

**Details of 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 27 Mar to 25 June 2017.**

<b>S. No.</b>	<b>Name of the Broadcaster</b>	<b>Name of Channel (Non News)</b>	<b>Average duration per hour of Advertisements during peak hours (in minutes)</b>
1	B4U TELEVISION NETWORK I PVT. LTD.	B4U Movies	21.72
2	TV VISION LTD	Mastiii	20.87
3	B4U TELEVISION NETWORK I PVT. LTD.	B4U Music	19.60
4	HHP Broadcasting Services P. Ltd.	Dabangg	18.36
5	SUN TV NETWORK LTD.	UDAYA MOVIES	17.72
6	SUN TV NETWORK LTD.	GEMINI MOVIES	17.55
7	ASIANET COMMUNICATIONS LTD	Asianet Plus	17.07
8	Sony Pictures Networks India Pvt. Ltd.	MIX	16.65
9	SUN TV NETWORK LTD.	SUN TV	16.56
10	SUN TV NETWORK LTD.	SUN TV HD	16.56
11	SUN TV NETWORK LTD.	GEMINI MUSICS	16.25
12	SUN TV NETWORK LTD.	ADITHYA	16.15
13	SUN TV NETWORK LTD.	GEMINI TV	16.10
14	SUN TV NETWORK LTD.	GEMINI TV HD	16.10
15	Sony Pictures Networks India Pvt. Ltd.	PAL	16.08
16	Sony Pictures Networks India Pvt. Ltd.	SAB	15.90
17	STAR India Pvt Ltd	STAR PluS	15.79
18	Viacom18 Media Pvt. Ltd.	COLORS HD	15.79
19	SUN TV NETWORK LTD.	K TV	15.73
20	SUN TV NETWORK LTD.	K TV HD	15.73
21	STAR India Pvt Ltd	Movies OK	15.71
22	STAR India Pvt Ltd	Life OK	15.70
23	Viacom18 Media Pvt. Ltd.	COLORS	15.63
24	STAR India Pvt Ltd	STAR Pravah	15.62
25	STAR India Pvt Ltd	STAR Plus HD	15.49
26	ASIANET COMMUNICATIONS LTD	Star Suvarna	15.48
27	Sony Pictures Networks India Pvt. Ltd.	Sony Entertainment (SET)	15.42
28	Viacom18 Media Pvt. Ltd.	COMEDY CENTRAL	15.41
29	Sony Pictures Networks India Pvt. Ltd.	MAX 2	15.41
30	ASIANET COMMUNICATIONS LTD	Suvarna Plus	15.37
31	Brand Value Communications Ltd.	Rupashi Bangla	15.26
32	ASIANET COMMUNICATIONS LTD	Asianet	15.22
33	STAR India Pvt Ltd	STAR Jalsha	15.08
34	STAR India Pvt Ltd	Star Jalsa HD	15.05
35	MM TV Ltd.	Mazhavil Manorama	15.03
36	STAR India Pvt Ltd	Jalsha Movies	15.03
37	Bangla Entertainment Private Ltd	AATH	15.02
38	STAR India Pvt Ltd	MAA TV	15.01
39	Sony Pictures Networks India Pvt. Ltd.	SET MAX (MAX TV)	15.00
40	SUN TV NETWORK LTD.	CHINTU TV	14.92
41	STAR India Pvt Ltd	STAR Movies	14.84
42	STAR India Pvt Ltd	STAR Gold	14.76
43	SUN TV NETWORK LTD.	SUN MUSIC	14.68
44	SUN TV NETWORK LTD.	SUN MUSIC HD	14.68

45	VIJAY TELEVISION PVT LTD	Vijay TV	14.58
46	Sony Pictures Networks India Pvt. Ltd.	PIX	14.48
47	SUN TV NETWORK LTD.	SUN LIFE	14.48
48	Bennet, coleman & Company Ltd	Zoom	14.39
49	SUN TV NETWORK LTD.	CHUTTI TV	14.30
50	Viacom18 Media Pvt. Ltd.	Colors Super	14.16
51	SUN TV NETWORK LTD.	GEMINI COMEDY	14.14
52	RELIANCE BIG BROADCASTING Pvt. Ltd.	BIG MAGIC GANGA	14.04
53	STAR India Pvt Ltd	MAA MOVIES	14.04
54	9X Media Pvt. Ltd.	9XM	14.00
55	E 24 Glamour Ltd	E24	14.00
56	RELIANCE BIG BROADCASTING Pvt. Ltd.	BIG MAGIC	13.94
57	Zee Entertainment Enterprises Ltd	Zee Bangla	13.91
58	Zee Entertainment Enterprises Ltd	& Pictures	13.90
59	Zee Entertainment Enterprises Ltd	& Pictures HD	13.90
60	9X Media Pvt. Ltd.	9X Jalwa	13.88
61	STAR India Pvt Ltd	STAR Movies HD	13.88
62	Paul Entertainments Pvt.	9X Tashan	13.84
63	Viacom18 Media Pvt. Ltd.	Colors Gujarati	13.83
64	Zoom Entertainment Network Ltd	Movies Now	13.83
65	Zee Entertainment Enterprises Ltd	Zee Talkies	13.78
66	Viacom18 Media Pvt. Ltd.	Colors Bangla	13.75
67	SUN TV NETWORK LTD.	SURYA TV	13.74
68	Zee Entertainment Enterprises Ltd	Zee TV	13.73
69	ASIANET COMMUNICATIONS LTD	Asianet Movies	13.71
70	STAR India Pvt Ltd	MAA GOLD	13.65
71	Viacom18 Media Pvt. Ltd.	Colors Kannada	13.64
72	Zee Entertainment Enterprises Ltd	& TV	13.61
73	STAR India Pvt Ltd	Life OK HD	13.59
74	Raj Television Network Ltd.	Raj TV	13.58
75	Zee Entertainment Enterprises Ltd	Zee Cinema	13.55
76	Zee Entertainment Enterprises Ltd	Classic Cinema	13.55
77	Zee Entertainment Enterprises Ltd	Zee Marathi	13.53
78	Zee Entertainment Enterprises Ltd	Action Cinema	13.53
79	Viacom18 Media Pvt. Ltd.	Colors Marathi	13.29
80	Viacom18 Media Pvt. Ltd.	Colors Kannada HD	13.29
81	SUN TV NETWORK LTD.	UDAYA COMEDY	13.18
82	Viacom18 Media Pvt. Ltd.	SONIC	13.16
83	Turner International India Pvt. Ltd.	Cartoon Network	13.06
84	Viacom18 Media Pvt. Ltd.	NICK	13.06
85	Viacom18 Media Pvt. Ltd.	Colors Bangla HD	13.05
86	Sarthak Entertainment Pvt ltd	Sarthak TV	13.01
87	SUN TV NETWORK LTD.	UDAYA TV	12.99
88	Sony Pictures Networks India Pvt. Ltd.	SET HD (Sony Entertainment HD)	12.85
89	AETN 18 Media Pvt Ltd	The History Channel	12.85
90	Epic Television Networks Pvt Ltd	Epic TV	12.85
91	SUN TV NETWORK LTD.	UDAYA MUSICS	12.84
92	SUN TV NETWORK LTD.	GEMINI LIFE	12.75
93	SUN TV NETWORK LTD.	KOCHU TV	12.72
94	Zee Entertainment Enterprises Ltd	Zee Bangla Cinema	12.69
95	STAR India Pvt Ltd	MAA MUSIC	12.68

