

The Chinese Gateway

中國門戶

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■ PHOENIX ANNUAL REPORT 鳳凰衛視年報 2009

According to the 2009 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 No.1 positions in the Audience Satisfaction Index. Since 2004, this is the twelfth 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.

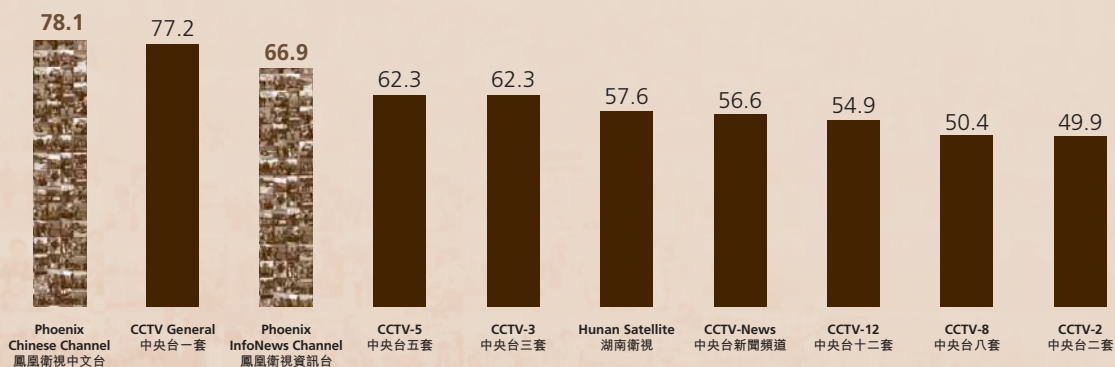
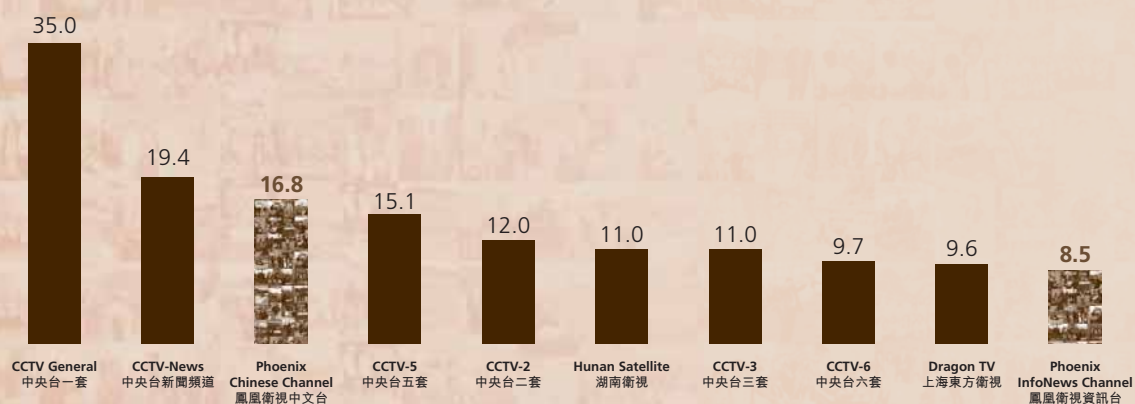
In 2009, Phoenix Chinese Channel's daily viewing among business executives rose 6% when comparing to the previous year, and became No.3 nationwide channel. Phoenix InfoNews Channel kept a top 10 ranking with 5.6% increment in viewing. These figures clearly demonstrate the extensive influence that Phoenix Satellite Television enjoys among Chinese business executives.

根據2009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十二次位列排行榜首位。

在辦公場所內，鳳凰衛視中文台及資訊台贏得觀眾高度的關注。足以顯示鳳凰衛視在辦公室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白領觀眾的口味。

2009年鳳凰衛視中文台在商務人士中的日到達率較2008年上升6%，在全國性電視頻道中躍升至第3位；而鳳凰衛視資訊台日到達率取得5.6%的增長，穩踞十強之列。上述數據皆表明鳳凰衛視在中國商務觀眾群體中有較強的影響力。

Audience Satisfaction 頻道綜合滿意度

Phoenix Chinese Channel is the third most popular channel among business executive
在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