

THE CHINESE GATEWAY

中國門戶

According to the China New Rich Marketing and Media Study (H3) (the "New Rich Research")* conducted by SINOMONITOR in 2018, the programmes produced by Phoenix Satellite Television Company Limited ("Phoenix TV") have gained popularity among the social elite class in China and its core audience was the mainstream population of highly intellectual and highly influential individuals.

The New Rich Research showed that enterprise management and professionals accounted for nearly 60% of the audience of Phoenix TV, in which enterprise management accounted for 31.6% and professionals (including technicians/doctors/teachers/lawyers) accounted for 27.7%.

According to the wealth index of the New Rich Research in 2018, the audience of Phoenix TV represented the mainstream consumers in the society, who are richer and have greater consumption power, stronger bargaining power and more frequent financial activities.

**Note: The database of New Rich Research is the largest multiple client database related to the high-end population in China to date based on a single-source continuous research targeting middle-class consumption (particularly the consumers of luxury products), lifestyle and media behavior in major cities in China. In 2004, SINOMONITOR introduced a key phrase of "Three Highs" - "High Income", "High Education", "High Perception", which was later changed into "New Rich".*

Source: SINOMONITOR, Research database of China New Rich Marketing and Media Study (H3), 2018

根據北京新生代市場監測機構有限公司(SINOMONITOR)在2018年進行的中國新富市場與媒體研究(H3)(「新富調查」)*調查數據顯示，鳳凰衛視有限公司(「鳳凰衛視」)所製作的節目受到社會精英階層的青睞，核心觀眾為高知、高影響力的主流人群。

新富調查顯示，鳳凰衛視觀眾中，企業管理人員和專業人士的比例接近60%，其中企業管理人員的比例達31.6%，專業人士(包括技術人員/醫生/教師/律師)的比例達27.7%。

根據2018年新富調查財富指標，鳳凰衛視觀眾匯聚社會主流消費人群，擁有更多財富，更大消費力、更大話語權及金融活動更頻繁。

**附註：新富調查數據庫是針對中國主要城市中產階層消費(尤其是奢侈品消費者)、生活形態以及媒體行為的單一來源連續研究，是迄今為止中國最大的高端人群多客戶數據庫。新生代市場監測機構於2004年提出「三高」這一關鍵詞(即「高收入」、「高學歷」、「高感知」)，後改名為「新富」。*

數據來源：新生代•中國新富市場與媒體研究(H3)調查數據庫，2018

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Core Audience of Phoenix TV: Highly Intellectual and Highly Influential Mainstream Population

The high-end audience preferred programs such as news, in-depth reports and interviews. Phoenix TV adheres to the vision of "Connecting Chinese Worldwide and Promoting Chinese Culture" with an edge to attract high-end audience since its establishment.

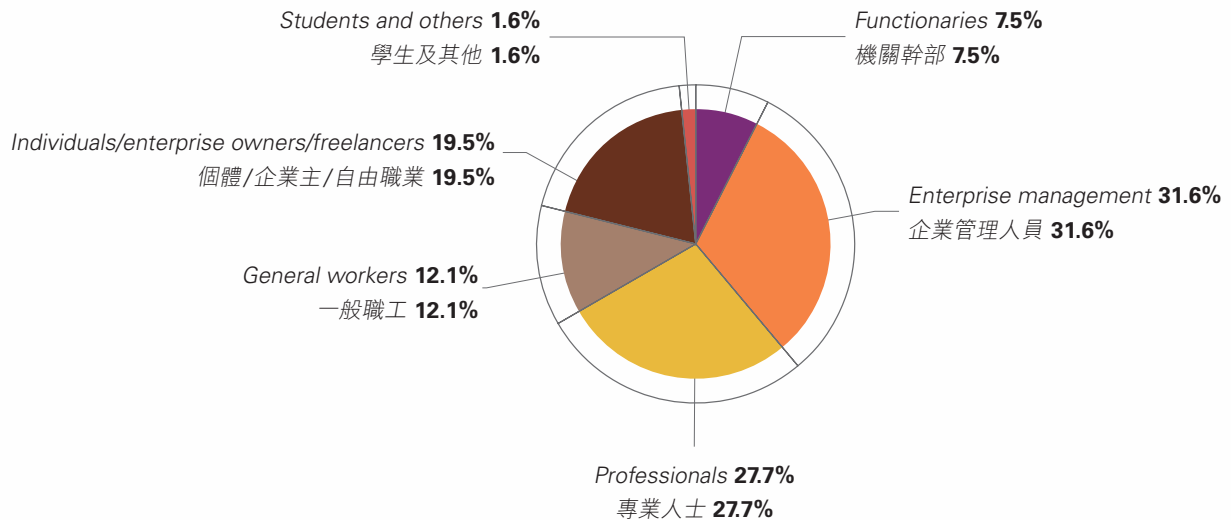
According to the data of the New Rich Research in 2018, enterprise management and professionals accounted for nearly 60% of the audience of Phoenix TV, forming the two largest groups among the audience, in which enterprise management accounted for 31.6%, being the largest group among the audience, while professionals (including technicians/doctors/teachers/lawyers) accounted for 27.7%.

