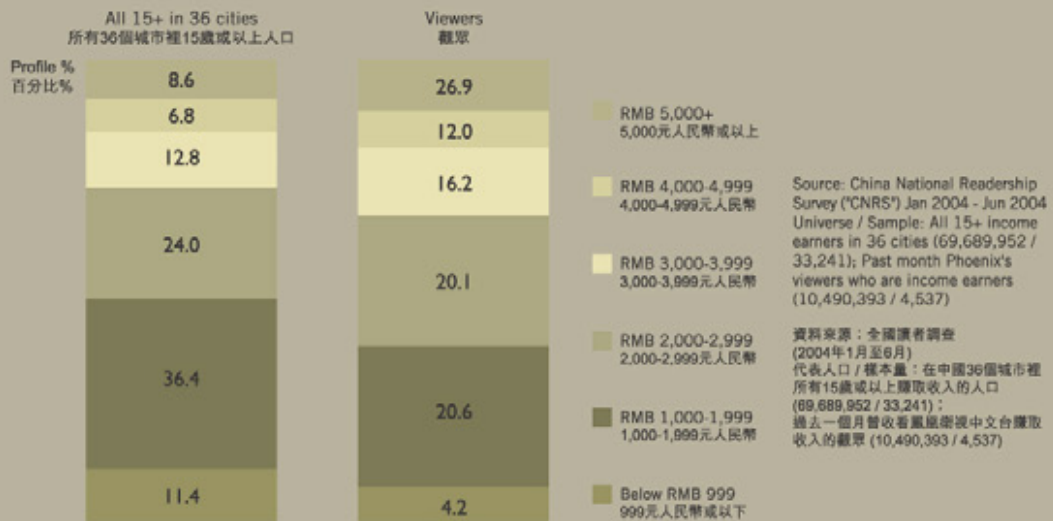


The Chinese Gateway 中國門戶

Phoenix Chinese Channel 鳳凰衛視中文台

Viewers have considerable purchasing power 觀眾富裕收入高



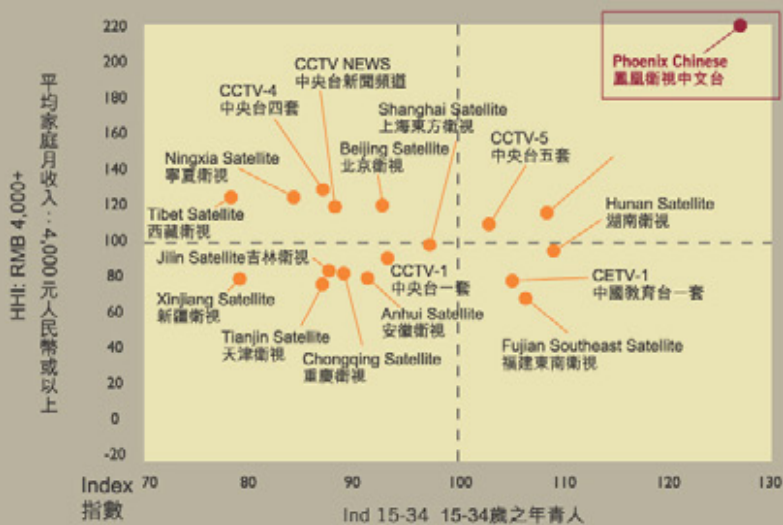
Viewers are Professionals/Decision Makers 吸引中高階層



While InfoNews is the principal source of televised news and information for the Chinese audience, Phoenix Chinese Channel is at the cutting edge of television entertainment in China, and features a rich array of talk shows, variety programming, and mini-series that have a faithful audience in China's cities. The Phoenix Weekly Magazine and the Phoenix Website reinforce the appeal of the Chinese Channel, and combine to provide advertisers with an integrated and multi-media platform for building awareness and increasing the mind share of their brands in today's media-savvy China.

