

**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 September To 27
December 2015**

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 24x7	22.66
2	Panorama Television Private Limited	ETV Kannada	21.17
3	Panorama Television Private Limited	ETV M.P.	21.10
4	IBN Lokmat News Private Limited	IBN Lokmat	20.18
5	ZEE MEDIA CORPORATION LIMITED	ZEE BUSINESS	19.70
6	Panorama Television Private Limited	ETV Gujarati	19.46
7	Times Global Broadcasting Co. Ltd.	Times Now	17.75
8	Panorama Television Private Limited	ETV Bihar	17.52
9	ZEE MEDIA CORPORATION LIMITED	ZEE Kannada	17.24
10	Panorama Television Private Limited	ETV Harayana/ HP	16.20
11	Panorama Television Private Limited	ETV Rajasthan	16.05
12	ZEE MEDIA CORPORATION LIMITED	Zee Punjab Haryana Himach	15.80
13	ZEE MEDIA CORPORATION LIMITED	ZEE NEWS	14.96
14	ZEE MEDIA CORPORATION LIMITED	Zee Marudhara	14.93
15	TV TODAY NETWORK LTD.	DILLI AAJTAK	13.78
16	ABP News Network Pvt. Ltd.	ABP Ananda	13.67
17	TV TODAY NETWORK LTD.	HEDLINES TODAY	13.60
18	ABP News Network Pvt. Ltd.	ABP Majha	13.59
19	SUN TV NETWORK LIMITED	SUN NEWS	13.49
20	ZEE MEDIA CORPORATION LIMITED	ZEE Telugu	13.49
21	TV TODAY NETWORK LTD.	TEZ	13.47
22	EENADU TELEVISION PRIVATE LIMITED	ETV2 A.P.	13.41
23	TV18 Broadcast Ltd	CNBC TV18	13.39
24	TV18 Broadcast Ltd	CNN-IBN	13.30
25	SUN TV NETWORK LIMITED	UDAYA NEWS	13.10
26	TV TODAY NETWORK LTD.	AAJ TAK	12.97
27	Panorama Television Private Limited	ETV Urdu	12.77
28	TV18 Broadcast Ltd	CNBC TV 18 Prime HD	12.42

The information is based on the data submitted by the broadcasters and TRAI bears no responsibility for correctness of same. As per information available with TRAI, rest of the Pay News channels are carrying less than 12 minutes of average duration per hour of advertisements (Commercial & Self promotional) during peak hours (7PM - 10 PM)