

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 01 Jan to 26 Mar 2017.

S. No.	Name of the Broadcaster	Name of Channel (Non News)	Average duration per hour of Advertisements during peak hours (in minutes)
1	HHP Broadcasting Services P. Ltd.	Dabangg	23.02
2	B4U Television Network India Ltd	B4U Movies	22.24
3	TV VISION LTD	Mastiii	18.71
4	B4U TELEVISION NETWORK I PVT. LTD.	B4U Music	18.35
5	Brand Value Communications Ltd.	Rupashi Bangla	17.58
6	SUN TV NETWORK LTD.	UDAYA MOVIES	16.99
7	SUN TV NETWORK LTD.	SUN TV	16.64
8	SUN TV NETWORK LTD.	SUN TV HD	16.64
9	SUN TV NETWORK LTD.	SUN LIFE	16.53
10	SUN TV NETWORK LTD.	GEMINI TV HD	16.44
11	SUN TV NETWORK LTD.	GEMINI TV	16.40
12	ASIANET COMMUNICATIONS LTD	Asianet Plus	16.20
13	Sony Pictures Networks India Pvt. Ltd.	PAL	16.10
14	Sony Pictures Networks India Pvt. Ltd.	SAB	16.09
15	SUN TV NETWORK LTD.	ADITHYA	15.84
16	Sony Pictures Networks India Pvt. Ltd.	MAX 2	15.59
17	STAR India Pvt Ltd	Life OK	15.57
18	Sony Pictures Networks India Pvt. Ltd.	Sony Entertainment (SET)	15.50
19	SUN TV NETWORK LTD.	GEMINI MOVIES	15.25
20	ASIANET COMMUNICATIONS LTD	Star Suvarna	15.04
21	ASIANET COMMUNICATIONS LTD	Suvarna Plus	15.04
22	Bangla Entertainment Private Ltd	AATH	14.96
23	STAR India Pvt Ltd	Jalsha Movies	14.95
24	Sony Pictures Networks India Pvt. Ltd.	SET MAX (MAX TV)	14.95
25	STAR India Pvt Ltd	STAR Gold	14.91
26	STAR India Pvt Ltd	STAR Plus HD	14.87
27	Sony Pictures Networks India Pvt. Ltd.	PIX	14.83
28	SUN TV NETWORK LTD.	SURYA TV	14.82
29	STAR India Pvt Ltd	STAR Plus	14.75
30	STAR India Pvt Ltd	Star Jalsa HD	14.75
31	SUN TV NETWORK LTD.	K TV	14.74
32	SUN TV NETWORK LTD.	K TV HD	14.74
33	SUN TV NETWORK LTD.	UDAYA TV	14.69
34	STAR India Pvt Ltd	STAR Jalsha	14.54
35	STAR India Pvt Ltd	STAR Movies	14.51
36	ASIANET COMMUNICATIONS LTD	Asianet	14.50
37	STAR India Pvt Ltd	MAA TV	14.47
38	STAR India Pvt Ltd	STAR Movies HD	14.27
39	VIJAY TELEVISION PVT LTD	Vijay TV	14.16
40	RELIANCE BIG BROADCASTING Pvt. Ltd.	BIG MAGIC	14.03
41	STAR India Pvt Ltd	Movies OK	14.03
42	Zee Entertainment Enterprises Ltd	Action Cinema	13.87
43	Zee Entertainment Enterprises Ltd	& Pictures	13.86

