

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 27 June to 25 Sep 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	25.79
2	SUN TV NETWORK LTD.	SUN TV	17.64
3	SUN TV NETWORK LTD.	SUN TV HD	17.64
4	SUN TV NETWORK LTD.	UDAYA MOVIES	17.34
5	SUN TV NETWORK LTD.	SUN LIFE	17.17
6	SUN TV NETWORK LTD.	UDAYA TV	16.66
7	SUN TV NETWORK LTD.	GEMINI TV	16.60
8	SUN TV NETWORK LTD.	GEMINI TV HD	16.60
9	E 24 Glamour Ltd	E24	16.18
10	SUN TV NETWORK LTD.	K TV	16.01
11	SUN TV NETWORK LTD.	K TV HD	16.01
12	Sony Pictures Networks India Pvt. Ltd.	SAB	15.98
13	Sony Pictures Networks India Pvt. Ltd.	SET MAX (MAX TV)	15.86
14	STAR India Pvt Ltd	Life OK	15.80
15	STAR India Pvt Ltd	STAR Pravah	15.78
16	ASIANET COMMUNICATIONS LTD	Asianet Plus	15.76
17	ASIANET COMMUNICATIONS LTD	Suvarna	15.72
18	Sony Pictures Networks India Pvt. Ltd.	Sony Entertainment (SET)	15.65
19	SUN TV NETWORK LTD.	SURYA TV	15.58
20	SUN TV NETWORK LTD.	CHUTTI TV	15.58
21	Sony Pictures Networks India Pvt. Ltd.	PAL	15.54
22	STAR India Pvt Ltd	STAR PluS	15.50
23	STAR India Pvt Ltd	Movies OK	15.41
24	SUN TV NETWORK LTD.	GEMINI MUSICS	15.23
25	STAR India Pvt Ltd	STAR Plus HD	15.17
26	Sony Pictures Networks India Pvt. Ltd.	PIX	14.93
27	SUN TV NETWORK LTD.	GEMINI MOVIES	14.93
28	STAR India Pvt Ltd	Jalsha Movies	14.90
29	Sony Pictures Networks India Pvt. Ltd.	MIX	14.86
30	STAR India Pvt Ltd	STAR Movies	14.85
31	Sony Pictures Networks India Pvt. Ltd.	MAX 2	14.80
32	STAR India Pvt Ltd	Star Jalsa HD	14.73
33	STAR India Pvt Ltd	STAR Jalsha	14.72
34	SUN TV NETWORK LTD.	CHINTU TV	14.59
35	VIJAY TELEVISION PVT LTD	Vijay TV	14.42
36	ASIANET COMMUNICATIONS LTD	Asianet	14.35
37	Bangla Entertainment Private Ltd	AATH	14.11
38	SUN TV NETWORK LTD.	Kiran TV	14.06
39	Viacom18 Media Pvt. Ltd.	COLORS	13.97
40	Zee Entertainment Enterprises Ltd	Zee Classic Cinema	13.93
41	Zee Entertainment Enterprises Ltd	& Pictures	13.92
42	Zee Entertainment Enterprises Ltd	& Pictures HD	13.92
43	Zee Entertainment Enterprises Ltd	Zee Talkies	13.88
44	Zee Entertainment Enterprises Ltd	Zee Marathi	13.87