Phoenix Chinese Channel 鳳凰衛視中文台

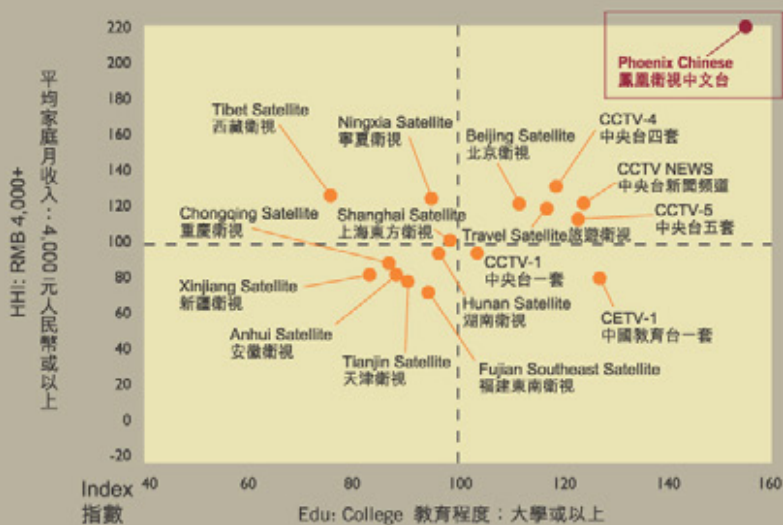
Viewers are younger and more affluent
觀眾既年青又富裕



Source: CNRS Jan 2004 - Jun 2004
Scaled by: Index (past 7 days viewership);
Universe / Sample:
All 15+ in 36 cities in China
(87,843,784 / 40,691)

資料來源：全國讀者調查
(2004年1月至6月)
代表人口總體 / 樣本量：在中國36個城市裡
所有15歲或以上的人口過去7日曾收看的觀眾
(87,843,784 / 40,691)

Viewers are well-educated and more affluent
觀眾擁有較高比例的高教育水平



Source: CNRS Jan 2004 - Jun 2004
Scaled by: Index (past 7 days viewership);
Universe / Sample:
All 15+ in 36 cities in China
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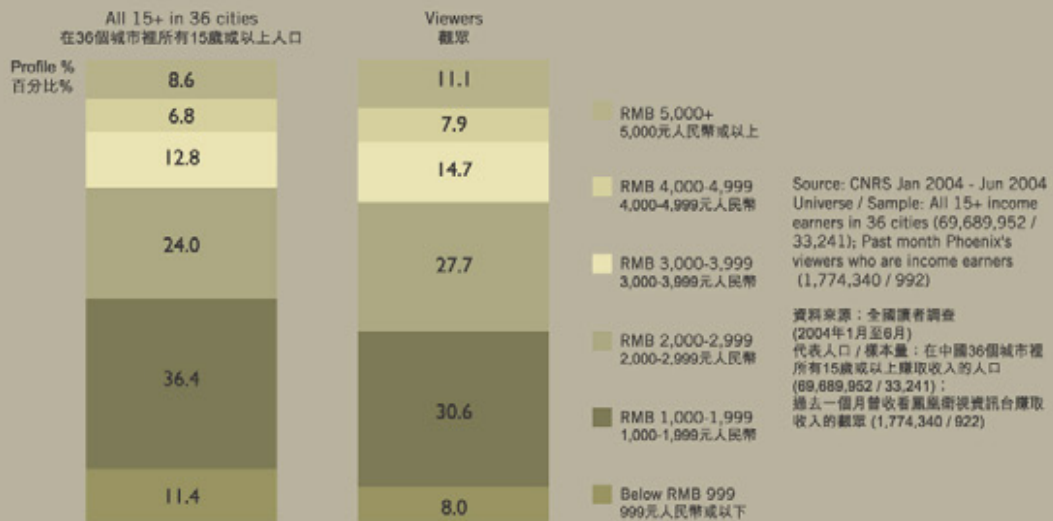
資料來源：全國讀者調查
(2004年1月至6月)
代表人口總體 / 樣本量：在中國36個城市裡
所有15歲或以上的人口過去7日曾收看的觀眾
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鳳凰衛視資訊台為華人觀眾提供電視新聞資訊的主要來源，而鳳凰衛視中文台則為國內電視娛樂媒體的先驅，播放各種內容豐富的清談節目、特備節目及連續劇，在中國多個城市得到大批忠實觀眾的支持。《鳳凰週刊》與鳳凰網站鞏固了中文台的形象，並為廣告商提供了一個綜合多媒體平台，藉以在中國現今的傳播媒介中建立品牌知名度，深化品牌在大眾心中的形象。