44	Zee Entertainment Enterprises Ltd	& Pictures HD	13.86
45	MAIBOLI BROADCASTING PVT. LTD.4	Maiboli	13.82
46	Viacom18 Media Pvt. Ltd.	Colors Gujarati	13.81
47	Zee Entertainment Enterprises Ltd	Zee Talkies	13.78
48	Zee Entertainment Enterprises Ltd	Zee TV	13.78
49	STAR India Pvt Ltd	MAA MOVIES	13.74
50	SUN TV NETWORK LTD.	GEMINI COMEDY	13.71
51	Zee Entertainment Enterprises Ltd	Zee Marathi	13.71
52	STAR India Pvt Ltd	STAR Pravah	13.71
53	Zee Entertainment Enterprises Ltd	Classic Cinema	13.69
54	Zee Entertainment Enterprises Ltd	Zee Cinema	13.69
55	Viacom18 Media Pvt. Ltd.	COMEDY CENTRAL	13.68
56	SUN TV NETWORK LTD.	CHUTTI TV	13.67
57	Zee Entertainment Enterprises Ltd	Zee Bangla	13.62
58	Zee Entertainment Enterprises Ltd	& TV	13.60
59	SUN TV NETWORK LTD.	Kiran TV	13.55
60	STAR India Pvt Ltd	MAA GOLD	13.55
61	SUN TV NETWORK LTD.	GEMINI MUSICS	13.53
62	Raj Television Network Ltd.	Raj TV	13.52
63	Viacom18 Media Pvt. Ltd.	Colors Marathi	13.49
64	Viacom18 Media Pvt. Ltd.	Colors Bangla	13.48
65	Paul Entertainments Pvt.	9X Tashan	13.46
66	Viacom18 Media Pvt. Ltd.	Colors Bangla HD	13.46
67	STAR India Pvt Ltd	MAA MUSIC	13.40
68	Viacom18 Media Pvt. Ltd.	COLORS	13.28
69	STAR India Pvt Ltd	Life OK HD	13.28
70	Zee Entertainment Enterprises Ltd	Zee Bangla Cinema	13.23
71	Bennet, coleman & Company Ltd	Romedy Now	13.20
72	Sony Pictures Networks India Pvt. Ltd.	MIX	13.16
73	Zee Entertainment Enterprises Ltd	Zee Café	13.12
74	RELIANCE BIG BROADCASTING Pvt. Ltd.	BIG MAGIC GANGA	13.12
75	Sony Pictures Networks India Pvt. Ltd.	SET HD (Sony Entertainment HD)	13.08
76	Viacom18 Media Pvt. Ltd.	Colors Super	13.07
77	Viacom18 Media Pvt. Ltd.	COLORS HD	13.05
78	SUN TV NETWORK LTD.	UDAYA COMEDY	13.03
79	Viacom18 Media Pvt. Ltd.	Colors Infinity HD	12.96
80	ASIANET COMMUNICATIONS LTD	Asianet Movies	12.96
81	Zoom Entertainment Network Ltd	Movies Now	12.91
82	AETN 18 Media Pvt Ltd	The History Channel	12.87
83	Disney Brodcasting India Ltd.	UTV Movies	12.84
84	Mavis Satcom Ltd.	Jaya TV HD	12.83
85	Viacom18 Media Pvt. Ltd.	Colors Kannada HD	12.81
86	Viacom18 Media Pvt. Ltd.	SONIC	12.80
87	ODISHA TELEVISION LTD.	TARANG	12.72
88	Bennet, coleman & Company Ltd	Zoom	12.72
89	Viacom18 Media Pvt. Ltd.	Colors Kannada	12.70
90	Viacom18 Media Pvt. Ltd.	Colors Oriya	12.65
91	Sarthak Entertainment Pvt Ltd	Sarthak TV	12.56
92	N & D Communication Pvt.Ltd.	Peppers	12.43
93	Genx Entertainment Ltd	UTV Action	12.33
94	9X Media Pvt. Ltd.	9X Jalwa	12.29
95	STAR India Pvt Ltd	STAR World	12.20
96	NGC Network (India) Pvt. Ltd.	National Geographic Channel	12.10

Details of 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 01 Jan to 26 Mar 2017.

S. No.	Name of the Broadcaster	Name of the Channel	Average duration per hour of Advertisements during peak hours (in minutes)
1	New Delhi Television Limited	NDTV India	21.70
2	Independent News Service Pvt Ltd	INDIA TV	20.87
3	ABP News Network Pvt. Ltd.	ABP News	20.36
4	News24 Broadcast India Ltd.	News24	20.22
5	IBN Lokmat News Private Limited	IBN Lokmat	19.62
6	Panorama Television Private Limited	ETV U.P.	19.12
7	ZEE MEDIA CORPORATION LIMITED	ZEE NEWS	18.71
8	Panorama Television Private Limited	ETV Rajasthan	18.63
9	Panorama Television Private Limited	ETV Bihar	18.57
10	Associated Broadcasting Company Pvt. Ltd.	TV9	17.92
11	ZEE AKAASH NEWS PVT. LTD.	24 GHANTA	17.71
12	News Nation Network Pvt. Ltd.	News Nation	17.64
13	Panorama Television Private Limited	ETV Urdu	17.19
14	TV TODAY NETWORK LTD.	AAJ TAK	16.80
15	New Delhi Television Limited	NDTV Profit	16.72
16	TV TODAY NETWORK LTD.	DILLI AAJ TAK	16.35
17	ABP News Network Pvt. Ltd.	ABP Majha	16.08
18	Panorama Television Private Limited	ETV News Bangla	15.85
19	ABP News Network Pvt. Ltd.	ABP Ananda	15.41
20	Panorama Television Private Limited	ETV M.P.	14.31
21	TV18 Broadcast Ltd	CNN News 18 (CNN-IBN)	14.01
22	Brand Value Communications Ltd.	News Time Bangla	13.75
23	TV18 Broadcast Ltd	News 18 Tamil Nadu	13.75
24	TV18 Broadcast Ltd	News 18 Kerala	13.71
25	TV18 Broadcast Ltd	News 18 Assam / North East	13.55
26	Panorama Television Private Limited	ETV News Gujarati	13.45
27	ASIANET NEWS NETWORK PRIVATE LIMITED	Suvarna News	13.44
28	TV18 Broadcast Ltd	IBN 7	13.44
29	Panorama Television Private Limited	ETV News Kannada	13.29
30	Associated Broadcasting Company Pvt. Ltd.	TV9 Karnataka	13.18
31	TV18 Broadcast Ltd	CNBC AWAAZ	13.04
32	ODISHA TELEVISION LTD.	OTV	13.01
33	ZEE ENTERTAINMENT ENTERPRISES LTD.	ZEE Kannada	13.00
34	ZEE MEDIA CORPORATION LIMITED	Zee 24 TAAS	12.98
35	ASIANET NEWS NETWORK PRIVATE LIMITED	Asianet News	12.96
36	TV18 Broadcast Ltd	CNBC TV18	12.95
37	Associated Broadcasting Company Pvt. Ltd.	TV9 Gujarat	12.73
38	ZEE MEDIA CORPORATION LIMITED	Zee Rajasthan News	12.05

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