

{ THE CHINESE GATEWAY }

中國門戶

According to the second half-year of 2006 "Audience Appreciation Survey of Phoenix TV", Phoenix Chinese Channel continued to surpass other satellite channels in China by securing the No.1 position in the Audience Satisfaction Index. This is the fifth consecutive time since the second half-year of 2004 that Phoenix has ranked at the top of the list.

Phoenix Chinese is outstanding among foreign broadcasters operating in China, with an audience comprising 82.4% of those watching foreign channels, far surpassing the viewership of any other channels, and is also the television media most watched in offices.

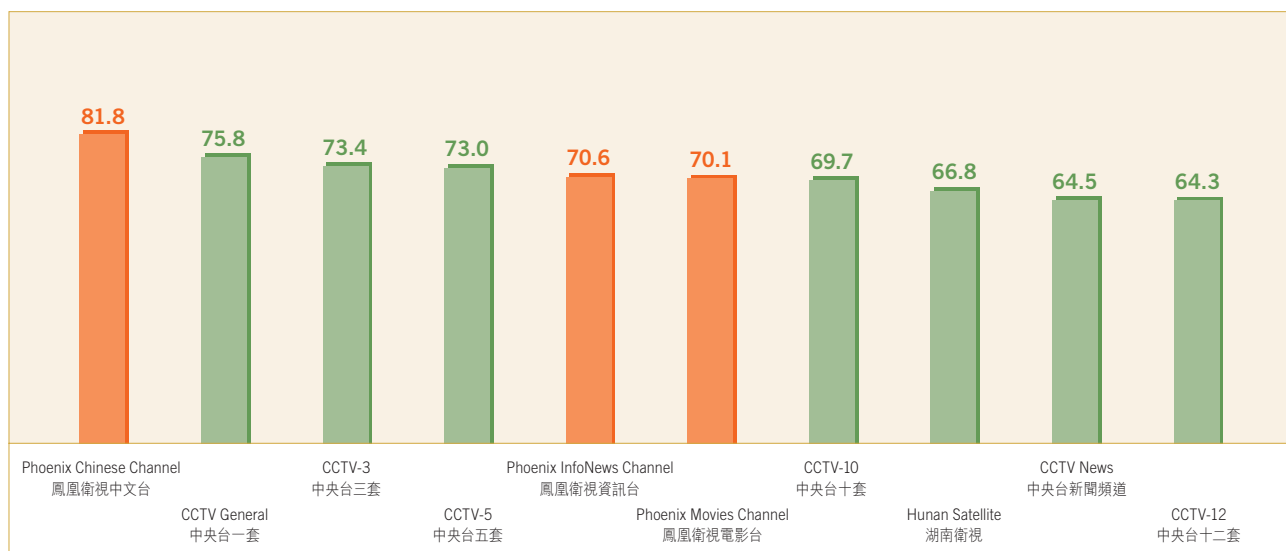
Phoenix Chinese is the third most popular nationwide channel among Affluent Business Executives, outperforming CCTV News, CCTV-2, Hunan Satellite, Dragon TV, etc. This demonstrates that Phoenix Chinese Channel has a comparatively strong influence among Chinese business executives.

根據於二零零六年下半年進行的「鳳凰衛視觀眾滿意度調查報告」顯示，鳳凰衛視中文台繼續超越中國內地的其他衛星頻道，穩居觀眾滿意度指數第一位。此為自二零零四年下半年以來鳳凰衛視連續五次位列排行榜首位。

鳳凰衛視中文台在眾多境外頻道中鶴立雞群，受關注度高達82.4%，遠過超過其他電視頻道，是贏得最多關注的辦公室電視媒体。鳳凰衛視在辦公室裡掌握了輿論引導的主動權，拿到發揮媒體影響力的先手。

