



Talk Show Content Analysis

Based on Top 9 Programmes

Volume – 22



March 2026



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Previous Talk Show Reports

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

July 2025: <https://gallup.com.pk/post/39099>

August 2025: <https://gallup.com.pk/post/39164>

September 2025: <https://gallup.com.pk/post/39415>

October 2025: <https://gallup.com.pk/wp/wp-content/uploads/2026/03/Talkshow-Content-Analysis-Oct-2025.pdf>

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

March 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>

October2024: <https://gallup.com.pk/post/37215>

October2024: <https://gallup.com.pk/post/37212>

October2023: <https://gallup.com.pk/post/35985>

October2023: <https://gallup.com.pk/post/35869>

October2023: <https://gallup.com.pk/post/35773>

October2023: <https://gallup.com.pk/post/34560>

October2023: <https://gallup.com.pk/post/34300>

October2023: <https://gallup.com.pk/post/34160>

October2022: <https://gallup.com.pk/post/34041>

Key Insights

- ❑ The top 3 topics covered in October were **International (64%)** , **Politics (13%)** and **Economy (13%)**.
- ❑ PLMN **(28%)** and PTI **(14%)** are the top two parties which appeared most frequently among 10 parties.
- ❑ The total number of Programmes monitored are **7**. Total number of unique guests appeared in these Programmes are **144**. The total number of repeated guests appeared in these Programmes are **351**.
- ❑ **92%** of guests are male, while only **8%** are female.
- ❑ The uniqueness ratio for March 2026 is 0.410. ***(The uniqueness score simply shows how many guests are new or different compared to the total number of guests)***
- ❑ Air Commodore (R) Khalid Chishti **(4%)** and John Hassan **(4%)** were the top 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 47 unique guests.
- ❑ Appearance of PTI on ARY News is **(15%)**. Likewise, the appearance of PML N is highest on ARY News **(32%)** and SAMAA **(32%)**.
- ❑ PTI was dominant in the talk shows **(Off The Record, Aiteraz Hai, 11th Hour)**, monitored on ARY News and PMLN was dominant in the talk show **(Off The Record, Aiteraz Hai, 11th Hour, *(Red Line With Syed Talat Hussain, Nadeem Malik Live)**, monitored on ARY news and SAMAA.

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*”, “*Capital talk*”, “*11th Hour*”, “*On The Front With Kamran Shahid*” and “*Red Line*”.

