

**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 26 Sep to 31 Dec 2016.**

S. No.	Name of the Broadcaster	Name of Pay Channel (Non News)	Average duration per hour of Advertisements during peak hours (in minutes)
1	B4U Television Network India Ltd	B4U Movies	21.77
2	ASIANET COMMUNICATIONS LTD	Asianet Plus	16.91
3	SUN TV NETWORK LTD.	SUN TV	16.16
4	SUN TV NETWORK LTD.	SUN TV HD	16.16
5	SUN TV NETWORK LTD.	GEMINI TV	15.93
6	SUN TV NETWORK LTD.	GEMINI TV HD	15.93
7	Sony Pictures Networks India Pvt. Ltd.	SET MAX (MAX TV)	15.87
8	SUN TV NETWORK LTD.	UDAYA MOVIES	15.86
9	Sony Pictures Networks India Pvt. Ltd.	Sony Entertainment (SET)	15.33
10	ASIANET COMMUNICATIONS LTD	Star Suvarna	15.13
11	Sony Pictures Networks India Pvt. Ltd.	SAB	15.01
12	SUN TV NETWORK LTD.	UDAYA TV	14.97
13	SUN TV NETWORK LTD.	GEMINI MOVIES	14.96
14	Bangla Entertainment Private Ltd	AATH	14.92
15	Viacom18 Media Pvt. Ltd.	COMEDY CENTRAL	14.91
16	STAR India Pvt Ltd	Life OK	14.88
17	Sony Pictures Networks India Pvt. Ltd.	MAX 2	14.84
18	STAR India Pvt Ltd	STAR Plus	14.72
19	VIJAY TELEVISION PVT LTD	Vijay TV	14.58
20	STAR India Pvt Ltd	STAR Pravah	14.43
21	SUN TV NETWORK LTD.	SUN LIFE	14.39
22	Sony Pictures Networks India Pvt. Ltd.	MIX	14.34
23	Sony Pictures Networks India Pvt. Ltd.	PAL	14.28
24	Sony Pictures Networks India Pvt. Ltd.	PIX	14.25
25	E 24 Glamour Ltd	E24	14.11
26	STAR India Pvt Ltd	Star Jalsa HD	14.04
27	STAR India Pvt Ltd	STAR Jalsha	13.98
28	STAR India Pvt Ltd	STAR Movies	13.95
29	Discovery Communications India	Discovery Channel	13.95
30	ASIANET COMMUNICATIONS LTD	Asianet	13.94
31	STAR India Pvt Ltd	STAR Plus HD	13.81
32	Viacom18 Media Pvt. Ltd.	COLORS	13.81
33	ASIANET COMMUNICATIONS LTD	Suvarna Plus	13.75
34	Zee Entertainment Enterprises Ltd	Zee TV	13.58
35	Zoom Entertainment Network Ltd	Movies Now	13.57
36	STAR India Pvt Ltd	Movies OK	13.57
37	Zee Entertainment Enterprises Ltd	Zee Café	13.52
38	STAR India Pvt Ltd	STAR Movies HD	13.51
39	SUN TV NETWORK LTD.	Kiran TV	13.42
40	SUN TV NETWORK LTD.	CHUTTI TV	13.42
41	Zee Entertainment Enterprises Ltd	Zee Cinema	13.40
42	Zee Entertainment Enterprises Ltd	& Pictures	13.34
43	Zee Entertainment Enterprises Ltd	& Pictures HD	13.34
44	Discovery Communications India	Discovery Channel Tamil	13.34

