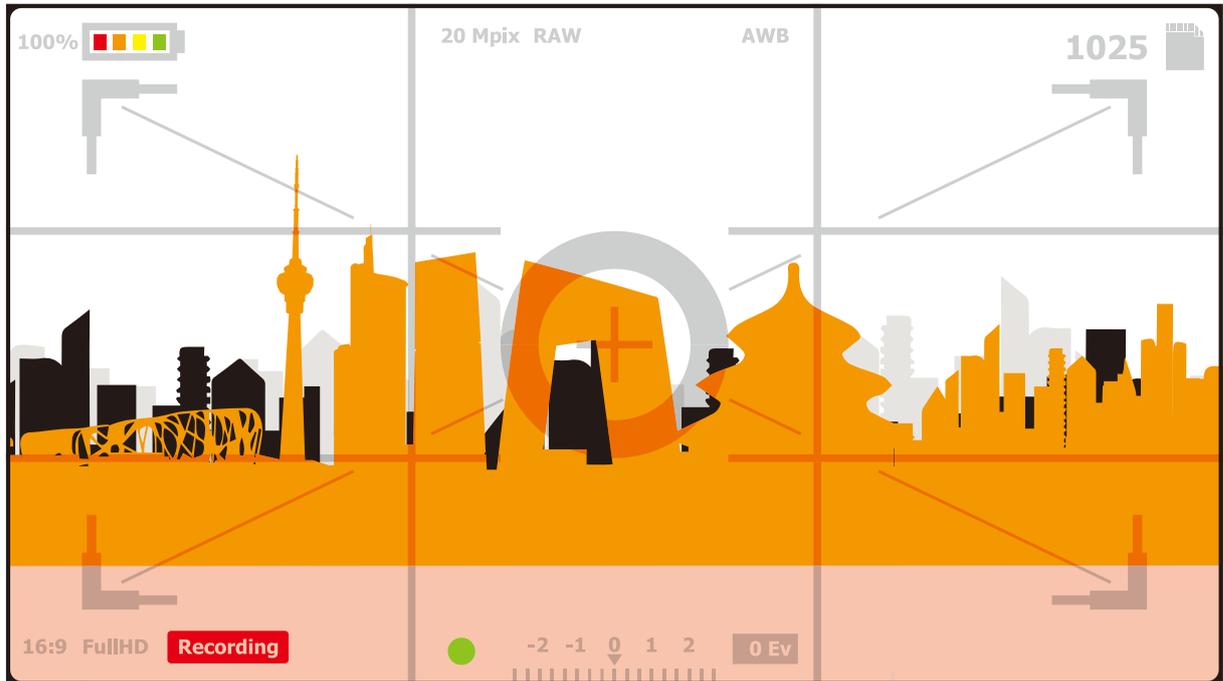
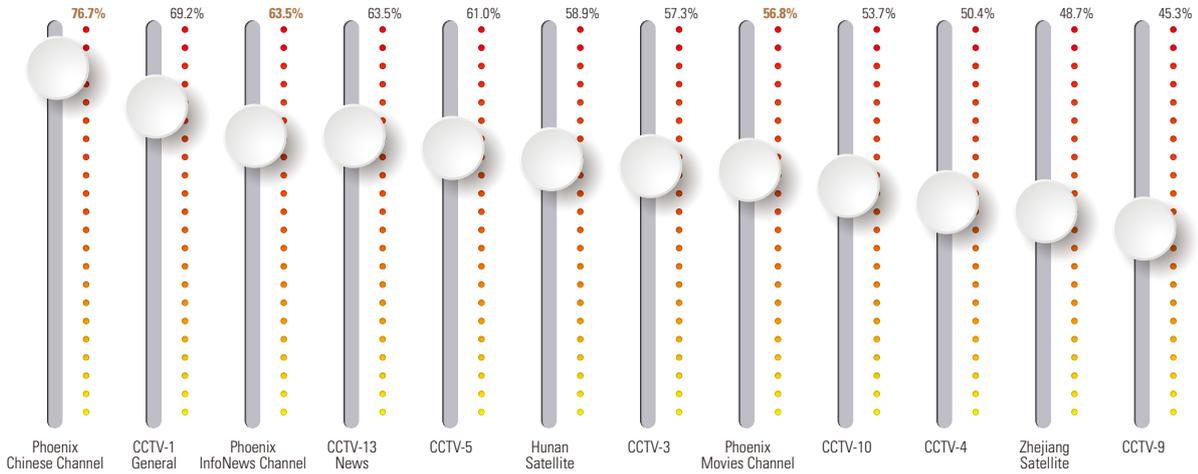


The Chinese Gateway

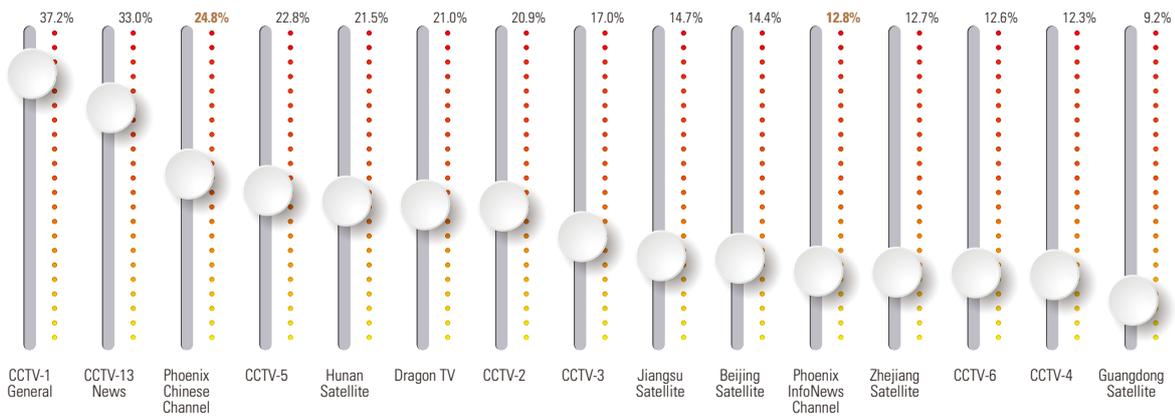


- According to the 2014 Q3-Q4 “Phoenix Audience Appreciation Survey” conducted by CTR Market Research, Phoenix Chinese Channel continued to surpass other satellite channels in China by securing the number one position in the Audience Satisfaction Index. Since 2004, this has been the twenty-second time that Phoenix Chinese Channel has ranked at the top of the Audience Satisfaction chart.
- Phoenix Chinese Channel and Phoenix InfoNews Channel achieve a high level of audience attention in offices or hotels. This high level of attention shows that Phoenix Satellite Television has a clear market positioning among office staff, and it also demonstrates that the information and news content of Phoenix Satellite Television satisfies the tastes and interests of this group of viewers.
- In 2014, Phoenix Chinese Channel’s daily viewing among business executives saw 6% year-on-year growth, and continued to rank as the third most popular nationwide channel. Phoenix InfoNews Channel’s daily viewing among business executives rose 11% when comparing to the previous year. 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



* Nationwide Channel / watched yesterday %

Phoenix Chinese Channel receives high attention in offices or hotels