96	9X Media Pvt. Ltd.	9X Jhakaas	12.67
97	Viacom18 Media Pvt. Ltd.	Colors Oriya	12.56
98	Turner International India Pvt. Ltd.	POGO	12.49
99	Discovery Communications India	Discovery Kids Channel	12.41
100	NGC Network (India) Pvt. Ltd.	National Geographic Channel	12.40
101	Disney Broadcasting India Ltd.	UTV Movies	12.37
102	Zee Entertainment Enterprises Ltd	Zing	12.35
103	Bennet, coleman & Company Ltd	Romedy Now	12.32
104	Discovery Communications India	Discovery Science	12.28
105	Zee Entertainment Enterprises Ltd	Zee Café	12.14
106	Eenadu Television Pvt. Ltd.	ETV Telugu	12.10
107	Discovery Communications India	Animal Planet HD World	12.08
108	Genx Entertainment Ltd	UTV Action	12.05

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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	New Delhi Television Limited	NDTV India	20.04
2	ABP News Network Pvt. Ltd.	ABP News	19.87
3	Associated Broadcasting Company Pvt. Ltd.	TV9	19.78
4	IBN Lokmat News Private Limited	IBN Lokmat	19.71
5	ZEE AKAASH NEWS PVT. LTD.	24 GHANTA	18.80
6	ZEE MEDIA CORPORATION LIMITED	ZEE NEWS	18.16
7	News Nation Network Pvt. Ltd.	News Nation	18.15
8	News24 Broadcast India Ltd.	News24	18.09
9	Independent News Service Pvt Ltd	INDIA TV	16.82
10	TV TODAY NETWORK LTD.	AAJ TAK	16.27
11	New Delhi Television Limited	NDTV Profit	16.07
12	Panorama Television Private Limited	ETV Bihar	15.90
13	ABP News Network Pvt. Ltd.	ABP Ananda	14.98
14	ABP News Network Pvt. Ltd.	ABP Majha	14.45
15	TV TODAY NETWORK LTD.	DILLI AAJ TAK	14.05
16	Panorama Television Private Limited	ETV U.P.	13.99
17	ODISHA TELEVISION LTD.	OTV	13.89
18	Panorama Television Private Limited	ETV Rajasthan	13.82
19	The Mathrubhumi Printing and Publishing Company	MATHRUBHUMI NEWS	13.65
20	Brand Value Communications Ltd.	News Time Bangla	13.62
21	Panorama Television Private Limited	ETV News Bangla	13.41
22	TV18 Broadcast Ltd	CNN News 18 (CNN-IBN)	13.40
23	SUN TV NETWORK LIMITED	SUN NEWS	13.37
24	ZEE ENTERTAINMENT ENTERPRISES LTD.	ZEE Telugu	13.21
25	ZEE ENTERTAINMENT ENTERPRISES LTD.	ZEE Kannada	13.19
26	EENADU TELEVISION PRIVATE LIMITED	ETV2 A.P.	12.80
27	Associated Broadcasting Company Pvt. Ltd.	TV9 Karnataka	12.52
28	ZEE MEDIA CORPORATION LIMITED	Zee 24 TAAS	12.45
29	TV18 Broadcast Ltd	CNBC TV18	12.38
30	ASIANET NEWS NETWORK PRIVATE LIMITED	Suvarna News	12.19
31	Panorama Television Private Limited	ETV Urdu	12.16
32	TV18 Broadcast Ltd	IBN 7	12.16
33	Panorama Television Private Limited	ETV News Gujarati	12.15
34	ASIANET NEWS NETWORK PRIVATE LIMITED	Asianet News	12.01

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