鳳凰衛視核心觀眾：高知、高影響力的主流人群

高端觀眾對新聞播報、深度報道、訪談等類型節目較為青睞。鳳凰衛視自成立以來以「拉近全球華人距離，傳承中華文化」為宗旨，先天具備吸引高端觀眾的優勢。

根據2018年新富調查數據，鳳凰衛視觀眾中，企業管理人員和專業人士的比例接近60%，是佔比最大的兩大群體；其中企業管理人員的比例達31.6%，是佔比最大的一個群體；專業人士（包括技術人員／醫生／教師／律師）的比例達27.7%。

The composition of the occupation of Phoenix TV audience (%)
鳳凰衛視觀眾職業的構成 (%)



Source: SINOMONITOR, Research database of China New Rich Marketing and Media Study (H3), 2018

數據來源：新生代•中國新富市場與媒體研究(H3)調查數據庫，2018

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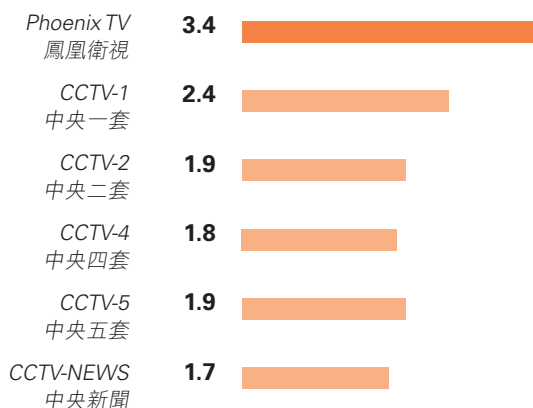
中國門戶

The proportions of enterprise management at all levels and professionals of Phoenix TV audience all exceeded those of the major channels of CCTV.

鳳凰衛視觀眾中，各級企業管理人員及專業人士的比例均超越央視主要頻道。

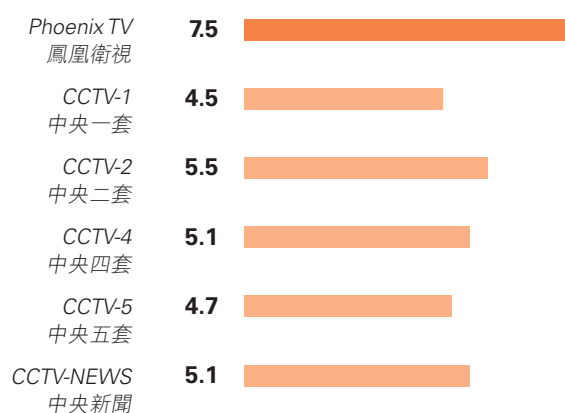
The proportion of senior management (including chairmen/CEOs/presidents or vice-presidents/enterprise owners/business partners) (%)

高層管理 (包括董事長/首席執行官/總裁或副總裁/企業主/企業合夥人) 的比例 (%)



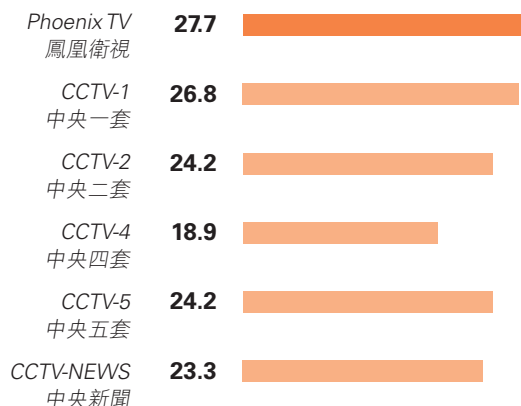
The proportion of middle management (including marketing/sales directors) (%)

中層管理 (包括市場營銷/銷售總監) 的比例 (%)



The proportion of professionals (including technicians/doctors/teachers/lawyers) (%)

專業人士 (包括技術人員/醫生/教師/律師) 的比例 (%)



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Core Audience of Phoenix TV: High Income, High Consumption Power and High Purchasing Power

