

The Chinese Gateway



According to the 2016 “Phoenix TV Audience Satisfaction Research” 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-fifth time in which Phoenix Chinese Channel has ranked at the top of the Audience Satisfaction chart.

Regarding the top channels for breaking news and significant events, Phoenix Chinese Channel and Phoenix InfoNews Channel receive high percentage of audience’s choice; it exemplifies that news on Phoenix TV is professional, quick response and comprehensive reportage.

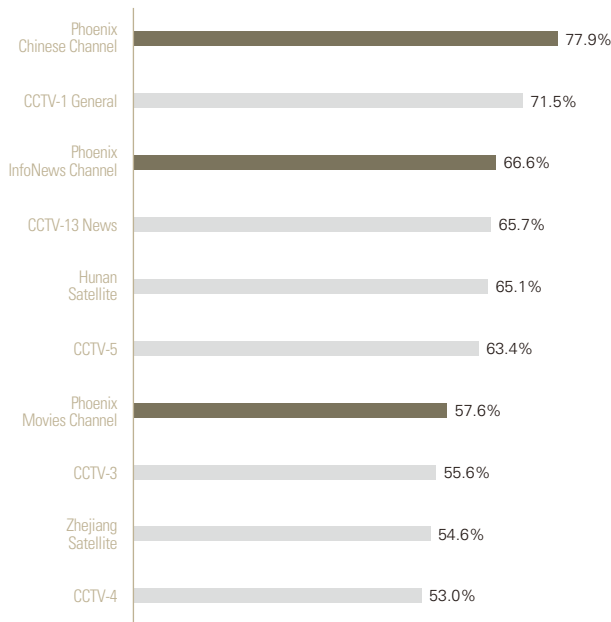
Phoenix Chinese channel is well-received by business executives in China with top level of attention*; and Phoenix InfoNews also ranks at no. 5 nationwide channel position. These figures clearly demonstrate the extensive influence that Phoenix Satellite Television enjoys amongst Chinese Business Executives. Also, the information and news satisfies the tastes and interests of this group of viewers.

*Remarks: Level of Attention = The number of viewers who select the channel with favorite TV programmes, divided by total respondents of the survey, expressed in percentage.

Business Executives: Main or Key Business Purchase Decision Makers at Work

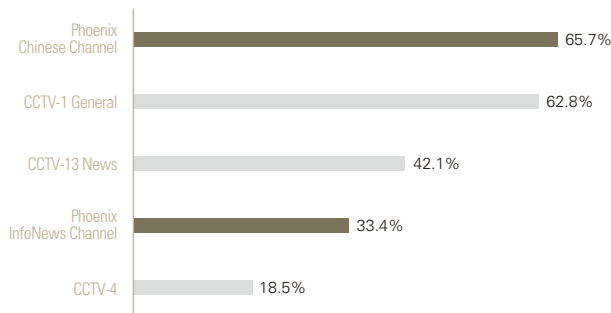
*Source: 2016 CTR Phoenix TV Audience Satisfaction Research
Base: respondents who are able to receive the Phoenix TV’s channels at home*

Audience Satisfaction



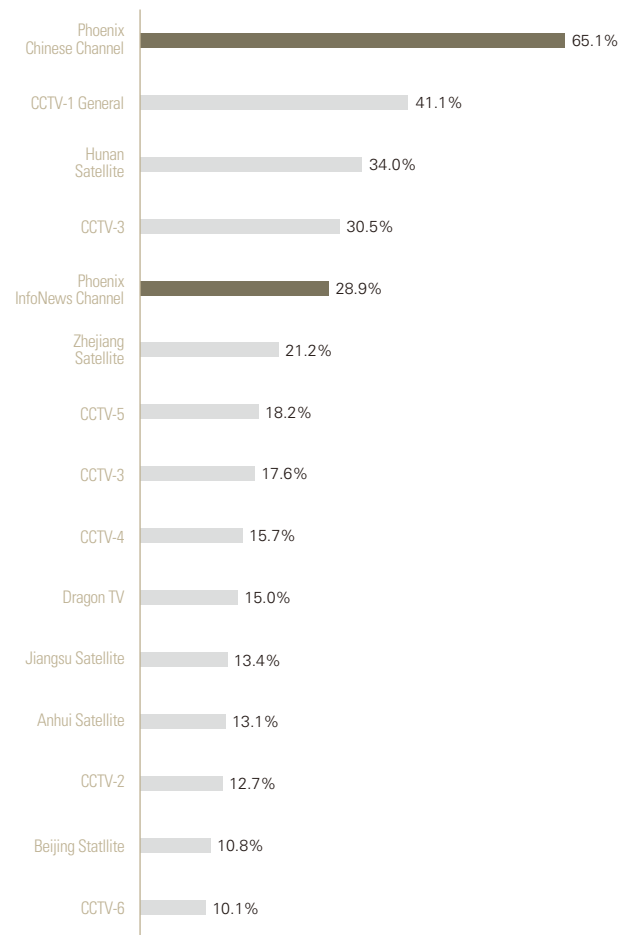
Nationwide channels

Phoenix TV is the top choice for breaking news and significant events



Nationwide channels

Phoenix Chinese Channel receives the most attention among Business Executives*



Nationwide channels

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