

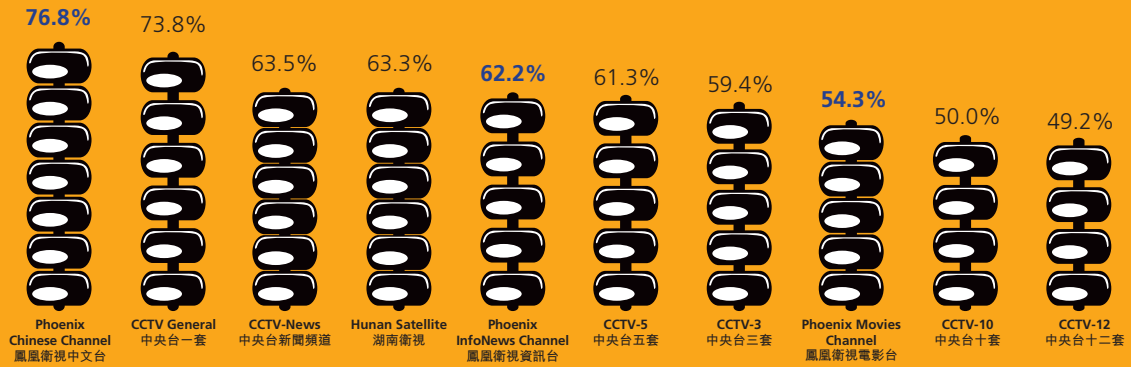
The Chinese Gateway

According to the 2011 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 sixteenth time in which Phoenix Chinese Channel has ranked at the top of the Audience Satisfaction chart.

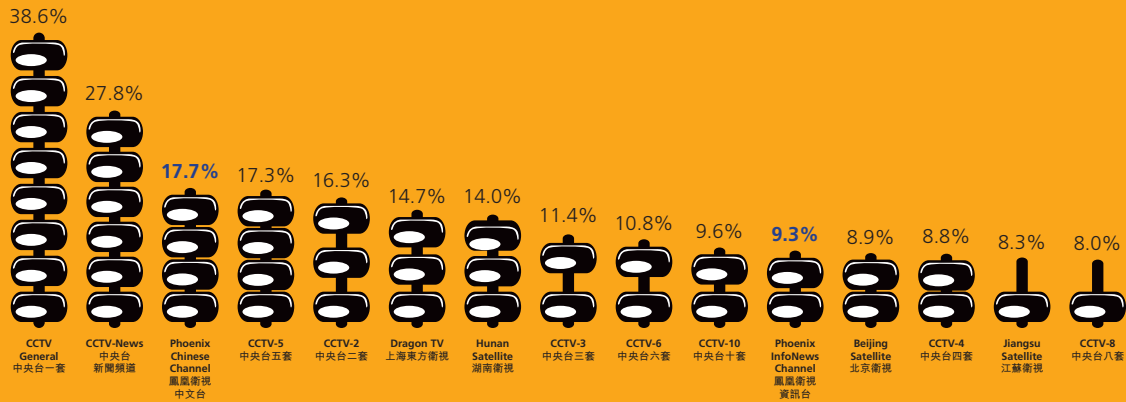
Phoenix Chinese Channel and Phoenix InfoNews Channel achieve a very high level of audience attention in offices. This high level of attention shows that Phoenix Satellite Television has a clear position among office staff, and also demonstrates that the information and news content of Phoenix Satellite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

In 2011, Phoenix Chinese Channel’s daily viewing among business executives saw 1.1% year-on-year growth, and maintained at No.3 nationwide channel. Phoenix InfoNews Channel’s daily viewing among business executives rose 12.6% when comparing to the previous year. These figures clearly demonstrate the extensive influence that Phoenix Satellite Television enjoys among Chinese Business Executives.

Audience Satisfaction



Phoenix Chinese Channel is the third most popular channel among business executives



Phoenix Chinese Channel is the most watched channel in the office

