

Average duration per hour of Advertisements (Commercial & Self promotional) during peak hours (7PM - 10 PM) in Pay News Channels for the period 29 June To 27 September 2015

S. No.	Name of the Broadcaster	Name of the Channel	Average duration per hour of Advertisements during peak hours (in minutes)
1	ZEE AKAASH NEWS PVT. LTD.	24 GHANTA	20.99
2	Panorama Television Private Limited	ETV Rajasthan	20.67
3	ZEE MEDIA CORPORATION LIMITED	24 TAAS	20.52
4	IBN Lokmat News Private Limited	IBN Lokmat	20.48
5	New Delhi Television Limited	NDTV India	19.54
6	Panorama Television Private Limited	ETV Bangla	18.85
7	ZEE MEDIA CORPORATION LIMITED	ZEE NEWS	18.17
8	Panorama Television Private Limited	ETV Bihar	18.14
9	TV TODAY NETWORK LTD.	AAJ TAK	17.89
10	TV TODAY NETWORK LTD.	DILLI AAJTAK	15.97
11	ABP News Network Pvt. Ltd.	ABP Majha	15.97
12	Panorama Television Private Limited	ETV Urdu	15.87
13	New Delhi Television Limited	NDTV Profit	15.69
14	TV TODAY NETWORK LTD.	TEZ	15.37
15	TV18 Broadcast Ltd	IBN 7	15.35
16	ABP News Network Pvt. Ltd.	ABP Ananda	14.96
17	Panorama Television Private Limited	ETV U.P.	14.93
18	TV18 Broadcast Ltd	CNN-IBN	14.68
19	ZEE MEDIA CORPORATION LIMITED	ZEE MP Chattisgarh	14.60
20	ZEE MEDIA CORPORATION LIMITED	ZEE Kannada	13.84
21	ZEE MEDIA CORPORATION LIMITED	ZEE Telugu	13.83
22	TV18 Broadcast Ltd	CNBC AWAAZ	13.79
23	EENADU TELEVISION PRIVATE LIMITED	ETV 2	13.22
24	EENADU TELEVISION PRIVATE LIMITED	ETV2 A.P.	13.22
25	TV TODAY NETWORK LTD.	HEDLINES TODAY	12.94
26	TV18 Broadcast Ltd	CNBC TV18	12.85
27	ZEE MEDIA CORPORATION LIMITED	Zee Punjab Haryana Himach	12.55

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 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)

Average duration per hour of Advertisements (Commercial & Self promotional) during peak hours (7PM - 10 PM) in Pay Non-news Channels for the period 29 June To 27 September 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	21.20
2	SUN TV NETWORK LIMITED	SUN TV	17.43
3	SUN TV NETWORK LIMITED	SUN TV HD	17.43
4	SUN TV NETWORK LIMITED	UDAYA MOVIES	17.33
5	SUN TV NETWORK LIMITED	KIRAN	17.16
6	SUN TV NETWORK LIMITED	UDAYA MUSICS	16.87
7	SUN TV NETWORK LIMITED	GEMINI MOVIES	16.65
8	SUN TV NETWORK LIMITED	GEMINI TV	16.60
9	SUN TV NETWORK LIMITED	GEMINI TV HD	16.60
10	SUN TV NETWORK LIMITED	K TV	16.11
11	SUN TV NETWORK LIMITED	K TV HD	16.11
12	SUN TV NETWORK LIMITED	ADITHYA	16.06
13	SUN TV NETWORK LIMITED	SUN MUSIC HD	16.04
14	SUN TV NETWORK LIMITED	SUN MUSIC	16.04
15	Multi Screen Media Pvt. Ltd.	SONY TV	15.90
16	Multi Screen Media Pvt. Ltd.	SAB TV	15.89
17	Multi Screen Media Pvt. Ltd.	PIX	15.61
18	E 24 Glamour Ltd	E24	15.17
19	SUN TV NETWORK LIMITED	CHUTTI TV	15.16
20	STAR India Pvt Ltd	Life OK	15.13
21	STAR India Pvt Ltd	STAR Movies	15.12
22	Multi Screen Media Pvt. Ltd.	MAX 2	15.11
23	Multi Screen Media Pvt. Ltd.	MAX TV	15.11
24	ASIANET COMMUNICATIONS LTD	Suvarna	15.06
25	STAR India Pvt Ltd	Movies OK	15.02
26	ASIANET COMMUNICATIONS LTD	Asianet Plus	14.99
27	STAR India Pvt Ltd	STAR Jalsha	14.95
28	STAR India Pvt Ltd	STAR PluS	14.95
29	STAR India Pvt Ltd	STAR Pravah	14.74
30	SUN TV NETWORK LIMITED	GEMINI COMEDY	14.47
31	Multi Screen Media Pvt. Ltd.	MIX	14.34
32	STAR India Pvt Ltd	STAR World HD	14.30
33	STAR India Pvt Ltd	STAR World	14.27
34	STAR India Pvt Ltd	STAR Movies HD	14.26
35	STAR India Pvt Ltd	Fox Fx	14.18
36	Silverstar Communications LTd	MEGA MUSIQ	14.16
37	VIJAY TELEVISION PVT LIMITED	Vijay TV	14.11
38	Bangla Entertainment Private Ltd	SONY AATH	14.08
39	9X Media Pvt. Ltd.	9X Jhakaas	14.00
40	Sahara India TV Network	Sahara One	13.95
41	Zee Entertainment Enterprises Ltd	Zee Bangla Cinema	13.94
42	Zee Entertainment Enterprises Ltd	Zee Marathi	13.94
43	SUN TV NETWORK LIMITED	GEMINI MUSICS	13.92
44	STAR India Pvt Ltd	STAR Plus HD	13.91
45	Zee Entertainment Enterprises Ltd	Zee Bangla	13.88

