

The Chinese Gateway

中國門戶

According to the 2008 Q3-Q4 "Audience Appreciation Survey of Phoenix Television", which was conducted by the CTR Market Research Company Limited, Phoenix Chinese Channel continued to surpass other satellite channels in China by consistently securing the number one position in the Audience Satisfaction Index. Since 2004 this is the tenth time in which Phoenix Chinese Channel has ranked at the top of the audience satisfaction chart.

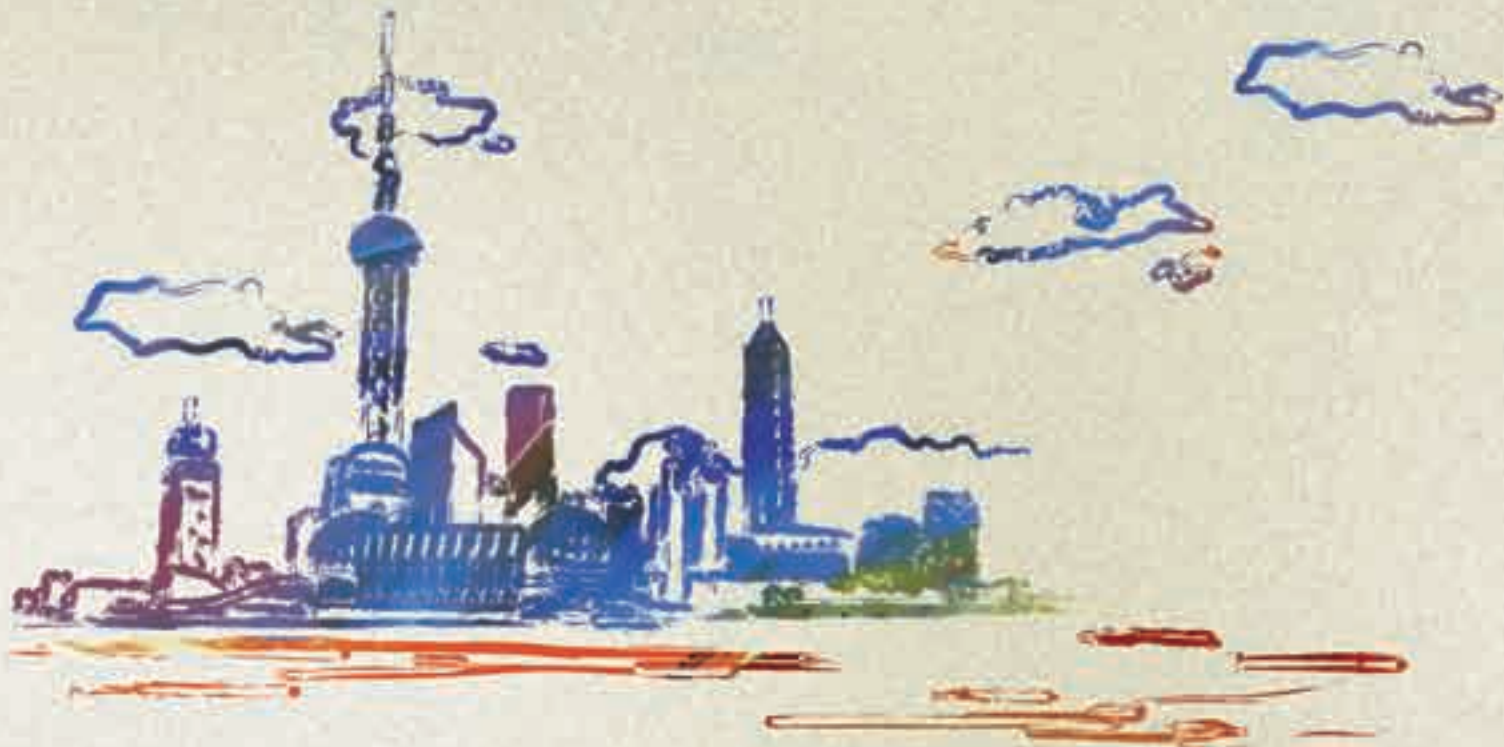
Phoenix Chinese Channel and Phoenix InfoNews Channel achieve a very high level of audience attention in offices. This high level of attention shows that Phoenix Satellite Television has a clear position among office staff, and also demonstrates that the information and news content of Phoenix Satellite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

In 2008 Phoenix Chinese Channel's daily rating among business executives rose 28.5% over the rating in the previous year, and compared to television channels across the country was ranked fourth. Phoenix InfoNews Channel, besides an increase in its daily distribution rate of 54%, achieved a rise in its ranking from 12th place in 2007 to 9th place in 2008. These figures clearly demonstrate the extensive influence that Phoenix Satellite Television enjoys among Chinese business executives.

