

**Details of Pay Non-news Channels carrying more than 12 minutes average duration per hour of Advertisements (Commercial & Self promotional) during peak hours ( 7PM - 10 PM) for the period 28 December 2015 to 27 March 2016**

<b>S. No.</b>	<b>Name of the Broadcaster</b>	<b>Name of Pay Channel (Non News)</b>	<b>Average duration per hour of Advertisements during peak hours (in minutes)</b>
1	B4U Broadband India Pvt. Ltd.	B4U Movies	23.41
2	SUN TV NETWORK LIMITED	UDAYA MOVIES	17.50
3	SUN TV NETWORK LIMITED	SUN TV	17.34
4	SUN TV NETWORK LIMITED	SUN TV HD	17.34
5	SUN TV NETWORK LIMITED	GEMINI MOVIES	17.09
6	SUN TV NETWORK LIMITED	UDAYA MUSICS	16.52
7	E 24 Glamour Ltd	E24	16.20
8	SUN TV NETWORK LIMITED	GEMINI MUSICS	16.09
9	SUN TV NETWORK LIMITED	CHUTTI TV	16.08
10	Sony Pictures Networks India Pvt. Ltd.	SET MAX (MAX TV)	15.97
11	SUN TV NETWORK LIMITED	K TV	15.90
12	SUN TV NETWORK LIMITED	K TV HD	15.90
13	STAR India Pvt Ltd	Life OK	15.83
14	STAR India Pvt Ltd	STAR Pravah	15.83
15	STAR India Pvt Ltd	STAR PluS	15.73
16	ASIANET COMMUNICATIONS LTD	Suvarna	15.64
17	SUN TV NETWORK LIMITED	GEMINI TV	15.63
18	SUN TV NETWORK LIMITED	GEMINI TV HD	15.63
19	SUN TV NETWORK LIMITED	CHINTU TV	15.53
20	STAR India Pvt Ltd	Movies OK	15.35
21	SUN TV NETWORK LIMITED	KIRAN	15.21
22	STAR India Pvt Ltd	STAR Jalsha	15.17
23	Sony Pictures Networks India Pvt. Ltd.	SAB TV	15.08
24	STAR India Pvt Ltd	STAR Movies	15.05
25	SUN TV NETWORK LIMITED	SUN MUSIC	14.99
26	SUN TV NETWORK LIMITED	SUN MUSIC HD	14.99
27	Sony Pictures Networks India Pvt. Ltd.	SET (SONY TV)	14.96
28	STAR India Pvt Ltd	Jalsha Movies	14.95
29	Sony Pictures Networks India Pvt. Ltd.	MAX 2	14.82
30	SUN TV NETWORK LIMITED	GEMINI COMEDY	14.78
31	SUN TV NETWORK LIMITED	UDAYA TV	14.70
32	Sony Pictures Networks India Pvt. Ltd.	PIX	14.59
33	VIJAY TELEVISION PVT LIMITED	Vijay TV	14.48
34	STAR India Pvt Ltd	STAR Plus HD	14.09
35	Zee Entertainment Enterprises Ltd	Zee Marathi	13.98
36	Discovery Communications India	ID Investigation Discovery	13.93
37	Zee Entertainment Enterprises Ltd	Zee Talkies	13.91
38	9X Media Pvt. Ltd.	9X Jhakaas	13.90
39	Zee Entertainment Enterprises Ltd	& Pictures	13.89
40	Zee Entertainment Enterprises Ltd	& Pictures HD	13.89
41	Sony Pictures Networks India Pvt. Ltd.	MIX	13.89
42	STAR India Pvt Ltd	STAR Movies HD	13.88
43	9X Media Pvt. Ltd.	9X M	13.87

