

Details of 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 01 Jan - 25 Mar 2018.

S. No.	Name of the Broadcaster	Name of Channel (Non News)	Average duration per hour of Advertisements during peak hours (in minutes)
1	B4U Television Network I Pvt. Ltd.	B4U Movies	25.88
2	HHP Broadcasting Services P. Ltd.	Dabangg	22.87
3	B4U Television Network I Pvt. Ltd.	B4U Music	20.02
4	Brand Value Communications Ltd.	Rupashi Bangla	19.65
5	TV VISION LTD	Mastiii	19.35
6	Sun TV Network Ltd.	SUN LIFE	17.79
7	Sun TV Network Ltd.	ADITHYA	16.99
8	Sun TV Network Ltd.	UDAYA MOVIES	16.75
9	Sun TV Network Ltd.	GEMINI MOVIES	16.73
10	Sun TV Network Ltd.	Surya Movies	16.48
11	Sun TV Network Ltd.	K TV	16.46
12	Sun TV Network Ltd.	K TV HD	16.46
13	Sun TV Network Ltd.	SUN TV	16.41
14	Sun TV Network Ltd.	SUN TV HD	16.41
15	Asianet Communications Ltd	Asianet Plus	16.03
16	Bangla Entertainment Private Ltd	AATH	15.93
17	Sony Pictures Networks India Pvt. Ltd.	SET MAX (MAX TV)	15.91
18	Sun TV Network Ltd.	GEMINI TV	15.85
19	Sun TV Network Ltd.	GEMINI TV HD	15.85
20	Asianet Communications Ltd	Star Suvarna	15.83
21	Sun TV Network Ltd.	UDAYA TV	15.76
22	STAR India Pvt Ltd	Movies OK	15.64
23	STAR India Pvt Ltd	STAR Movies	15.61
24	STAR India Pvt Ltd	STAR Gold	15.58
25	Sony Pictures Networks India Pvt. Ltd.	PAL	15.55
26	Sony Pictures Networks India Pvt. Ltd.	MAX 2	15.55
27	Sun TV Network Ltd.	GEMINI LIFE	15.50
28	STAR India Pvt Ltd	STAR Bharat HD	15.33
29	Viacom18 Media Pvt. Ltd.	Colors Bangla	15.32
30	Sun TV Network Ltd.	SURYA TV	15.26
31	STAR India Pvt Ltd	MAA GOLD	15.16
32	STAR India Pvt Ltd	STAR PluS	15.13
33	STAR India Pvt Ltd	STAR Pravah	15.04
34	STAR India Pvt Ltd	MAA MOVIES	15.03
35	Sony Pictures Networks India Pvt. Ltd.	Sony Entertainment	15.02
36	STAR India Pvt Ltd	STAR Bharat (Life OK)	14.97
37	STAR India Pvt Ltd	STAR Movies HD	14.92
38	Asianet Communications Ltd	Asianet	14.83
39	Sony Pictures Networks India Pvt. Ltd.	SAB	14.81
40	Vijay Television Pvt Ltd	Vijay TV	14.80
41	STAR India Pvt Ltd	STAR Jalsha	14.69
42	STAR India Pvt Ltd	MAA MUSIC	14.67
43	STAR India Pvt Ltd	Star Jalsa HD	14.63
44	STAR India Pvt Ltd	MAA TV	14.56
45	Viacom18 Media Pvt. Ltd.	COLORS	14.52
46	Vijay Television Pvt Ltd	Vijay Super	14.42
47	Viacom18 Media Pvt. Ltd.	COMEDY CENTRAL	14.20
48	Raj Television Network Ltd.	Raj TV	14.17

49	AETN 18 Media Pvt Ltd	The History Channel	13.88
50	Viacom18 Media Pvt. Ltd.	COLORS HD	13.79
51	MM TV Ltd.	Mazhavil Manorama	13.72
52	Sony Pictures Networks India Pvt. Ltd.	PIX	13.71
53	Zee Entertainment Enterprises Ltd	Zee TV	13.70
54	Zee Entertainment Enterprises Ltd	Zee Bangla Cinema	13.68
55	Zee Entertainment Enterprises Ltd	Zee Talkies	13.68
56	Viacom18 Media Pvt. Ltd.	Colors Marathi	13.65
57	Zee Entertainment Enterprises Ltd	Zee Bangla	13.63
58	STAR India Pvt Ltd	STAR Plus HD	13.58
59	Zee Entertainment Enterprises Ltd	& TV	13.58
60	9X Media Pvt. Ltd.	9X Jalwa	13.57
61	Zee Entertainment Enterprises Ltd	Zee Marathi	13.57
62	Zee Entertainment Enterprises Ltd	& Picture	13.56
63	Zee Entertainment Enterprises Ltd	& Pictures HD	13.56
64	Sun TV Network Ltd.	SUN MUSIC	13.53
65	Viacom18 Media Pvt. Ltd.	Colors Gujarati	13.53
66	Viacom18 Media Pvt. Ltd.	Colors Kannada	13.50
67	AETN 18 Media Pvt Ltd	FY1 TV18	13.47
68	Sun TV Network Ltd.	GEMINI MUSICS	13.41
69	Sun TV Network Ltd.	CHINTU TV	13.36
70	Paul Entertainments Pvt.	9X Tashan	13.35
71	Zee Entertainment Enterprises Ltd	Action Cinema	13.29
72	Zee Entertainment Enterprises Ltd	Zee Cinema	13.29
73	Discovery Communications India	Discovery Kids Channel	13.29
74	Zee Entertainment Enterprises Ltd	Classic Cinema	13.21
75	Sarthak Entertainment Pvt Ltd	Sarthak TV	13.18
76	Sun TV Network Ltd.	CHUTTI TV	13.14
77	N&D Communication Pvt.Ltd.	Peppers	13.10
78	Genx Entertainment Ltd	UTV Action	13.06
79	Disney Broadcasting India Ltd.	UTV Movies	13.02
80	NGC Network (India) Pvt. Ltd.	National Geographic Chnl	13.01
81	Viacom18 Media Pvt. Ltd.	Colors Bangla HD	12.98
82	E 24 Glamour Ltd	E24	12.93
83	Odisha Television Ltd.	TARANG	12.92
84	Viacom18 Media Pvt. Ltd.	Colors Kannada HD	12.82
85	AETN 18 Media Pvt Ltd	History TV 18 HD	12.81
86	9X Media Pvt. Ltd.	9XM	12.76
87	Discovery Communications India	Discovery Science	12.75
88	Discovery Communications India	Discovery Channel	12.74
89	Sun TV Network Ltd.	SUN MUSIC HD	12.73
90	Discovery Communications India	Animal Planet	12.70
91	Viacom18 Media Pvt. Ltd.	SONIC	12.69
92	Zoom Entertainment Network Ltd	Movies Now	12.64
93	Viacom18 Media Pvt. Ltd.	Colors Super	12.57
94	Sony Pictures Networks India Pvt. Ltd.	MIX	12.51
95	Sun TV Network Ltd.	UDAYA MUSIC	12.39
96	NGC Network (India) Pvt. Ltd.	National Geographic HD	12.30
97	Sun TV Network Ltd.	KUSHI TV	12.28
98	Zee Entertainment Enterprises Ltd	Zee TV HD	12.17
99	STAR India Pvt Ltd	STAR World HD	12.04