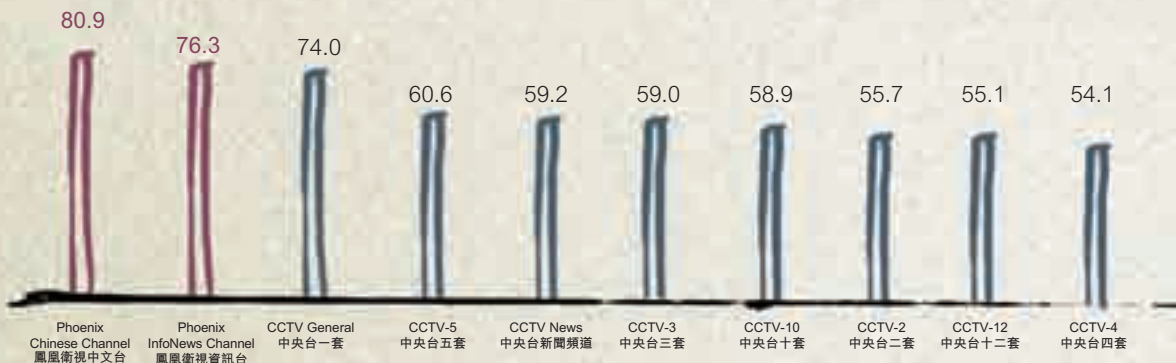
根據2008年下半年央視市場研究股份有限公司進行的「鳳凰衛視觀眾滿意度調查報告」顯示，鳳凰衛視中文台繼續超越中國內地衛星頻道，穩居觀眾滿意度指數第一位。此為自2004年以來鳳凰衛視連續十次位列排行榜首位。

在辦公場所內，鳳凰衛視中文台及鳳凰衛視資訊台贏得觀眾高度的關注。足以顯示鳳凰衛視在工作群中有顯著的地位，也足以印證鳳凰衛視的信息內容吻合這群人的口味。

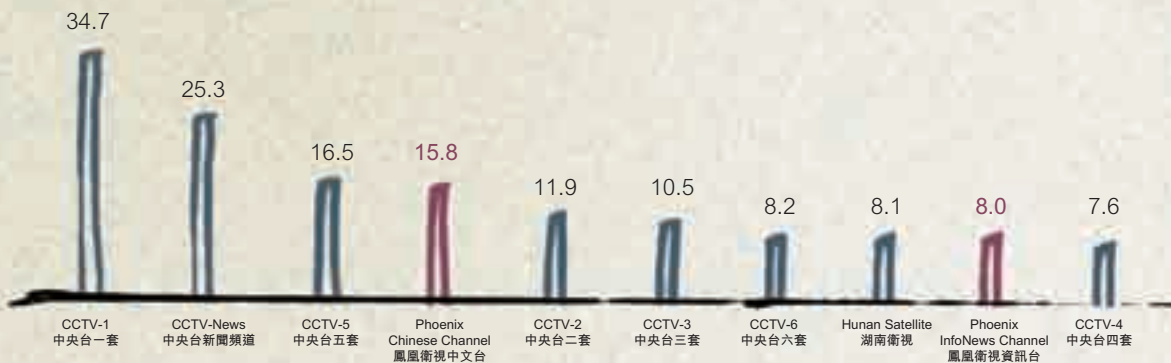
2008年鳳凰衛視中文台在商務人士中的日到達率較2007年上升28.5%，與全國性電視頻道相比，仍然居於第4位；而鳳凰衛視資訊台除取得日到達率近54%的增長外，其排名更從2007年的第12位躍居至2008年的第9位。這些數字明確顯示鳳凰衛視在中國商務人士群體中有較強的影響力。



Audience Satisfaction 頻道綜合滿意度



Phoenix Chinese Channel is the fourth most popular channel among Business Executives 在富裕商務人士中的日到達率居十強



Phoenix Chinese Channel is the most watched channel in the office 在辦公室收看鳳凰衛視的比例

