

## THE CHINESE GATEWAY 中國門戶

CSM Media Research conducted a thorough survey from August to October 2005 of the penetration of the Chinese market by Phoenix Chinese Channel and Phoenix InfoNews Channel. This research revealed that Phoenix Chinese Channel's coverage of the Chinese television audience has already reached 14.23%, reaching over 52,270,000 households, and an audience approaching 180 million people. Phoenix InfoNews Channel has a coverage of approximately 8.44%, reaching 31 million households, which represents an audience of 100 million viewers.

The Audience Appreciation Survey of Phoenix TV conducted by CTR Market Research also shows that Phoenix Chinese Channel is outstanding among foreign broadcasters operating in China, with an audience comprising 80% of those watching foreign channels, far surpassing the viewership of any other channels, and is also the television media most watched in offices.

The China Business Executive Survey conducted in 2005 by CTR Market Research about the viewing habits of business executives in eight major cities showed that the daily reach of Phoenix Satellite was 10.4%, which is as high as the top ten national broadcasters, with CCTV2, CCTV3 and CCTV4 and other long-established broadcasters achieving the same level of daily reach. This demonstrates that Phoenix Chinese Channel has a comparatively strong influence among China's business executives.

央視 - 索福瑞媒介研究有限公司在2005年8月到10月期間針對鳳凰衛視中文台及資訊台的頻道覆蓋做了一個全國性調查。報告顯示，鳳凰衛視中文台在中國內地的覆蓋率已經達到14.23%，頻道覆蓋的戶數超過5227萬戶，覆蓋的人口接近1億8千萬；鳳凰衛視資訊台在中國內地的覆蓋率為8.44%，覆蓋戶數近3100萬戶，覆蓋人口超過1億。

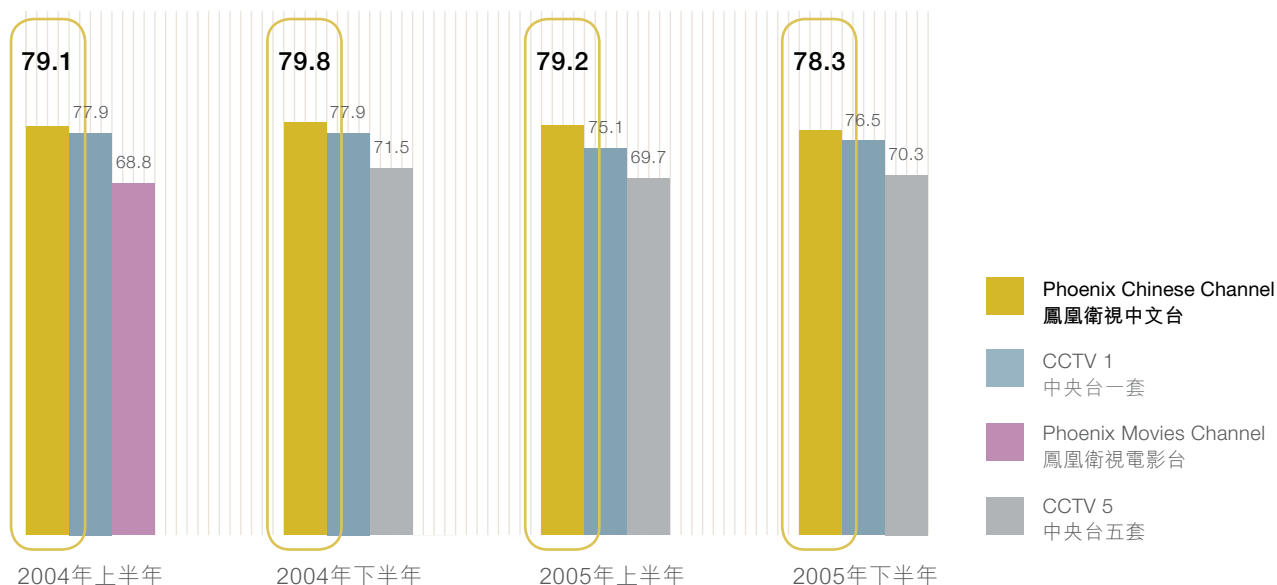
根據央視市場研究股份有限公司的調查顯示，鳳凰衛視中文台在眾多境外頻道中鶴立雞群，關注度高達到80%，遠遠超過其他頻道，是贏得最多關注的辦公室電視媒體。鳳凰衛視在辦公室裡掌握了輿論引導的主動權，拿到發揮媒體影響力的先手。

