

According to the “Phoenix Audience Appreciation Survey” for the second half of 2015 conducted by CTR Market Research, Phoenix Chinese Channel continued to surpass other satellite channels in China by securing the No.1 position in the Audience Satisfaction Index. Since 2004, this is the twenty-fourth 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 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.

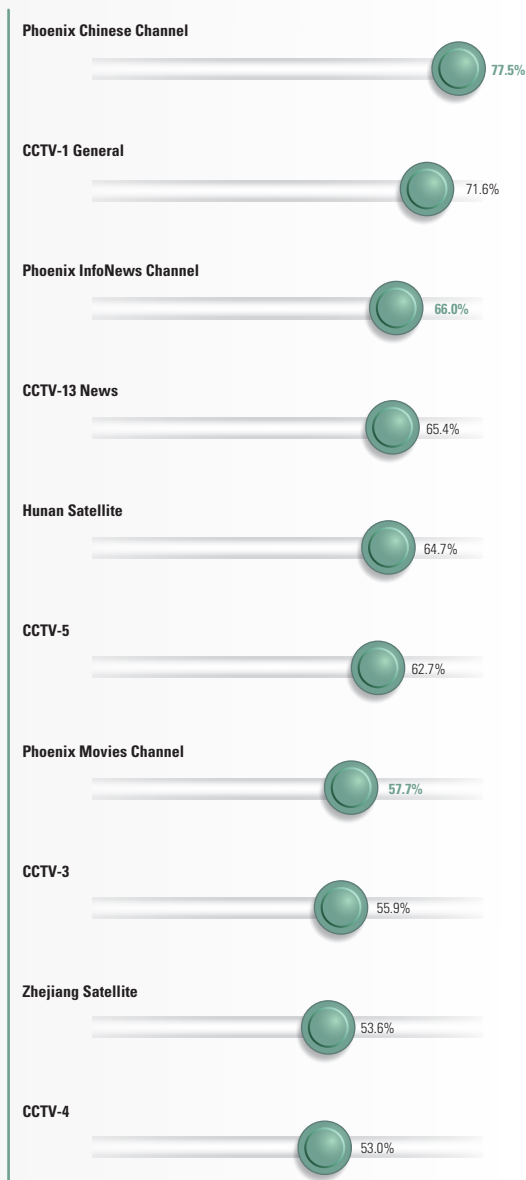
In 2015, Phoenix Chinese Channel’s daily viewing among business executives gained 2% year-on-year growth, and maintained the No.3 nationwide channel position. Phoenix InfoNews Channel’s watched yesterday% among business executives ranked at no. 11 nationwide channel position. These figures clearly demonstrate the extensive influence that Phoenix Satellite Television enjoys among Chinese business executives.

# The Chinese Gateway

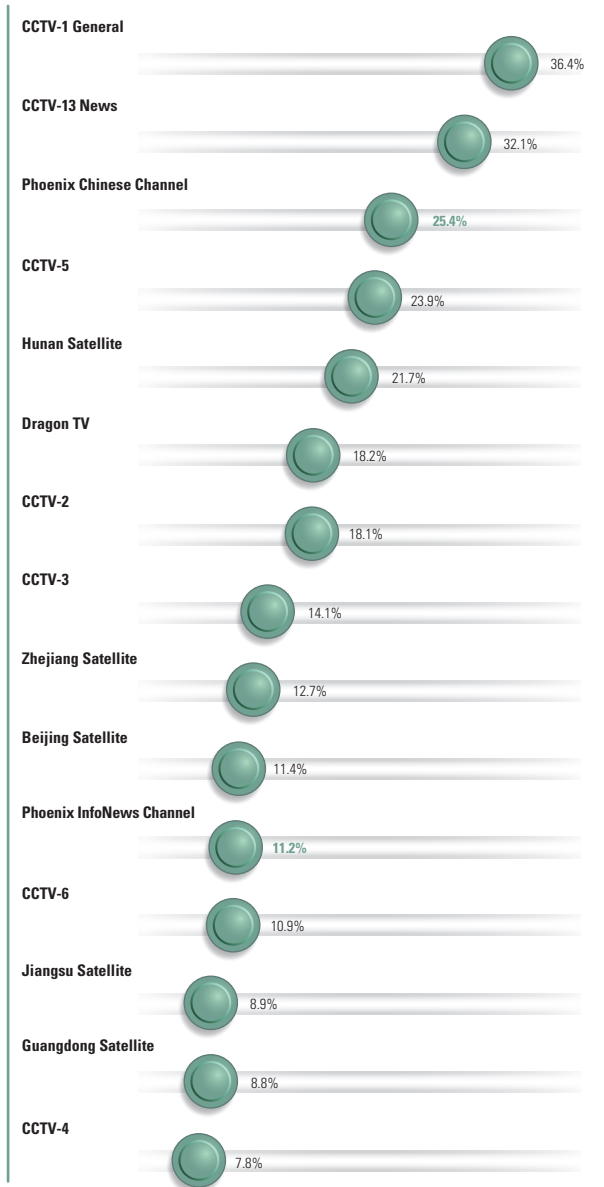
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## Audience Satisfaction



## Phoenix Chinese Channel is the third most popular channel\* among Business Executives



\* Nationwide Channel / watched yesterday %

## Phoenix Chinese Channel receives high attention in offices, leisure facilities or hotels