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

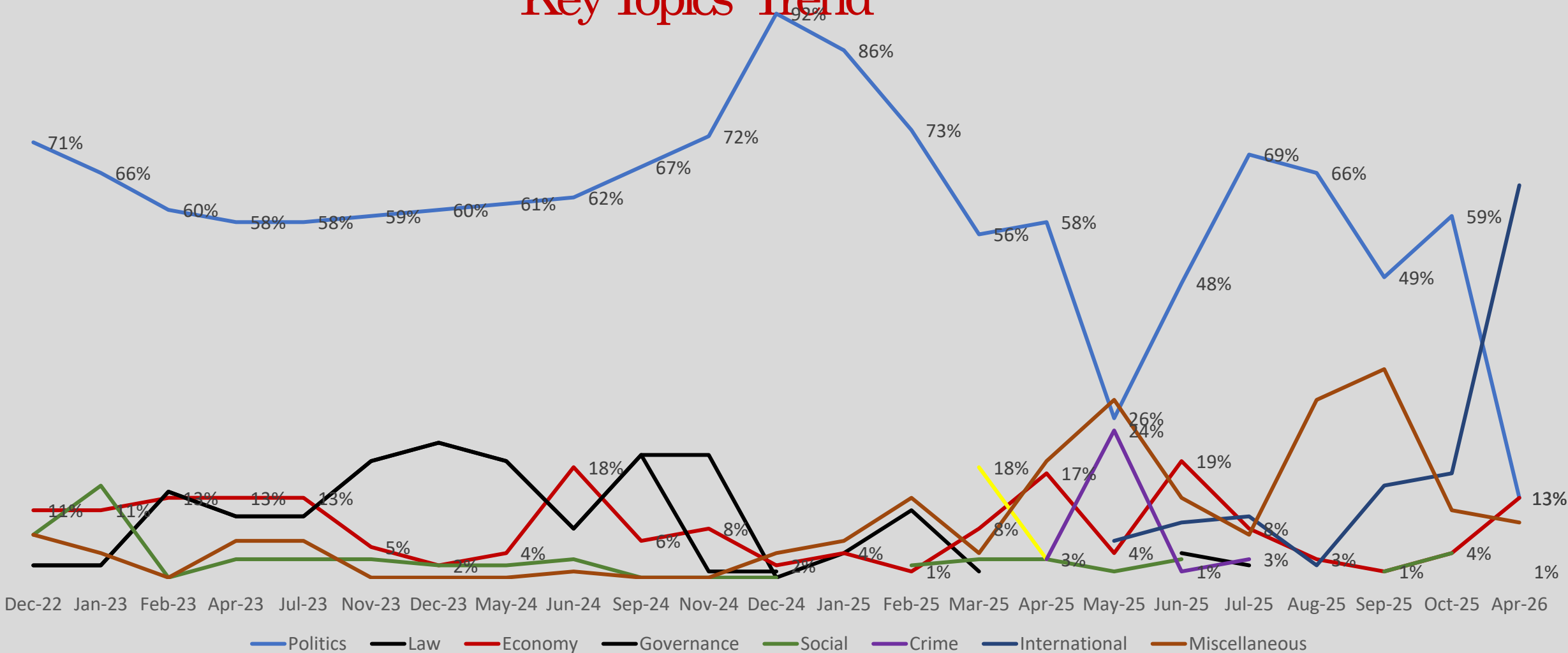
Top 3 Topics Covered

International	64%
Politics	13%
Economy	13%

The top 3 topics covered in March (excluding war) were International (57%), Politics (12%) and Economy (12%)