The Chinese Gateway 中國門戶

Phoenix InfoNews Channel 鳳凰衛視資訊台

Viewers profile - Family Monthly income 觀眾構成 - 平均家庭收入



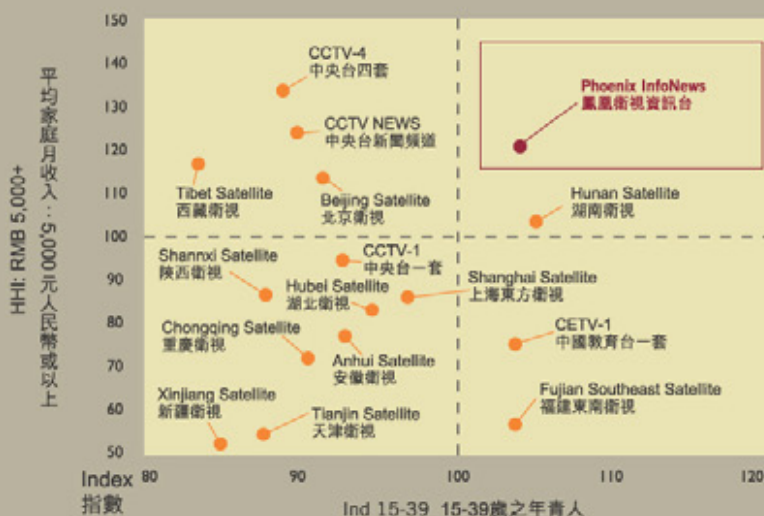
Viewers profile - Occupation 觀眾構成 - 職業類別



As the premier source of news and information on world events for Chinese-speaking communities globally, Phoenix InfoNews provides a perfect vehicle for foreign business leaders and political leaders to communicate with the huge audience in mainland China, including many key decision-makers in both government and commerce.

Phoenix InfoNews Channel 鳳凰衛視資訊台

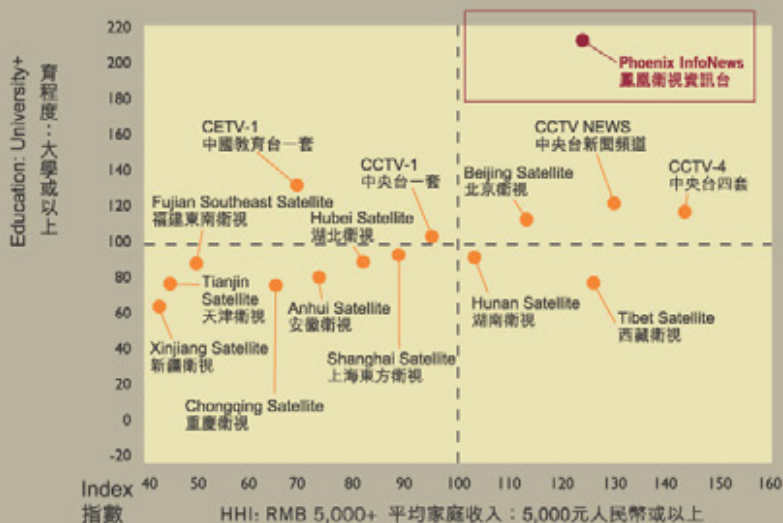
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作為全球華語社區接觸世界新聞資訊的主要來源，鳳凰衛視資訊台為外國的政經領袖提供理想的渠道，與包括政經界最高決策者在內的中國內地廣大觀眾群溝通。