

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 September To 27 December 2015

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 Broadband India Pvt. Ltd.	B4U Movies	23.99
2	Silverstar Communications LTd	MEGA MUSIQ	18.94
3	E 24 Glamour Ltd	E24	18.86
4	SUN TV NETWORK LIMITED	UDAYA MOVIES	17.75
5	SUN TV NETWORK LIMITED	GEMINI MOVIES	17.54
6	SUN TV NETWORK LIMITED	SUN TV	17.52
7	SUN TV NETWORK LIMITED	SUN TV HD	17.52
8	SUN TV NETWORK LIMITED	K TV	17.45
9	SUN TV NETWORK LIMITED	K TV HD	17.45
10	SUN TV NETWORK LIMITED	UDAYA MUSICS	17.21
11	SUN TV NETWORK LIMITED	KIRAN	17.08
12	Multi Screen Media Pvt. Ltd.	PIX	16.92
13	Multi Screen Media Pvt. Ltd.	SAB TV	16.65
14	Multi Screen Media Pvt. Ltd.	MIX	16.60
15	SUN TV NETWORK LIMITED	GEMINI TV	16.40
16	SUN TV NETWORK LIMITED	GEMINI TV HD	16.40
17	Multi Screen Media Pvt. Ltd.	SONY TV	16.32
18	SUN TV NETWORK LIMITED	SUN MUSIC	15.99
19	SUN TV NETWORK LIMITED	SUN MUSIC HD	15.99
20	STAR India Pvt Ltd	Movies OK	15.95
21	STAR India Pvt Ltd	STAR Movies	15.95
22	Multi Screen Media Pvt. Ltd.	MAX TV	15.87
23	STAR India Pvt Ltd	Life OK	15.87
24	SUN TV NETWORK LIMITED	GEMINI MUSICS	15.81
25	ASIANET COMMUNICATIONS LTD	Suvarna	15.80
26	STAR India Pvt Ltd	STAR Pravah	15.77
27	Bangla Entertainment Private Ltd	SONY AATH	15.71
28	Multi Screen Media Pvt. Ltd.	MAX 2	15.67
29	Zoom Entertainment Network Ltd	Movies Now	15.64
30	STAR India Pvt Ltd	STAR PluS	15.60
31	STAR India Pvt Ltd	STAR Movies HD	15.60
32	STAR India Pvt Ltd	STAR Plus HD	15.40
33	STAR India Pvt Ltd	STAR Jalsha	15.39
34	Multi Screen Media Pvt. Ltd.	AXN	15.39
35	STAR India Pvt Ltd	Fox Fx	15.32
36	ASIANET COMMUNICATIONS LTD	Asianet Plus	15.29
37	SUN TV NETWORK LIMITED	GEMINI COMEDY	15.03
38	Multi Screen Media Pvt. Ltd.	PAL	14.87
39	SUN TV NETWORK LIMITED	SURYA MUSICS	14.64
40	Bennet, coleman & Company Ltd	Romey Now	14.62
41	Bennet, coleman & Company Ltd	Movies Now+	14.62
42	SUN TV NETWORK LIMITED	CHUTTI TV	14.59
43	VIJAY TELEVISION PVT LIMITED	Vijay TV	14.51

