & Medical Issues	0	10	0	13
Beauty, Skin, Hair & Personal Care	1	9	0	7
Diet, Nutrition & Fitness	0	9	0	4
Family, Marriage & Relationships	3	20	3	8
Women, Society & Social Issues	0	4	0	11
Religion & Islamic Topics	0	4	0	4
Politics, Governance & National Affairs	0	2	0	6
Economy, Business & Finance	7	5	0	0
Environment, Climate & Weather	0	0	0	0
Technology, Cyber & Digital Media	0	0	0	0
Sports & Entertainment	0	4	4	11
Lifestyle, Fashion, Food & Events	0	3	4	18
Education, Career & Personal Development	9	18	3	12

Note: The content was monitored during the period from 28 August to 7 November, 2025.

On **ARY Digital**, September 2025 Marks a Shift Toward Lifestyle and Social Content (18 Mentions), While October Sees a Clear Pivot to Family, Marriage & Relationships (20) and Education-Related Issues (18).



24 News Focuses Heavily On Health & Medical Issues, With Education, Career & Personal Development As The Second Most Covered Topic.



Source: Powered by Gallup Pakistan



24 NEWS

Topics Discussed by Invited Guests on Morning Shows

	Aug 2025	Oct 2025	Nov 2025	Sept 2025
Health & Medical Issues	2	19	4	25
Beauty, Skin, Hair & Personal Care	1	8	0	6
Diet, Nutrition & Fitness	0	3	2	3
Family, Marriage & Relationships	1	4	4	1
Women, Society & Social Issues	0	1	0	4
Religion & Islamic Topics	0	2	0	5
Politics, Governance & National Affairs	0	1	0	2
Economy, Business & Finance	0	2	0	0
Environment, Climate & Weather	0	2	2	10
Technology, Cyber & Digital Media	0	2	2	1
Sports & Entertainment	1	2	0	2
Lifestyle, Fashion, Food & Events	0	2	1	1
Education, Career & Personal Development	1	12	1	11

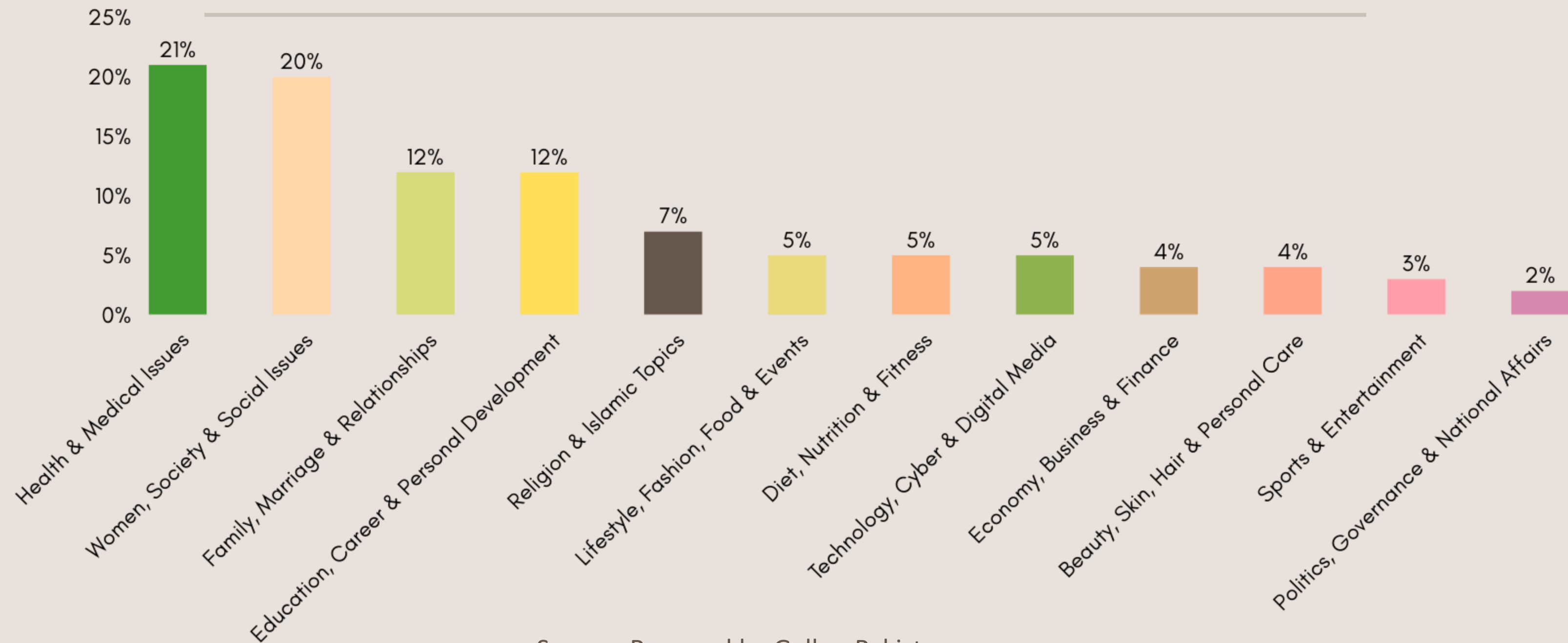
On **24 News**, September 2025
Marks a Sharp Shift Toward
Health & Medical Issues (25
Mentions), While October Sees
Continued Emphasis on Health
(19) Alongside Rising Education
Coverage (12).