央視市場研究股份有限公司在中國內地八大城市針對商務人士所進行的一項研究顯示：鳳凰衛視中文台的日到達率已達10.4%，高居全國性電視頻道的前十名，與CCTV2、CCTV3和CCTV4等中央台老牌頻道在商務人士的日到達率上同處於一個水平，顯示出鳳凰衛視中文台在商務人士群體中較強的影響力。

For two successive years Phoenix Chinese Channel has given greater satisfaction to viewers than any other channel.

連續2年，鳳凰衛視中文台較其他頻道更令觀眾滿意。

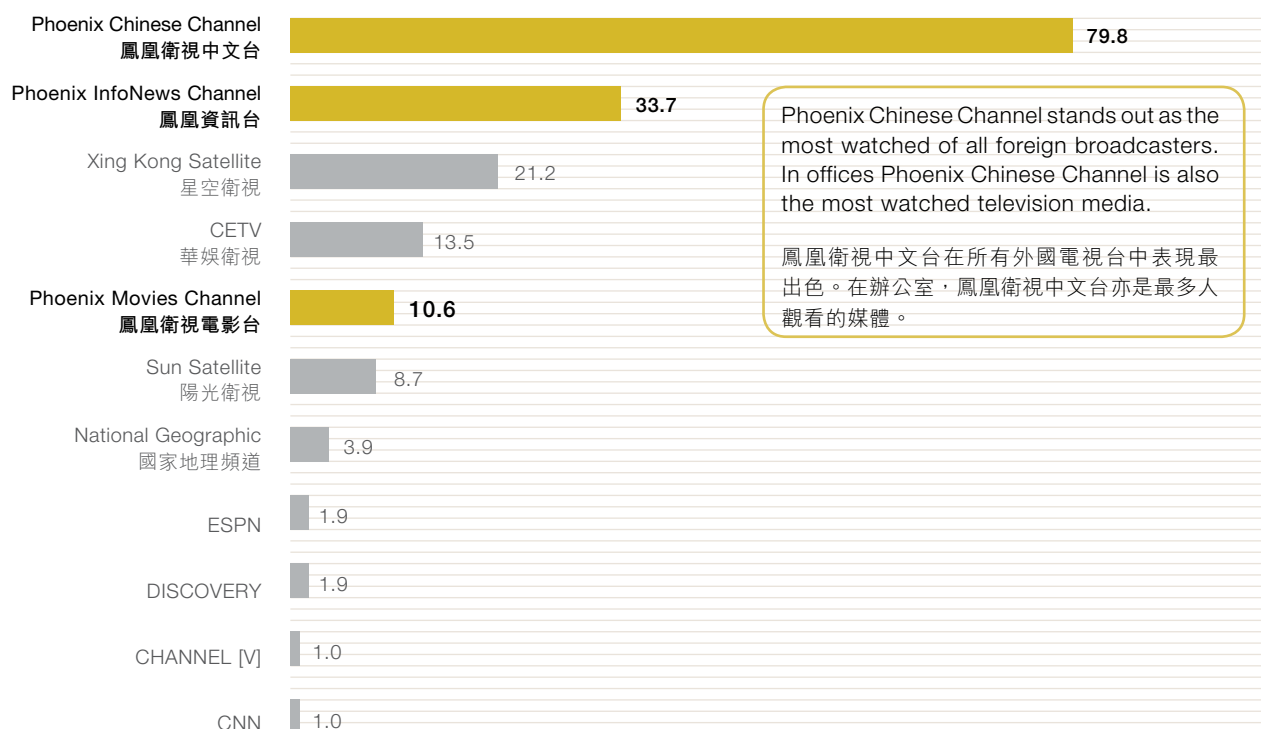
### GENERAL SATISFACTION INDEX 滿意度綜合指數



Source: CTR Market Research – Audience Appreciation Survey of Phoenix TV  
資料來源：央視市場研究股份有限公司 — 鳳凰衛視觀眾滿意度調查