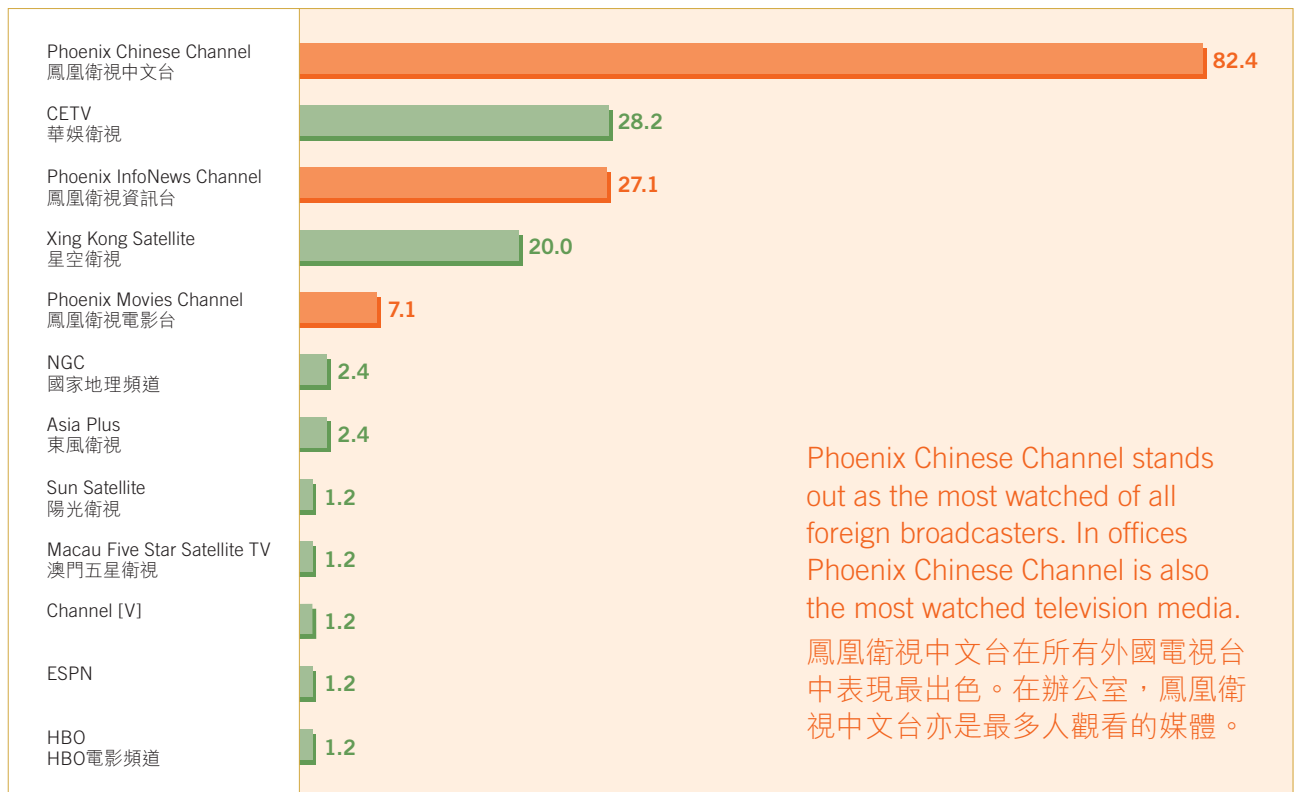
鳳凰衛視為第三大最受中國商務人士歡迎的全國性電視頻道，超過央視新聞頻道、央視二套、湖南衛視、東方衛視等頻道，表明鳳凰衛視中文台在中國商務人士群體中有較強的影響力。

GENERAL SATISFACTION INDEX 滿意度綜合指數



AUDIENCE APPRECIATION SURVEY – VIEWING IN THE OFFICE

辦公室電視媒體滿意度調查



2006 CHINA BUSINESS EXECUTIVE SURVEY

中國商務人士調查