Note: The content was monitored during the period from 28 August to 7 November, 2025.

Source: Powered by Gallup Pakistan



Samaa TV Focuses Primarily On Health & Medical Issues, With Women's Society & Social Issues Emerging As The Second Most Covered Topic.



Source: Powered by Gallup Pakistan



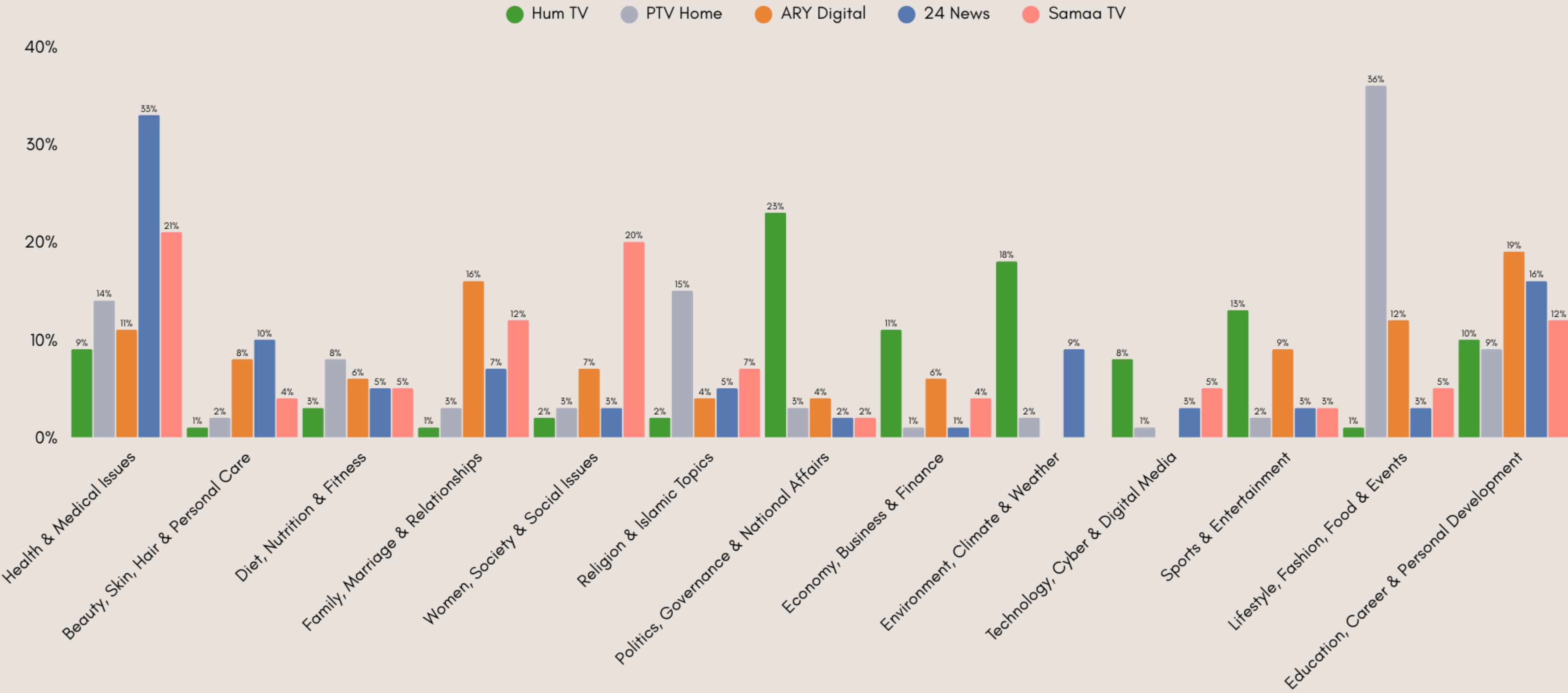
Topics Discussed by Invited Guests on Morning Shows

	Aug 2025	Oct 2025	Nov 2025	Sept 2025
Health & Medical Issues	0	21	3	10
Beauty, Skin, Hair & Personal Care	0	3	2	1
Diet, Nutrition & Fitness	0	8	0	0
Family, Marriage & Relationships	4	13	0	3
Women, Society & Social Issues	0	15	6	11
Religion & Islamic Topics	0	3	0	8
Politics, Governance & National Affairs	0	0	0	4
Economy, Business & Finance	0	4	0	3
Environment, Climate & Weather	0	0	0	0
Technology, Cyber & Digital Media	5	0	0	3
Sports & Entertainment	0	0	0	5
Lifestyle, Fashion, Food & Events	0	4	1	4
Education, Career & Personal Development	0	6	3	11

On **SAMAA TV**, September 2025 Shows Increased Focus on Social and Education Issues (11 Mentions Each), While October Shifts Strongly Toward Health Coverage (21) and Family-Related Topics (13).

Note: The content was monitored during the period from 28 August to 7 November, 2025.

Summary Chart



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