UNIT:% 單位: 百分比

## AUDIENCE APPRECIATION SURVEY – VIEWING IN THE OFFICE 辦公室電視媒體滿意度調查

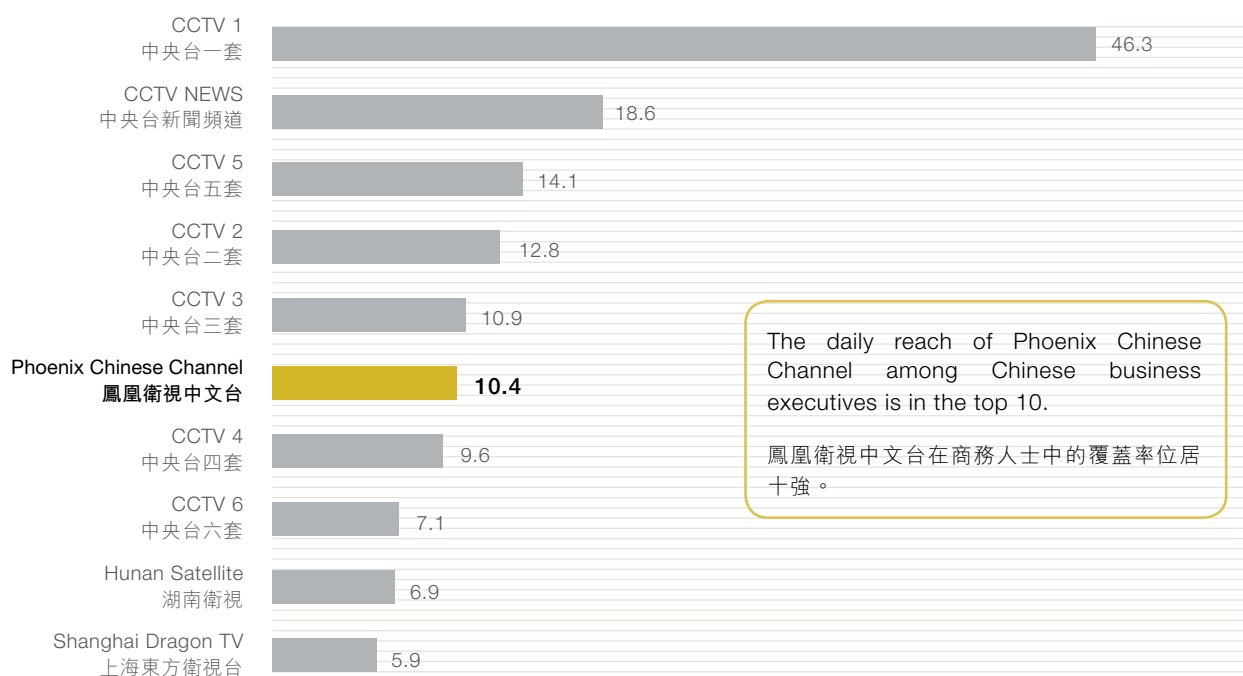


Source: CTR Market Research – Audience Appreciation Survey of Phoenix TV

UNIT:% 單位: 百份比

資料來源：央視市場研究股份有限公司 — 鳳凰衛視觀眾滿意度調查

## 2005 CHINA BUSINESS EXECUTIVE SURVEY 中國商務人士調查



Source: CTR Market Research – China Business Executive Survey 2005

UNIT:% 單位: 百份比

資料來源：央視市場研究股份有限公司 — 中國商務人士調查