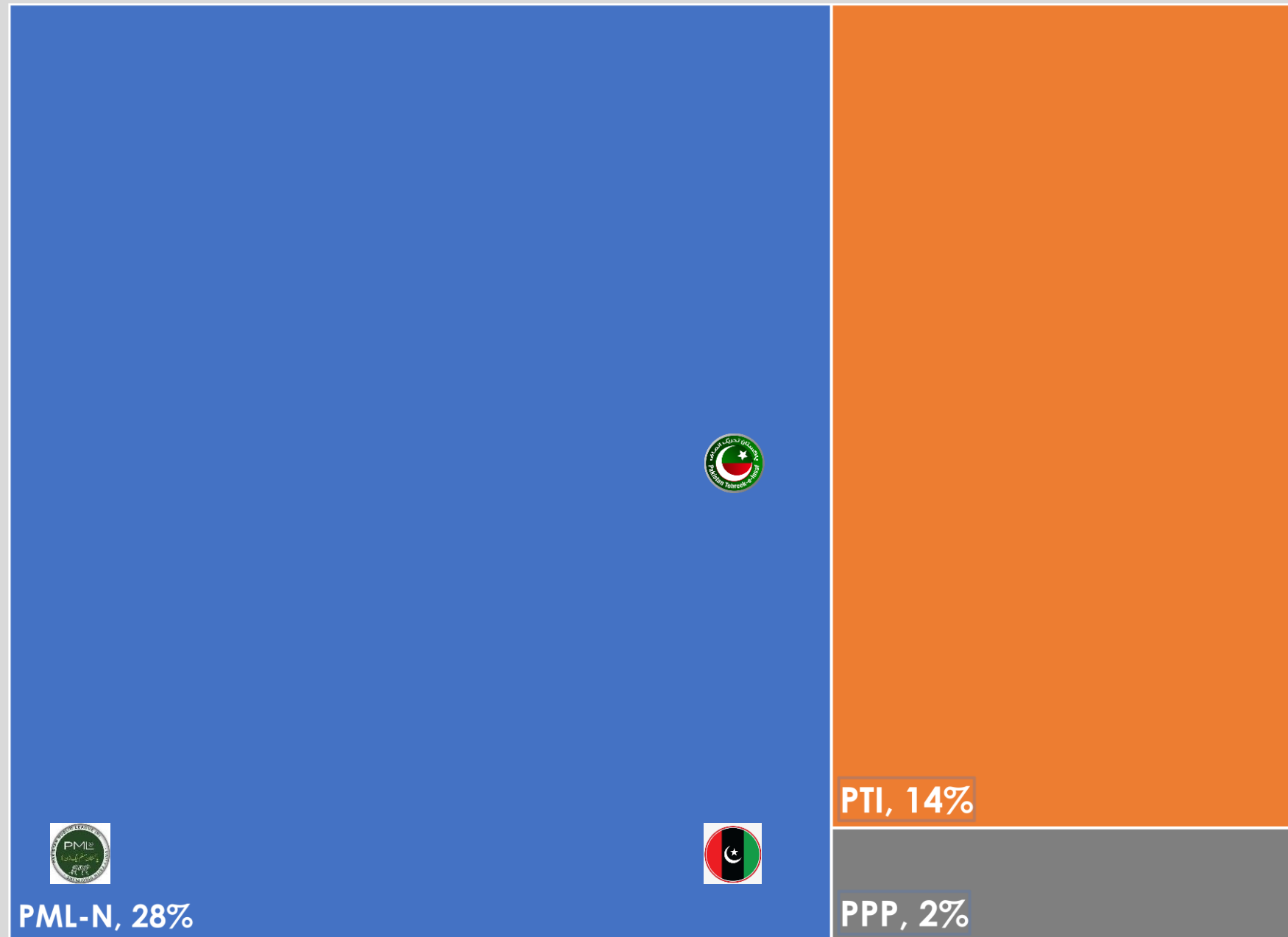


Key Topics- Trend

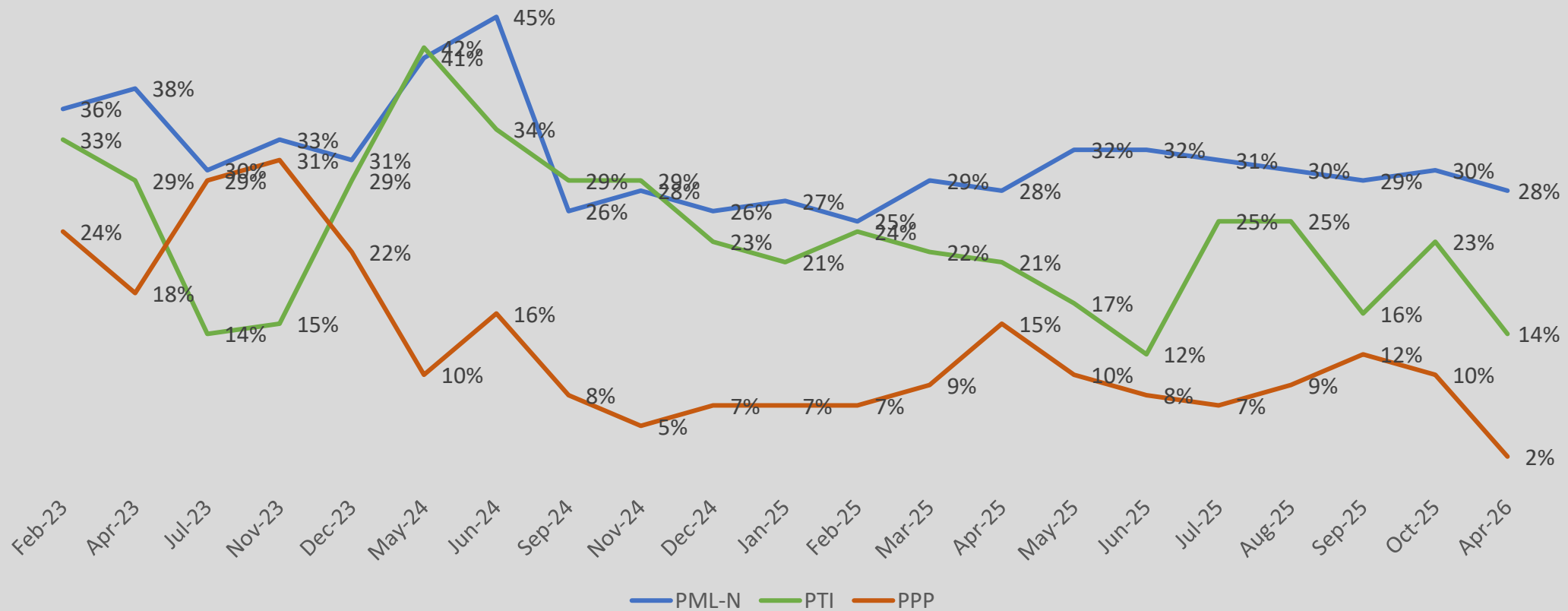


March 2026

Participation by Political Party Affiliation



Participation by Political Party Affiliation - Trend



Number of Unique Guests



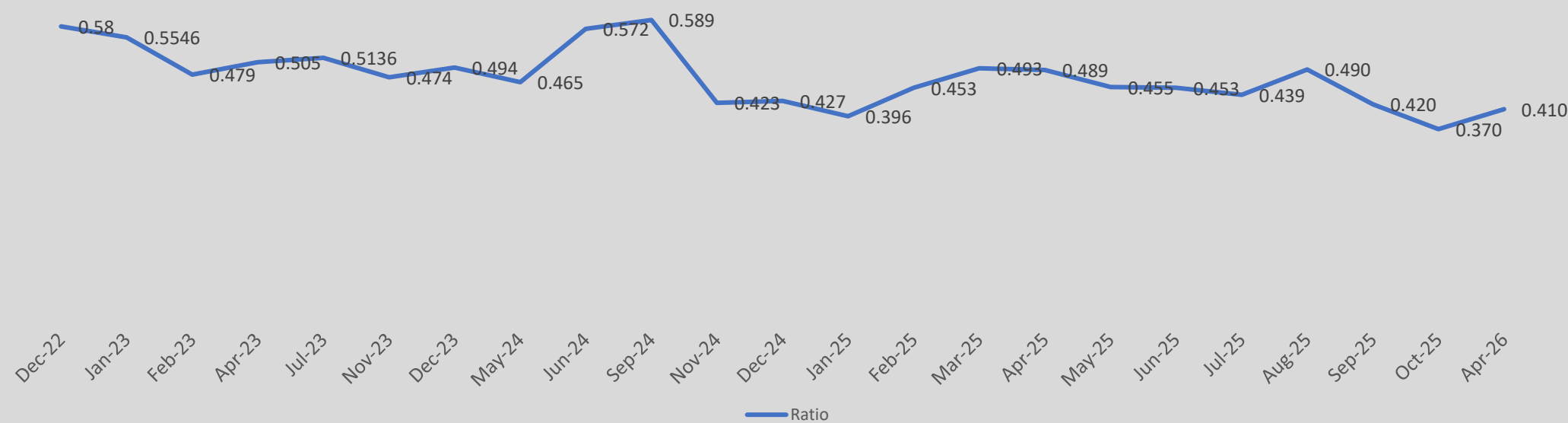
March 2026

Total Programme :7

Number of Repeated Guests



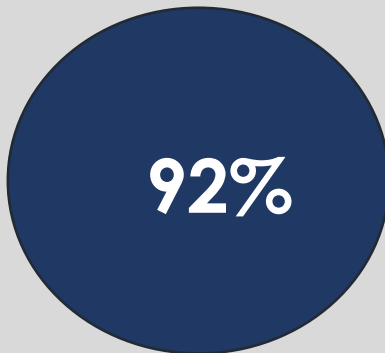
Uniqueness Ratio- Trend



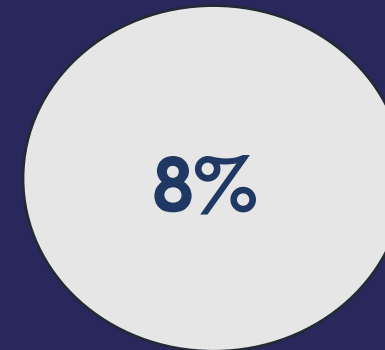
The **uniqueness score** refers to the percentage of guests who are considered unique out of the total number of guests. It reflects how much of the guest list is made up of individuals who are not repeated.

