

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 March 2016 to 26 June 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	24.54
2	E 24 Glamour Ltd	E24	18.64
3	SUN TV NETWORK LIMITED	SUN TV	17.21
4	SUN TV NETWORK LIMITED	SUN TV HD	17.21
5	SUN TV NETWORK LIMITED	UDAYA TV	16.58
6	Sony Pictures Networks India Pvt. Ltd.	MIX	16.50
7	SUN TV NETWORK LIMITED	UDAYA MOVIES	16.49
8	SUN TV NETWORK LIMITED	GEMINI MUSICS	16.35
9	SUN TV NETWORK LIMITED	GEMINI MOVIES	16.20
10	Sony Pictures Networks India Pvt. Ltd.	SAB	16.08
11	SUN TV NETWORK LIMITED	SUN MUSIC	15.99
12	SUN TV NETWORK LIMITED	SUN MUSIC HD	15.99
13	SUN TV NETWORK LIMITED	GEMINI TV	15.92
14	SUN TV NETWORK LIMITED	GEMINI TV HD	15.92
15	STAR India Pvt Ltd	Movies OK	15.87
16	STAR India Pvt Ltd	STAR Movies	15.87
17	SUN TV NETWORK LIMITED	UDAYA MUSICS	15.86
18	STAR India Pvt Ltd	STAR Pravah	15.72
19	Sony Pictures Networks India Pvt. Ltd.	SET (Sony Ent)	15.70
20	STAR India Pvt Ltd	Life OK	15.67
21	STAR India Pvt Ltd	STAR PluS	15.61
22	Mavis Satcom Ltd.	J Movies	15.56
23	Bangla Entertainment Private Ltd	AATH	15.54
24	ASIANET COMMUNICATIONS LTD	Suvarna	15.54
25	STAR India Pvt Ltd	STAR Jalsha	15.20
26	Sony Pictures Networks India Pvt. Ltd.	PIX	15.13
27	STAR India Pvt Ltd	STAR Gold	15.12
28	SUN TV NETWORK LIMITED	K TV	15.00
29	SUN TV NETWORK LIMITED	K TV HD	15.00
30	STAR India Pvt Ltd	Jalsha Movies	15.00
31	Sony Pictures Networks India Pvt. Ltd.	MAX 2	14.99
32	SUN TV NETWORK LIMITED	CHUTTI TV	14.82
33	Turner International India Pvt. Ltd.	POGO	14.80
34	SUN TV NETWORK LIMITED	CHINTU TV	14.75
35	Sony Pictures Networks India Pvt. Ltd.	SET MAX (MAX TV)	14.71
36	SUN TV NETWORK LIMITED	GEMINI COMEDY	14.61
37	VIJAY TELEVISION PVT LIMITED	Vijay TV	14.56
38	SUN TV NETWORK LIMITED	ADITHYA	14.40
39	Sony Pictures Networks India Pvt. Ltd.	PAL	14.36
40	SUN TV NETWORK LIMITED	SURYA TV	14.23
41	STAR India Pvt Ltd	STAR World	14.20
42	ASIANET COMMUNICATIONS LTD	Asianet Plus	14.16
43	ASIANET COMMUNICATIONS LTD	Asianet Movies	14.06

44	Zee Entertainment Enterprises Ltd	Zee Cinema	13.96
45	Zee Entertainment Enterprises Ltd	Zee Classic Cinema	13.95
46	Zee Entertainment Enterprises Ltd	& Pictures	13.94
47	Zee Entertainment Enterprises Ltd	& Pictures HD	13.94
48	Discovery Communications India	ID Investigation Discovery	13.93
49	Paul Entertainments Pvt.	9X Tashan	13.93
50	Discovery Communications India	Discovery Channel	13.84
51	9X Media Pvt. Ltd.	9X Jalwa	13.83
52	Zee Entertainment Enterprises Ltd	Zee Talkies	13.82
53	ASIANET COMMUNICATIONS LTD	Suvarna Plus	13.81
54	STAR India Pvt Ltd	MAATV	13.79
55	Zee Entertainment Enterprises Ltd	Zee Action Cinema	13.78
56	SUN TV NETWORK LIMITED	KUSHI TV	13.76
57	9X Media Pvt. Ltd.	9X Jhakaas	13.75
58	Zee Entertainment Enterprises Ltd	Zee Bangla	13.74
59	Zee Entertainment Enterprises Ltd	Zee TV	13.71
60	SUN TV NETWORK LIMITED	Kiran TV	13.66
61	STAR India Pvt Ltd	MAA GOLD	13.65
62	STAR India Pvt Ltd	Channel [V]	13.65
63	STAR India Pvt Ltd	MAA MOVIES	13.65
64	Viacom18 Media Private Limited	MTV	13.63
65	Discovery Communications India	Discovery Channel Tamil	13.62
66	Genx Entertainment Ltd	UTV Action	13.60
67	STAR India Pvt Ltd	MAA MUSIC	13.59
68	Viacom18 Media Private Limited	COMEDY CENTRAL	13.56
69	NGC Network (India) Private Limited	National Geographic Channel	13.53
70	Discovery Communications India	TLC	13.52
71	Raj Television Network Ltd.	Raj TV	13.51
72	Turner International India Pvt. Ltd.	Cartoon Network	13.51
73	Zee Entertainment Enterprises Ltd	Zee Bangla Cinema	13.50
74	Bennet, coleman & Company Ltd	Romedy Now	13.49
75	Discovery Communications India	Discovery Kids	13.48
76	ASIANET COMMUNICATIONS LTD	Asianet	13.43
77	Discovery Communications India	Animal Planet	13.42
78	Discovery Communications India	Discovery HD World	13.41
79	Zee Entertainment Enterprises Ltd	& TV	13.38
80	Zee Entertainment Enterprises Ltd	Zee Marathi	13.38
81	Disney Broadcasting India Ltd.	UTV Movies	13.37
82	STAR India Pvt Ltd	STAR Plus HD	13.35
83	Prism Television Pvt. Ltd.	Colors Bangla	13.33
84	STAR India Pvt Ltd	STAR Movies HD	13.31
85	Viacom18 Media Private Limited	NICK	13.28
86	Zoom Entertainment Network Ltd	Movies Now	13.25
87	Prism Television Pvt. Ltd.	Colors Guarati	13.23
88	Mavis Satcom Ltd.	Jaya Max	13.21
89	Prism Television Pvt. Ltd.	Colors Marathi	13.19
90	Zee Entertainment Enterprises Ltd	Zing	13.19
91	9X Media Pvt. Ltd.	9X M	13.13
92	Discovery Communications India	Discovery Science	13.11
93	Genx Entertainment Ltd	UTV Bindass	13.07
94	Bennet, coleman & Company Ltd	Zoom	13.04