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44	STAR India Pvt Ltd	Channel [V]	14.26
45	STAR India Pvt Ltd	STAR World HD	14.22
46	9X Media Pvt. Ltd.	9X Jalwa	14.00
47	9X Media Pvt. Ltd.	9X Jhakaas	14.00
48	9X Media Pvt. Ltd.	9X M	14.00
49	Zee Entertainment Enterprises Ltd	Zee Marathi	13.99
50	Prism TV Private Limited	Colors Marathi	13.95
51	Sahara India TV Network	Sahara One	13.95
52	Zee Entertainment Enterprises Ltd	Zee Bangla Cinema	13.95
53	Discovery Communications India	Discovery Channel	13.92
54	Viacom18 Media Private Limited	COMEDY CENTRAL	13.91
55	Zee Entertainment Enterprises Ltd	Zee Bangla	13.90
56	Zee Entertainment Enterprises Ltd	Zee Café	13.89
57	Discovery Communications India	ID Investigation Discovery	13.88
58	MAA TELEVISION NETWORK LIMITED	MAATV	13.88
59	Zee Entertainment Enterprises Ltd	Zee Studio	13.86
60	SUN TV NETWORK LIMITED	CHINTU TV	13.86
61	Viacom18 Media Private Limited	MTV	13.86
62	SUN TV NETWORK LIMITED	SURYA TV	13.84
63	Reliance Big Broadcasting Private Limited	BIG MAGIC Ganga	13.83
64	NGC Network (India) Private Limited	National Geographic Chnl	13.82
65	Eenadu Television Private Limited	ETV Telugu	13.81
66	Zee Entertainment Enterprises Ltd	& Pictures	13.80
67	Zee Entertainment Enterprises Ltd	& Pictures HD	13.80
68	MAA TELEVISION NETWORK LIMITED	MAA MOVIES	13.79
69	Zee Entertainment Enterprises Ltd	Zee Action Cinema	13.78
70	Zee Entertainment Enterprises Ltd	Zee Talkies	13.77
71	SUN TV NETWORK LIMITED	UDAYA TV	13.75
72	Paul Entertainments Private Limited	9X Tashan	13.75
73	Zee Entertainment Enterprises Ltd	Zee Classic Cinema	13.74
74	Turner International India Pvt. Ltd.	POGO	13.73
75	Discovery Communications India	TLC	13.73
76	Discovery Communications India	Discovery Channel Tamil	13.66
77	Zee Entertainment Enterprises Ltd	Zee Cinema	13.65
78	Genx Entertainment Ltd	UTV Action	13.63
79	Discovery Communications India	Discovery Science	13.62
80	Zee Entertainment Enterprises Ltd	Zee TV	13.61
81	Turner International India Pvt. Ltd.	Cartoon Network	13.60
82	AETN 18 Media Pvt Ltd	HISTORY TV18	13.59
83	Prism TV Private Limited	Colors Guarati	13.58
84	NGC Network (India) Private Limited	Fox Life	13.55
85	NGC Network (India) Private Limited	Fox Life HD	13.55
86	Zee Entertainment Enterprises Ltd	& TV	13.54
87	Zee Entertainment Enterprises Ltd	& TV HD	13.54
88	MAA TELEVISION NETWORK LIMITED	MAA GOLD	13.53
89	Genx Entertainment Ltd	Bindass	13.52

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90	Prism TV Private Limited	Colors Bangla	13.49
91	Prism TV Private Limited	Colors Kannada	13.45
92	Discovery Communications India	Animal Planet	13.43
93	Multi Screen Media Pvt. Ltd.	PIX HD	13.42
94	ASIANET COMMUNICATIONS LTD	Suvarna Plus	13.36
95	NDTV Lifestyle Limited	NDTV Good Times	13.35
96	UTV Entertainment Television Ltd	UTV Movies	13.34
97	Raj Television Network Ltd.	Raj TV	13.11
98	Viacom18 Media Private Limited	COLORS	13.09
99	Viacom18 Media Private Limited	COLORS HD	13.07
100	Viacom18 Media Private Limited	NICK	12.95
101	Prism TV Private Limited	Colors Oriya	12.93
102	MAA TELEVISION NETWORK LIMITED	MAA MUSIC	12.90
103	Discovery Communications India	Discovery Turbo	12.87
104	SUN TV NETWORK LIMITED	KOCHU TV	12.86
105	Discovery Communications India	Discovery Kids	12.69
106	SUN TV NETWORK LIMITED	KUSHI TV	12.63
107	Viacom18 Media Private Limited	VH1	12.61
108	Zee Entertainment Enterprises Ltd	Zing	12.61
109	Zee Entertainment Enterprises Ltd	Zee Studio HD	12.55
110	Bennet, coleman & Company Ltd	Zoom	12.53
111	Turner International India Pvt. Ltd.	WB	12.41
112	Epic Television Networks Pvt Ltd	Epic TV	12.38
113	UTV Entertainment Television Ltd	Bindaas Play	12.38
114	United Home Entertainment Pvt Ltd	Hungama	12.37
115	Viacom18 Media Private Limited	SONIC	12.33
116	Zee Entertainment Enterprises Ltd	ZEE ETC Bollywood	12.32
117	Turner International India Pvt. Ltd.	HBO	12.26
118	Raj Television Network Ltd.	Raj Digital Plus	12.23
119	STAR India Pvt Ltd	STAR World	12.19
120	ASIANET COMMUNICATIONS LTD	Asianet	12.19
121	SUN TV NETWORK LIMITED	ADITHYA	12.13

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 Non-News channels are carrying less than 12 minutes of average duration per hour of advertisements (Commercial & Self promotional) during peak hours (7PM - 10 PM)