Gender of the Guest

Male



Female



March 2026

Total Programme :7

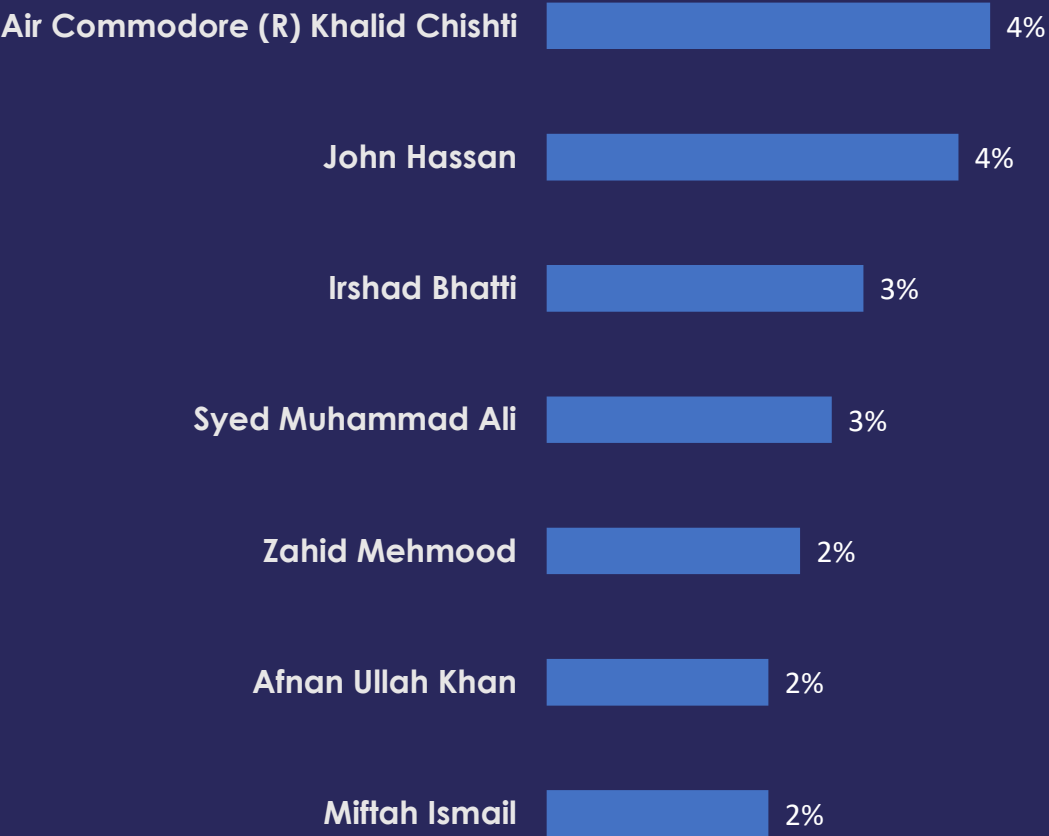
Unique Guests : 144

Top Guests (March 2026)

Top Guests	Frequency (N)	Frequency
Air Commodore (R) Khalid Chishti	14	4%
John Hassan	13	4%
Irshad Bhatti	10	3%
Syed Muhammad Ali	9	3%
Zahid Mehmood	8	2%

March 2026

Unique Guests : 144



Number of Unique Guests



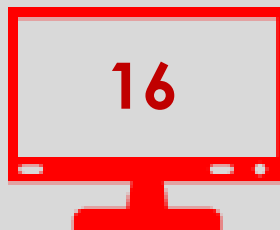
Capital Talk
Total Guests = 40
Uniqueness score= 73%



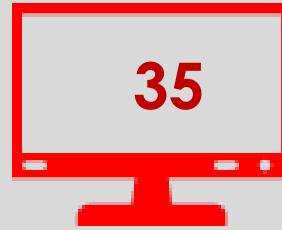
Off the record
Total Guests = 70
Uniqueness score= 56%