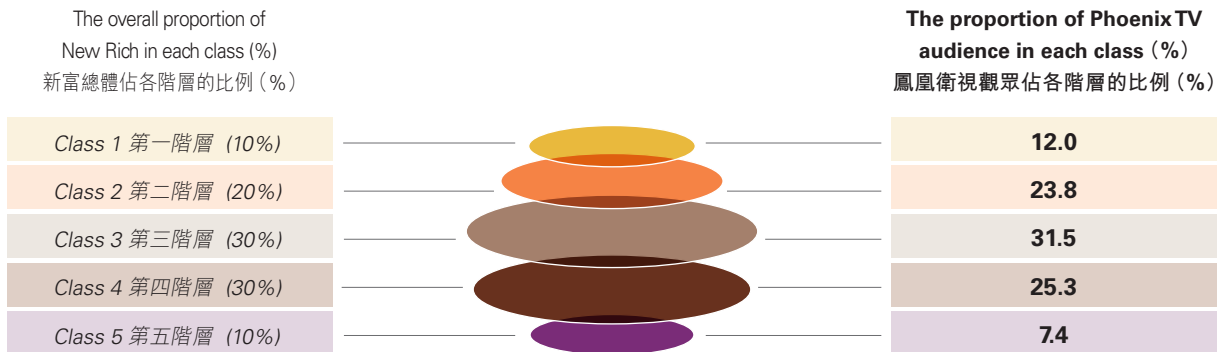
According to the wealth index of the New Rich Research in 2018, among the audience of Phoenix TV, population from classes 1, 2 and 3 accounted for 12%, 23.8% and 31.5% respectively. The proportions of these top 3 classes all exceed the respective class proportions of the New Rich Research which represented the mainstream consumers in the society, who are richer and have stronger consumption power.

Note: The wealth index is an analytical system based on the data of the New Rich Research on the wealth and consumption behaviors of the New Rich in China. This system takes education, housing, investment scale, expenditure and ownership of durable consumer goods as the analytical variables to divide the consumers into 5 consumption classes. Class 1 is the highest class with the most wealth; the higher the class, the higher the consumption potential and consumption power.

鳳凰衛視核心觀眾：高收入、高消費力、高購買力

2018年新富調查財富指數顯示，鳳凰衛視觀眾在第一階層佔比12%，第二階層佔比23.8%，第三階層佔比31.5%，前三階層比例均超越新富調查總體，匯聚社會主流消費人群，擁有更多財富，消費能力更強。

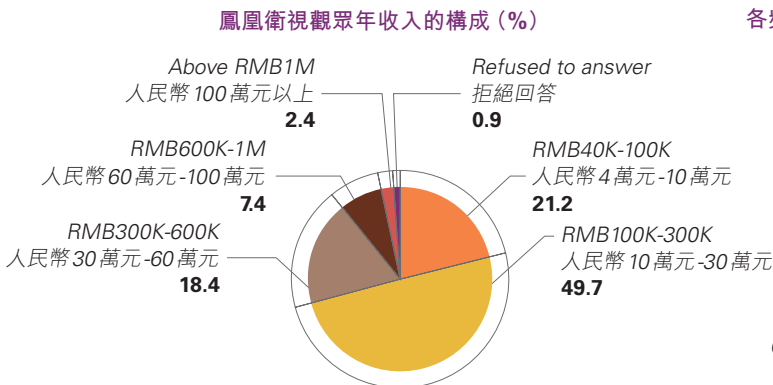
附註：財富指數是使用新富調查數據，根據中國新富群體的財富擁有及消費行為而建立的分析系統。該系統採用教育、住房、投資規模、支出、耐用消費品的擁有情況為分析變量，將消費群劃分為5個消費層級。第一階層是最高的財富階層，階層越高消費潛力及消費力越大。



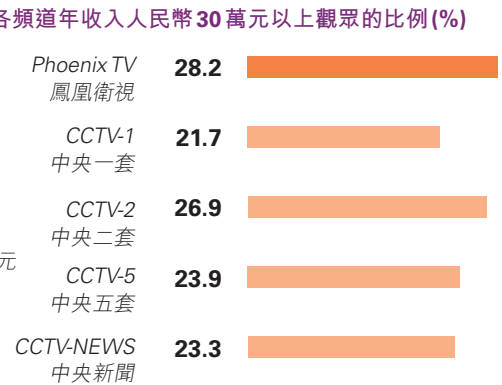
The proportion of high income audience of Phoenix TV exceeded that of the major channels of CCTV.

鳳凰衛視觀眾中，高收入觀眾的比例超越央視主要頻道。

The composition of the annual income of Phoenix TV audience (%) 鳳凰衛視觀眾年收入的構成 (%)



The proportion of audience with an annual income above RMB300,000 by channels (%) 各頻道年收入人民幣30萬元以上觀眾的比例 (%)



Source: SINOMONITOR, Research database of China New Rich Marketing and Media Study (H3), 2018

數據來源：新生代·中國新富市場與媒體研究(H3)調查數據庫，2018