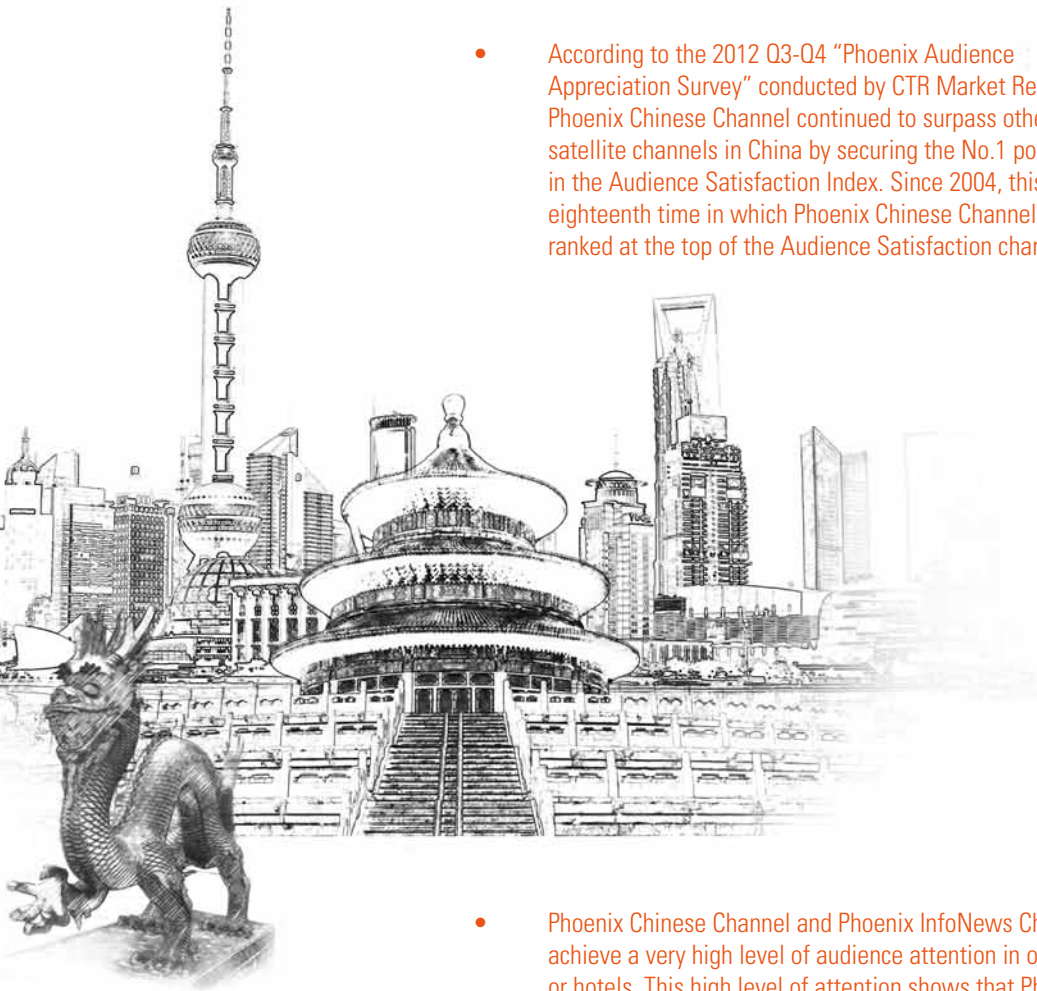


The Chinese Gateway

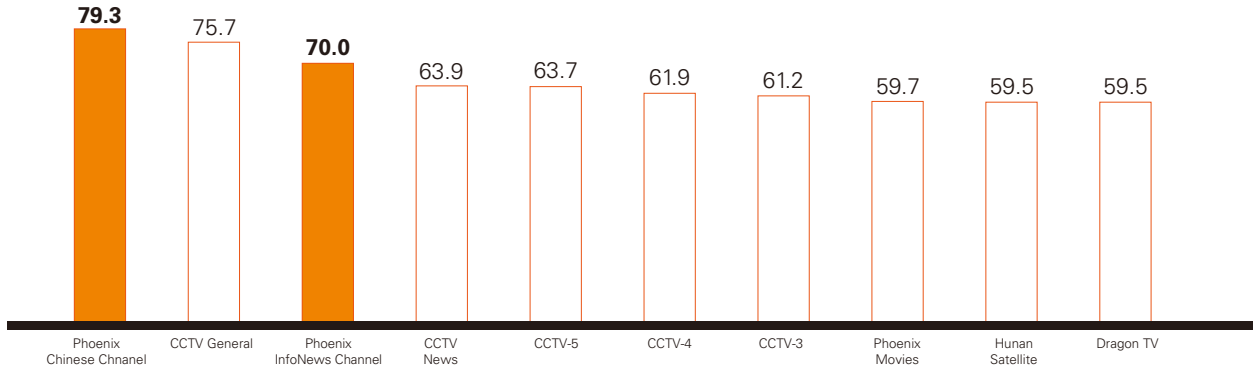
- According to the 2012 Q3-Q4 "Phoenix Audience Appreciation Survey" conducted by CTR Market Research, Phoenix Chinese Channel continued to surpass other satellite channels in China by securing the No.1 positions in the Audience Satisfaction Index. Since 2004, this is the eighteenth time in which Phoenix 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 or hotels. 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 2012, Phoenix Chinese Channel's daily viewing among business executives saw 28% year-on-year growth, and maintained at No.4 nationwide channel. Phoenix InfoNews Channel's daily viewing among business executives rose 18% when comparing to the previous year. These figures clearly demonstrate the extensive influence that Phoenix Satellite Television enjoys among Chinese Business Executives.

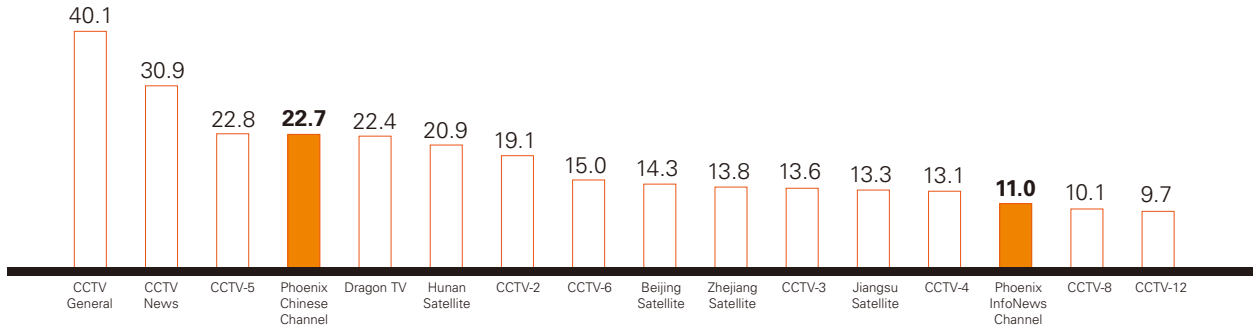
Audience Satisfaction

%



Phoenix Chinese Channel is the fourth most popular channel* among Business Executives

%



* Nationwide channel

Phoenix Chinese Channel receives high attention in offices or hotels

%