**On The Front With Kamran
Shahid**
Total Guests = 64
Uniqueness score= 45%



**AAJ SHAHZEB KHANZADA
KAY SATH**
Total Guests = 22
Uniqueness score= 73%



Aiteraz Hai
Total Guests = 47
Uniqueness score= 74%



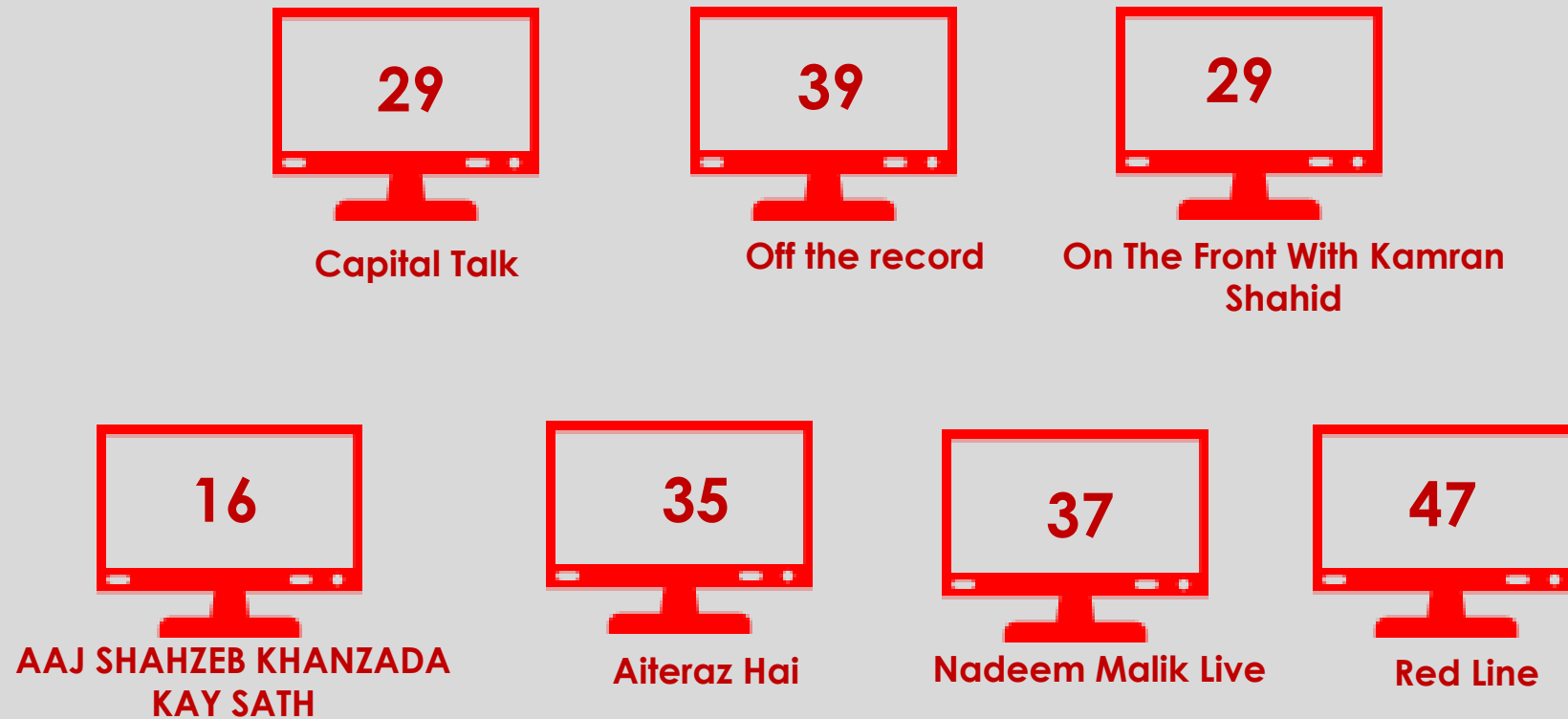
Nadeem Malik Live
Total Guests = 50
Uniqueness score= 74%



Red Line
Total Guests =58
Uniqueness score= 81%

Total Unique Guests= 144

Number of Repeated Guests



Total Unique Guests= 144

Participation by Political Party Affiliation on Top 6 Channels



Political Parties	ARY New *(Off The Record, Aiteraz Hai, 11 th Hour)	SAMAA *(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	15%	13%	13%	14%
PML-N	32%	32%	16%	25%
PPP	2%	3%	0%	2%
MQM-P	2%	1%	0%	0%
Others	47%	44%	65%	59%
balochistan awami party	2%	0%	0%	0%
IPP (Istehkam-e-Pakistan Party)	2%	0%	0%	0%
Awam pakistan party	0%	7%	6%	0%
Total	100%	100%	100%	100%

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