95	Viacom18 Media Private Limited	SONIC	12.94
96	United Home Entertainment Pvt Ltd	Hungama	12.94
97	SUN TV NETWORK LIMITED	SUN LIFE	12.89
98	Disney Broadcasting India Ltd.	The Disney Channel	12.86
99	Discovery Communications India	Discovery Turbo	12.85
100	Eenadu Television Pvt. Ltd.	ETV Telugu	12.83
101	SUN TV NETWORK LIMITED	SURYA MUSIC	12.80
102	Prism Television Pvt. Ltd.	Colors Oriya	12.54
103	Viacom18 Media Private Limited	COLORS	12.54
104	Prism Television Pvt. Ltd.	Colors Kannada	12.52
105	Sony Pictures Networks India Pvt. Ltd.	AXN	12.44
106	Sarthak Entertainment Pvt Ltd	Sarthak TV	12.44
107	NGC Network (India) Private Limited	Fox Life	12.32
108	ODISHA TELEVISION LTD.	TARANG	12.22
109	Viacom18 Media Private Limited	VH1	12.20
110	STAR India Pvt Ltd	Star Jalsa HD	12.18
111	STAR India Pvt Ltd	STAR World HD	12.07
112	Raj Television Network Ltd.	Raj Digital Plus	12.03

Details of Pay 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 March 2016 to 26 June 2016

S. No.	Name of the Broadcaster	Name of the Channel	Average duration per hour of Advertisements during peak hours (in minutes)
1	Panorama Television Private Limited	ETV Rajasthan	21.95
2	Panorama Television Private Limited	ETV Bihar	21.13
3	ZEE AKAASH NEWS PVT. LTD.	24 GHANTA	21.11
4	Panorama Television Private Limited	ETV M.P.	21.06
5	IBN Lokmat News Private Limited	IBN Lokmat	19.45
6	ZEE MEDIA CORPORATION LIMITED	ZEE NEWS	19.34
7	Panorama Television Private Limited	ETV U.P.	18.74
8	Panorama Television Private Limited	ETV Bangla	18.32
9	New Delhi Television Limited	NDTV India	18.31
10	Panorama Television Private Limited	ETV Urdu	17.56
11	TV18 Broadcast Ltd	IBN 7	16.50
12	TV TODAY NETWORK LTD.	DILLI AAJTAK	16.35
13	New Delhi Television Limited	NDTV Profit	16.20
14	ABP News Network Pvt. Ltd.	ABP Ananda	15.93
15	TV TODAY NETWORK LTD.	AAJ TAK	15.57
16	Panorama Television Private Limited	ETV Gujarati	15.46
17	ABP News Network Pvt. Ltd.	ABP Majha	14.81
18	TV18 Broadcast Ltd	CNN-IBN	13.89
19	EENADU TELEVISION PRIVATE LIMITED	ETV2 A.P.	13.81
20	ZEE MEDIA CORPORATION LIMITED	ZEE MP Chattisgarh	13.81
21	Panorama Television Private Limited	ETV Kannada	13.53
22	TV TODAY NETWORK LTD.	HEDLINES TODAY	13.49
23	ZEE MEDIA CORPORATION LIMITED	ZEE Kannada	12.81
24	ZEE MEDIA CORPORATION LIMITED	24 TAAS	12.38
25	ZEE MEDIA CORPORATION LIMITED	ZEE Telugu	12.01

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