44	Zee Entertainment Enterprises Ltd	Zee Bangla Cinema	13.85
45	Discovery Communications India	Discovery Channel	13.80
46	Zee Entertainment Enterprises Ltd	Zee Bangla	13.73
47	9X Media Pvt. Ltd.	9X Jalwa	13.70
48	Zee Entertainment Enterprises Ltd	Zee Cinema	13.70
49	STAR India Pvt Ltd	STAR World	13.66
50	Zee Entertainment Enterprises Ltd	Zee TV	13.61
51	MAA TELEVISION NETWORK LIMITED	MAATV	13.61
52	Discovery Communications India	TLC	13.59
53	SUN TV NETWORK LIMITED	SUN LIFE	13.58
54	Discovery Communications India	Discovery Channel Tamil	13.55
55	Turner International India Pvt. Ltd.	POGO	13.50
56	Zee Entertainment Enterprises Ltd	& TV	13.48
57	Zee Entertainment Enterprises Ltd	& TV HD	13.48
58	SUN TV NETWORK LIMITED	SURYA TV	13.42
59	Bangla Entertainment Private Ltd	SONY AATH	13.41
60	Zee Entertainment Enterprises Ltd	Zee Action Cinema	13.39
61	Viacom18 Media Private Limited	COMEDY CENTRAL	13.36
62	NGC Network (India) Private Limited	National Geographic Channel	13.34
63	Discovery Communications India	Animal Planet	13.34
64	Zee Entertainment Enterprises Ltd	Zee Classic Cinema	13.32
65	Sony Pictures Networks India Pvt. Ltd.	AXN	13.27
66	Discovery Communications India	Discovery Science	13.21
67	Genx Entertainment Ltd	UTV Action	13.21
68	Turner International India Pvt. Ltd.	Cartoon Network	13.20
69	ASIANET COMMUNICATIONS LTD	Asianet Plus	13.19
70	Prism TV Private Limited	Colors Bangla	13.17
71	Discovery Communications India	Discovery Kids	13.12
72	Prism TV Private Limited	Colors Guarati	13.12
73	Discovery Communications India	Discovery HD World	13.11
74	SUN TV NETWORK LIMITED	ADITHYA	13.10
75	Prism TV Private Limited	Colors Marathi	13.07
76	Viacom18 Media Private Limited	NICK	13.06
77	Viacom18 Media Private Limited	SONIC	13.03
78	SUN TV NETWORK LIMITED	KUSHI TV	12.95
79	Disney Broadcasting India Ltd.	UTV Movies	12.94
80	Discovery Communications India	Discovery Turbo	12.90
81	Zee Entertainment Enterprises Ltd	Zee Café	12.86
82	Viacom18 Media Private Limited	COLORS	12.79
83	Bennet, coleman & Company Ltd	Romedy Now	12.76
84	Prism TV Private Limited	Colors Oriya	12.76
85	Prism TV Private Limited	Colors Kannada	12.73
86	Zoom Entertainment Network Ltd	Movies Now	12.73
87	MAA TELEVISION NETWORK LIMITED	MAA MUSIC	12.65
88	STAR India Pvt Ltd	Channel [V]	12.65
89	ASIANET COMMUNICATIONS LTD	Asianet	12.64
90	Paul Entertainments Private Limited	9X Tashan	12.63
91	STAR India Pvt Ltd	STAR World HD	12.55
92	STAR India Pvt Ltd	STAR Gold	12.54
93	Eenadu Television Private Limited	ETV Telugu	12.49
94	Zee Entertainment Enterprises Ltd	Zing	12.47

95	United Home Entertainment Pvt Ltd	Hungama	12.37
96	Raj Television Network Ltd.	Raj TV	12.33
97	MAA TELEVISION NETWORK LIMITED	MAA GOLD	12.32
98	Bennet, coleman & Company Ltd	Movies Now+	12.32
99	NGC Network (India) Private Limited	Fox Life	12.26
100	Silverstar Communications LTd	MEGA MUSIQ	12.16
101	Bennet, coleman & Company Ltd	Zoom	12.09
102	STAR India Pvt Ltd	Life OK HD	12.04
103	ODISHA TELEVISION LTD.	TARANG	12.04

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<b>S. No.</b>	<b>Name of the Broadcaster</b>	<b>Name of the Channel</b>	<b>Average duration per hour of Advertisements during peak hours (in minutes)</b>
1	Panorama Television Private Limited	ETV Rajasthan	24.83
2	ZEE AKAASH NEWS PVT. LTD.	24 GHANTA	21.45
3	New Delhi Television Limited	NDTV India	20.67
4	Panorama Television Private Limited	ETV U.P.	20.43
5	Panorama Television Private Limited	ETV Bihar	20.02
6	ZEE MEDIA CORPORATION LIMITED	ZEE NEWS	18.90
7	Panorama Television Private Limited	ETV Bangla	18.50
8	TV TODAY NETWORK LTD.	DILLI AAJTAK	18.27
9	IBN Lokmat News Private Limited	IBN Lokmat	17.41
10	TV18 Broadcast Ltd	IBN 7	17.37
11	TV18 Broadcast Ltd	CNN-IBN	17.02
12	New Delhi Television Limited	NDTV Profit	16.81
13	TV TODAY NETWORK LTD.	AAJ TAK	16.80
14	Panorama Television Private Limited	ETV Urdu	16.77
15	Panorama Television Private Limited	ETV M.P.	16.23
16	ABP News Network Pvt. Ltd.	ABP Ananda	15.69
17	ABP News Network Pvt. Ltd.	ABP Majha	14.80
18	TV TODAY NETWORK LTD.	HEDLINES TODAY	14.35
19	TV TODAY NETWORK LTD.	TEZ	14.07
20	ZEE MEDIA CORPORATION LIMITED	24 TAAS	13.58
21	ZEE MEDIA CORPORATION LIMITED	ZEE Telugu	13.44
22	TV18 Broadcast Ltd	CNBC TV18	13.37
23	ZEE MEDIA CORPORATION LIMITED	Zee Kalinga	12.98
24	Panorama Television Private Limited	ETV Gujarati	12.91
25	ZEE MEDIA CORPORATION LIMITED	ZEE Kannada	12.84
26	EENADU TELEVISION PRIVATE LIMITED	ETV2 A.P.	12.30
27	ZEE MEDIA CORPORATION LIMITED	ZEE MP Chattisgarh	12.22
28	TV18 Broadcast Ltd	CNBC AWAAZ	12.21
29	Panorama Television Private Limited	ETV Kannada	12.18
30	Times Global Broadcasting Co. Ltd.	Times Now	12.15

The information is based on the data submitted by the broadcasters and TRAI bears no responsibility for correctness of same.