45	Viacom18 Media Pvt. Ltd.	COLORS HD	13.33
46	SUN TV NETWORK LTD.	K TV	13.31
47	SUN TV NETWORK LTD.	K TV HD	13.31
48	STAR India Pvt Ltd	Life OK HD	13.29
49	Discovery Communications India	Animal Planet	13.28
50	STAR India Pvt Ltd	MAA GOLD	13.27
51	Discovery Communications India	TLC	13.25
52	Zee Entertainment Enterprises Ltd	Zee Talkies	13.25
53	Zee Entertainment Enterprises Ltd	Zee Marathi	13.19
54	Zee Entertainment Enterprises Ltd	Action Cinema	13.13
55	Zee Entertainment Enterprises Ltd	Zee Classic Cinema	13.12
56	Zee Entertainment Enterprises Ltd	Zee Bangla	13.05
57	Viacom18 Media Pvt. Ltd.	Colors Gujarati	13.02
58	Discovery Communications India	ID Investigation Discovery	12.97
59	Zee Entertainment Enterprises Ltd	& TV	12.96
60	Paul Entertainments Pvt.	9X Tashan	12.96
61	Sarthak Entertainment Pvt Ltd	Sarthak TV	12.94
62	Viacom18 Media Pvt. Ltd.	Colors Oriya	12.93
63	Viacom18 Media Pvt. Ltd.	Colors Kannada	12.92
64	9X Media Pvt. Ltd.	9X M	12.87
65	AETN 18 Media Pvt Ltd	The History Channel	12.84
66	Discovery Communications India	Discovery Science	12.80
67	SUN TV NETWORK LTD.	ADITHYA	12.78
68	SUN TV NETWORK LTD.	SURYA TV	12.73
69	Viacom18 Media Pvt. Ltd.	Colors Super	12.71
70	Discovery Communications India	Discovery HD World	12.66
71	ODISHA TELEVISION LTD.	TARANG	12.63
72	STAR India Pvt Ltd	MAA MUSIC	12.61
73	Raj Television Network Ltd.	Raj TV	12.57
74	Viacom18 Media Pvt. Ltd.	Colors Kannada HD	12.55
75	Epic Television Networks Pvt Ltd	Epic TV	12.52
76	Zee Entertainment Enterprises Ltd	Zee Bangla Cinema	12.51
77	Disney Broadcasting India Ltd.	UTV Movies	12.48
78	Sony Pictures Networks India Pvt. Ltd.	SET HD (Sony Entertainment HD)	12.44
79	Eenadu Television Pvt. Ltd.	ETV Telugu	12.41
80	Discovery Communications India	TLC HD world	12.35
81	STAR India Pvt Ltd	MAA TV	12.30
82	Viacom18 Media Pvt. Ltd.	Colors Marathi	12.23
83	Genx Entertainment Ltd	UTV Action	12.15
84	Discovery Communications India	Animal Planet HD World	12.11
85	STAR India Pvt Ltd	MAA MOVIES	12.10
86	Viacom18 Media Pvt. Ltd.	Colors Bangla	12.06
87	Viacom18 Media Pvt. Ltd.	Colors Bangla HD	12.02

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1	IBN Lokmat News Private Limited	IBN Lokmat	20.27
2	Panorama Television Private Limited	ETV Bihar Jharkhand	19.92
3	Panorama Television Private Limited	ETV Rajasthan	19.38
4	Panorama Television Private Limited	ETV UP Uttaranchal	18.64
5	ZEE AKAASH NEWS PVT. LTD.	24 GHANTA	18.32
6	Panorama Television Private Limited	ETV Urdu	17.82
7	Panorama Television Private Limited	ETV News Bangla	17.68
8	New Delhi Television Limited	NDTV Profit	16.33
9	TV TODAY NETWORK LTD.	AAJ TAK	15.96
10	TV18 Broadcast Ltd	IBN 7	15.80
11	ABP News Network Pvt. Ltd.	ABP Majha	15.78
12	TV TODAY NETWORK LTD.	DELHI AAJ TAK	15.35
13	ABP News Network Pvt. Ltd.	ABP Ananda	14.88
14	Panorama Television Private Limited	ETV News Kannada	14.64
15	ZEE MEDIA CORPORATION LIMITED	Zee Punjab Haryana Himachal	14.55
16	TV18 Broadcast Ltd	CNN News 18 (CNN-IBN)	14.09
17	ZEE MEDIA CORPORATION LIMITED	Zee 24 TAAS	13.92
18	Panorama Television Private Limited	ETV MP Chattisgarh	13.89
19	TV18 Broadcast Ltd	News 18 Tamil Nadu	13.85
20	TV18 Broadcast Ltd	News 18 Assam / North East	13.69
21	Panorama Television Private Limited	ETV News Gujarati	13.61
22	TV18 Broadcast Ltd	CNBC TV18	13.35
23	ZEE ENTERTAINMENT ENTERPRISES LTD	ZEE Kannada	12.77
24	TV18 Broadcast Ltd	News 18 Kerala	12.65

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