45	Zee Entertainment Enterprises Ltd	Zee TV	13.87
46	Discovery Communications India	Discovery Channel	13.87
47	Zee Entertainment Enterprises Ltd	Zee Bangla	13.83
48	Viacom18 Media Pvt. Ltd.	COMEDY CENTRAL	13.83
49	Zee Entertainment Enterprises Ltd	& TV	13.81
50	Zee Entertainment Enterprises Ltd	Zee Cinema	13.81
51	STAR India Pvt Ltd	Life OK HD	13.79
52	Discovery Communications India	ID Investigation Discovery	13.77
53	ASIANET COMMUNICATIONS LTD	Asianet Movies	13.76
54	SUN TV NETWORK LTD.	UDAYA MUSICS	13.74
55	STAR India Pvt Ltd	STAR Gold	13.73
56	Zee Entertainment Enterprises Ltd	Zee Action Cinema	13.72
57	STAR India Pvt Ltd	Channel [V]	13.67
58	Paul Entertainments Pvt.	9X Tashan	13.56
59	Disney Broadcasting India Ltd.	UTV Movies	13.52
60	Zee Entertainment Enterprises Ltd	Zee Café	13.50
61	Genx Entertainment Ltd	UTV Action	13.48
62	Discovery Communications India	TLC	13.43
63	Raj Television Network Ltd.	Raj TV	13.40
64	Zee Entertainment Enterprises Ltd	Zee Bangla Cinema	13.40
65	STAR India Pvt Ltd	MAA TV	13.39
66	Discovery Communications India	Discovery Science	13.37
67	Discovery Communications India	Discovery Channel Tamil	13.31
68	Discovery Communications India	Animal Planet	13.28
69	Discovery Communications India	Discovery HD World	13.25
70	Discovery Communications India	Discovery Kids Channel	13.23
71	Zoom Entertainment Network Ltd	Movies Now	13.21
72	SUN TV NETWORK LTD.	ADITHYA	13.12
73	Viacom18 Media Pvt. Ltd.	SONIC	13.09
74	STAR India Pvt Ltd	MAA MUSIC	13.08
75	ASIANET COMMUNICATIONS LTD	Suvarna Plus	13.07
76	Viacom18 Media Pvt. Ltd.	NICK	13.05
77	Prism Television Pvt. Ltd.	Colors Marathi	13.05
78	SUN TV NETWORK LTD.	GEMINI COMEDY	13.01
79	SUN TV NETWORK LTD.	KUSHI TV	13.00
80	9X Media Pvt. Ltd.	9X M	12.95
81	United Home Entertainment Pvt Ltd	Hungama	12.90
82	Prism Television Pvt. Ltd.	Colors Gujarati	12.88
83	Sarthak Entertainment Pvt Ltd	Sarthak TV	12.86
84	STAR India Pvt Ltd	MAA GOLD	12.84
85	Viacom18 Media Pvt. Ltd.	COLORS HD	12.81
86	Prism Television Pvt. Ltd.	Colors Kannada	12.81
87	Prism Television Pvt. Ltd.	Colors Bangla	12.75
88	ODISHA TELEVISION LTD.	TARANG	12.75
89	Viacom18 Media Pvt. Ltd.	MTV	12.73
90	Bennet, coleman & Company Ltd	Romedy Now	12.71
91	STAR India Pvt Ltd	STAR Movies HD	12.71
92	Disney Broadcasting India Ltd.	The Disney Channel	12.70
93	Discovery Communications India	Discovery Turbo	12.68
94	SUN TV NETWORK LTD.	UDAYA COMEDY	12.60
95	NGC Network (India) Pvt. Ltd.	National Geographic Channel	12.47

96	STAR India Pvt Ltd	STAR World	12.46
97	Zee Entertainment Enterprises Ltd	Zee Studio	12.44
98	Zee Entertainment Enterprises Ltd	Zing	12.44
99	SUN TV NETWORK LTD.	SUN MUSIC	12.36
100	SUN TV NETWORK LTD.	SUN MUSIC HD	12.36
101	Eenadu Television Pvt. Ltd.	ETV Telugu	12.32
102	AETN 18 Media Pvt Ltd	The History Channel	12.25
103	Viacom18 Media Pvt. Ltd.	Colors Bangla HD	12.19
104	Prism Television Pvt. Ltd.	Colors Oriya	12.07

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S. No.	Name of the Broadcaster	Name of the Channel	Average duration per hour of Advertisements during peak hours (in minutes)
1	IBN Lokmat News Private Limited	IBN Lokmat	21.76
2	Panorama Television Private Limited	ETV U.P.	20.14
3	Panorama Television Private Limited	ETV Rajasthan	19.68
4	Panorama Television Private Limited	ETV Bihar	19.00
5	Panorama Television Private Limited	ETV Bangla	18.12
6	Panorama Television Private Limited	ETV Urdu	16.71
7	New Delhi Television Limited	NDTV Profit	16.43
8	ZEE AKAASH NEWS PVT. LTD.	24 GHANTA	15.73
9	Panorama Television Private Limited	ETV Gujarati	15.62
10	ABP News Network Pvt. Ltd.	ABP Majha	15.57
11	TV18 Broadcast Ltd	IBN 7	14.96
12	ABP News Network Pvt. Ltd.	ABP Ananda	14.95
13	TV TODAY NETWORK LTD.	AAJ TAK	14.81
14	Panorama Television Private Limited	ETV M.P.	14.43
15	TV TODAY NETWORK LTD.	DILLI AAJTAK	14.35
16	ZEE MEDIA CORPORATION LIMITED	Zee Punjab Haryana Himachal	14.33
17	TV18 Broadcast Ltd	CNN-IBN	14.04
18	ZEE MEDIA CORPORATION LIMITED	ZEE Kannada	13.58
19	ZEE MEDIA CORPORATION LIMITED	ZEE MP Chattisgarh	13.04
20	ZEE MEDIA CORPORATION LIMITED	ZEE Telugu	12.75
21	ZEE MEDIA CORPORATION LIMITED	24 TAAS	12.73
22	TV TODAY NETWORK LTD.	HEDLINES TODAY	12.40
23	Panorama Television Private Limited	ETV Kannada	12.08

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