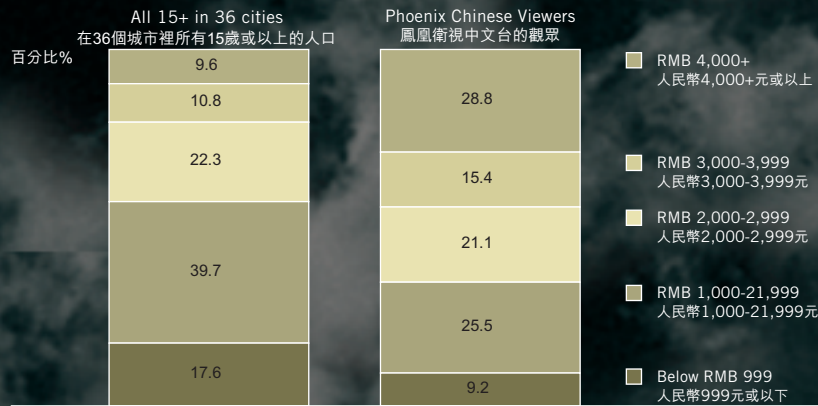


THE CHINESE GATEWAY 中國門戶

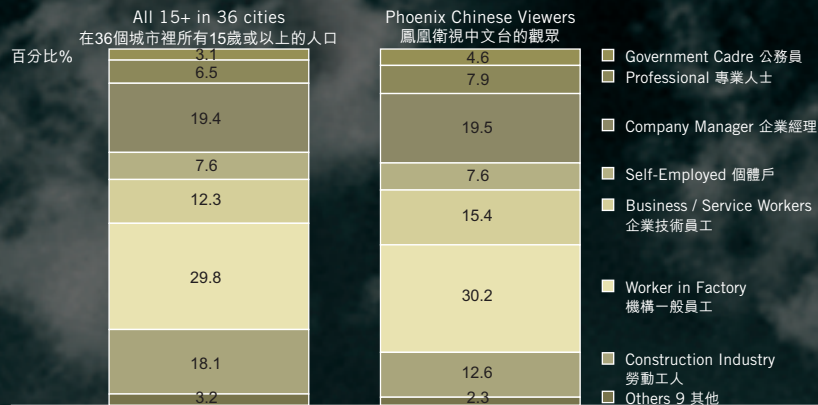
Phoenix viewers have considerable purchasing power 觀眾富裕收入高



Source: CNRS Mar 2002 - Feb 2003 Universe / Sample: All 15+ income earners in 36 cities (61,213,061 / 67,796); Yesterday Phoenix Chinese viewers who are income earners (2,836,235 / 3,294)

資料來源：全國讀者調查 (2002年3月至2003年2月) 代表人口總體/樣本量：在中國36個城市裡所有15歲以上賺取收入的人口 (61,213,061 / 67,796)；過去一天曾收看鳳凰衛視賺取收入的觀眾 (2,836,235 / 3,294)

Phoenix viewers are Professionals/Decision Makers 吸引中高階層



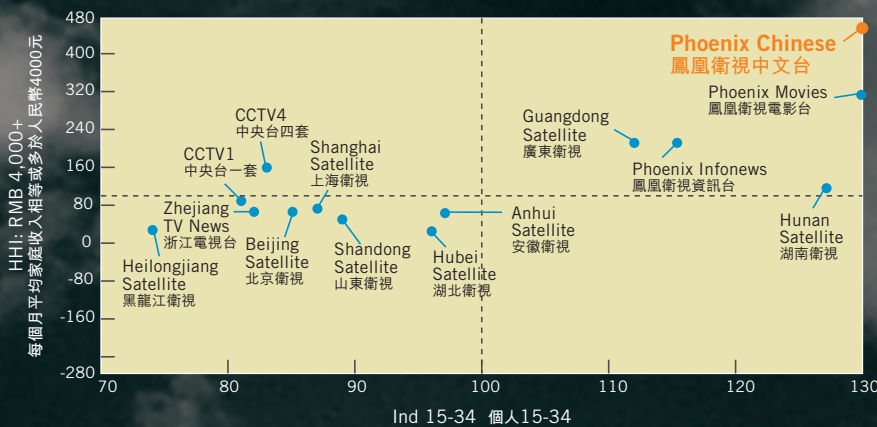
Source: CNRS Mar 2002 - Feb 2003 Universe / Sample: All 15+ with part-time / full-time work in 36 cities (38,064,350 / 40,888); Yesterday Phoenix Chinese viewers with part-time / full-time work (2,113,366 / 2,440)