S. No.	Name of the Broadcaster	Name of Pay Channel (Non News)	Average duration per hour of Advertisements during peak hours (in minutes)
46	Prism TV Private Limited	Colors Marathi	13.88
47	Zee Entertainment Enterprises Ltd	Zee Talkies	13.86
48	Zee Entertainment Enterprises Ltd	& Pictures	13.82
49	Zee Entertainment Enterprises Ltd	& Pictures HD	13.82
50	9X Media Pvt. Ltd.	9X Jalwa	13.81
51	Zee Entertainment Enterprises Ltd	Zee TV	13.78
52	Zee Entertainment Enterprises Ltd	& TV	13.77
53	Zee Entertainment Enterprises Ltd	& TV HD	13.77
54	Discovery Communications India	TLC	13.75
55	Zee Entertainment Enterprises Ltd	Zee Classic Cinema	13.75
56	MAA TELEVISION NETWORK LIMITED	MAATV	13.74
57	NGC Network (India) Private Limited	National Geographic Channel	13.71
58	9X Media Pvt. Ltd.	9X M	13.70
59	Viacom18 Media Private Limited	COMEDY CENTRAL	13.68
60	ASIANET COMMUNICATIONS LTD	Asianet	13.67
61	Zee Entertainment Enterprises Ltd	Zee Action Cinema	13.66
62	Discovery Communications India	Discovery Channel	13.66
63	Viacom18 Media Private Limited	MTV	13.64
64	Discovery Communications India	Discovery Channel Tamil	13.62
65	Turner International India Pvt. Ltd.	Cartoon Network	13.62
66	STAR India Pvt Ltd	Channel [V]	13.62
67	Multi Screen Media Pvt. Ltd.	AXN	13.61
68	STAR India Pvt Ltd	Jalsha movies	13.59
69	NGC Network (India) Private Limited	Fox Life	13.58
70	NGC Network (India) Private Limited	Fox Life HD	13.58
71	Discovery Communications India	ID Investigation Discovery	13.57
72	Zee Entertainment Enterprises Ltd	Zee Cinema	13.52
73	ASIANET COMMUNICATIONS LTD	Asianet Movies	13.47
74	SUN TV NETWORK LIMITED	SURYA TV	13.44
75	Prism TV Private Limited	Colors Guarati	13.44
76	Zee Entertainment Enterprises Ltd	Zee Café	13.42
77	SUN TV NETWORK LIMITED	SUN LIFE	13.42
78	Discovery Communications India	Discovery Science	13.42
79	SUN TV NETWORK LIMITED	SURYA MUSICS	13.36
80	Prism TV Private Limited	Colors Kannada	13.35
81	Genx Entertainment Ltd	Bindass	13.33
82	Zee Entertainment Enterprises Ltd	Zee Studio	13.30
83	Prism TV Private Limited	Colors Bangla	13.29
84	SUN TV NETWORK LIMITED	UDAYA TV	13.29
85	UTV Entertainment Television Ltd	UTV Movies	13.28
86	Genx Entertainment Ltd	UTV Action	13.28
87	MAA TELEVISION NETWORK LIMITED	MAA MUSIC	13.27
88	Viacom18 Media Private Limited	NICK	13.23
89	MAA TELEVISION NETWORK LIMITED	MAA MOVIES	13.17
90	Viacom18 Media Private Limited	COLORS	13.14
91	Raj Television Network Ltd.	Raj TV	13.13

S. No.	Name of the Broadcaster	Name of Pay Channel (Non News)	Average duration per hour of Advertisements during peak hours (in minutes)
92	Discovery Communications India	Discovery Kids	13.03
93	Turner International India Pvt. Ltd.	WB	13.00
94	Reliance Big Broadcasting Private Limited	BIG MAGIC Ganga	12.99
95	Zoom Entertainment Network Ltd	Movies Now	12.87
96	Discovery Communications India	Discovery Turbo	12.84
97	UTV Entertainment Television Ltd	Bindaas Play	12.81
98	Viacom18 Media Private Limited	SONIC	12.79
99	SUN TV NETWORK LIMITED	UDAYA COMEDY	12.71
100	SUN TV NETWORK LIMITED	CHINTU TV	12.68
101	Paul Entertainments Private Limited	9X Tashan	12.65
102	Turner International India Pvt. Ltd.	POGO	12.65
103	STAR India Pvt Ltd	STAR Gold	12.63
104	NDTV Lifestyle Limited	NDTV Good Times	12.63
105	Zee Entertainment Enterprises Ltd	Zing	12.61
106	SUN TV NETWORK LIMITED	KOCHU TV	12.45
107	The Walt Disney Company (india) pvt Ltd.	Disney	12.41
108	Prism TV Private Limited	Colors Oriya	12.37
109	Viacom18 Media Private Limited	COLORS HD	12.35
110	MAA TELEVISION NETWORK LIMITED	MAA GOLD	12.25
111	AETN 18 Media Pvt Ltd	HISTORY TV18	12.12
112	Bennet, coleman & Company Ltd	Movies Now+	12.07

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