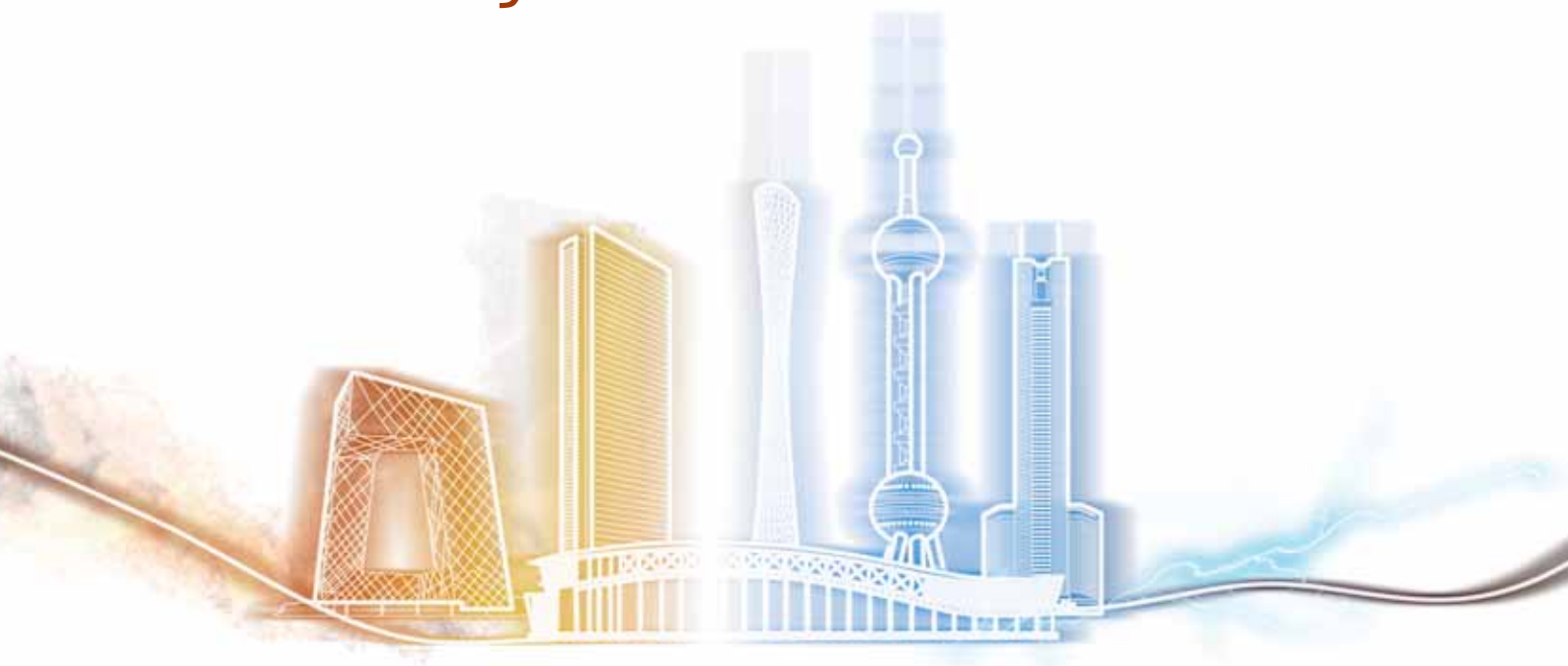


# The Chinese Gateway

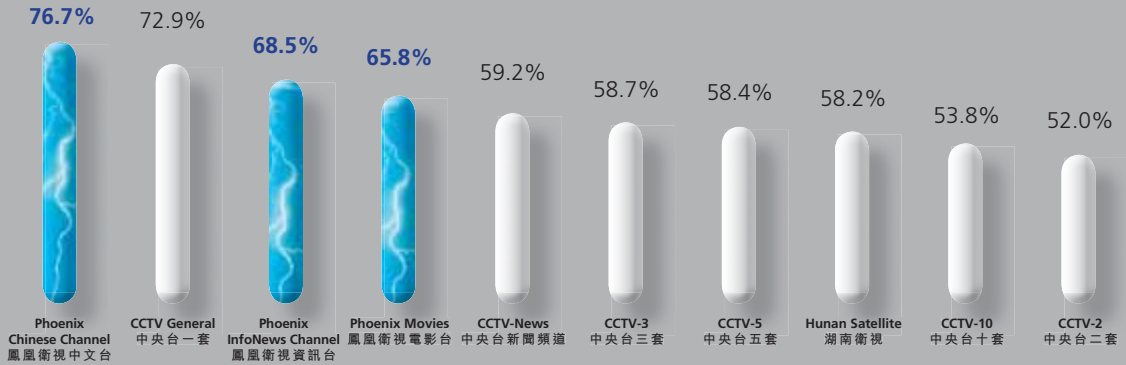


According to the 2010 Q3-Q4 “Phoenix Audience Appreciation Survey” conducted by CTR Market Research, Phoenix Chinese Channel continued to surpass other satellite channels in China by securing the No.1 position in the Audience Satisfaction Index. Since 2004, this is the fourteenth time in which Phoenix Chinese Channel has ranked at the top of the Audience Satisfaction chart.

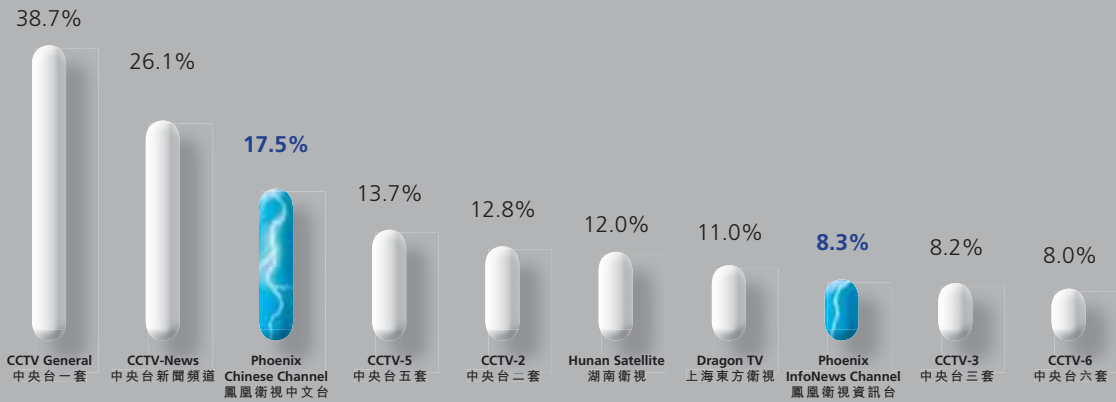
Phoenix Chinese Channel and Phoenix InfoNews Channel achieve a very high level of audience attention in offices. This high level of attention shows that Phoenix Satellite Television has a clear position among office staff, and also demonstrates that the information and news content of Phoenix Satellite Television satisfies the tastes and interests of this group of viewers.

In 2010, Phoenix Chinese Channel’s daily viewing among business executives rose 4% compared to the previous year, and remained the No.3 nationwide channel. Phoenix InfoNews Channel jumped to no. 8 nationwide channel. These figures clearly demonstrate the extensive influence that Phoenix Satellite Television enjoys among Chinese Business Executives.

## Audience Satisfaction



## Phoenix Chinese Channel is the third most popular channel among business executives



## Phoenix Chinese Channel is the most watched channel in the office