資料來源：全國讀者調查 (2002年3月至2003年2月) 代表人口總體/樣本量：在中國36個城市裡所有15歲以上有半日/全日工作的人口 (38,064,350 / 40,888)；過去一天曾收看鳳凰衛視賺取收入的觀眾 (2,113,366 / 2,440)

Besides being the premier source of news and information on world events for Chinese-speaking communities globally, Phoenix provides the perfect vehicle for foreign businesses, political leaders and entertainment figures to communicate with the huge audience in Mainland China. Making Phoenix a stronger media vehicle, are its news and entertainment channels, the Phoenix Weekly Magazine and the Phoenix Website. Together, they provide advertisers with an integrated multi-media platform for building awareness and increasing the mind share of their brands in today's market-savvy China.

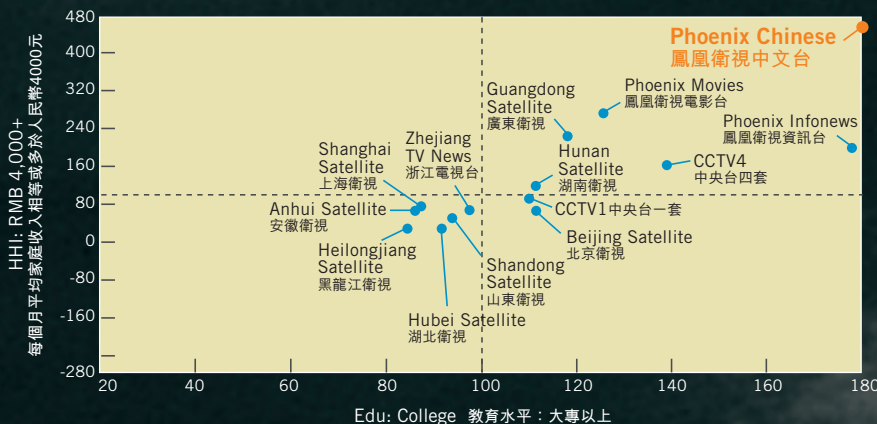
作為全球華語社群首屈一指的新聞及資訊來源，鳳凰衛視已成為各國政要、外國商戶了解中國的主要渠道為配合新聞及娛樂電視頻道，還有鳳凰周刊及鳳凰網站的補充，使鳳凰整合形成了一個更具影響力的傳媒工具，為廣告商架起綜合性多媒體平台，在日趨市場化的中國贏取更大的品牌知名度與佔有率。

Phoenix Chinese viewers are younger and more affluent 鳳凰中文台觀眾既年青又富裕



Source: CNRS Mar 2002 - Feb 2003
Scaled by: Index (past 7 days viewership); Universe / Sample: All 15+ in 36 cities in China (73,791,660 / 80,962)
資料來源：全國讀者調查 (2002年3月至2003年2月)
代表人口總體/樣本量：在中國36個城市裡所有15歲以上的人口 (73,791,660/80,962)

Phoenix Chinese viewers are well-educated and more affluent 鳳凰中文台的觀眾擁有較高比例的高教育水平



Source: CNRS Mar 2002 - Feb 2003
Scaled by: Index (past 7 days viewership); Universe / Sample: All 15+ in 36 cities in China (73,791,660 / 80,962)
資料來源：全國讀者調查 (2002年3月至2003年2月)
代表人口總體/樣本量：在中國36個城市裡所有15歲以上的人口 (73,791,660/80,962)