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## GLOSSARY

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*This glossary of industry terms contains explanation of certain terms used in this prospectus as they relate to the industry in which our Group operates its business. These terms and their given meaning may not correspond to standard industry meaning or usage.*

“above-the-line marketing”	media advertisements including TV (commercials and programs), print media (newspaper and magazines), digital media (Internet and mobile), others (radio, movies, other outdoor advertisements)
“advertising agencies’ advertising resources”	CCTV advertising resources, except CCTV prime time advertising resources (黃金廣告資源) and CCTV subscription-based advertising resources (簽約認購類廣告資源), which may be acquired by advertising agencies for use in their business
“below-the-line marketing”	events, fairs, exhibitions and road-shows
“CCTV prime time advertising resources (黃金廣告資源)”	certain advertising resources sold through CCTV annual public auctions in or around November each year for those prime time TV programs announced by CCTV on its website <a href="http://1118.cctv.com/zyxz/index.shtml">http://1118.cctv.com/zyxz/index.shtml</a> as updated from time to time before each annual public auction.
“CCTV subscription-based advertising resources (簽約認購類廣告資源)”	certain advertising resources sold through the CCTV subscription process from September to October each year for those TV programs announced by in its “CCTV Subscription-based Advertising Products Brochure (中央電視台黃金資源廣告-簽約認購類產品手冊)” on its website <a href="http://1118.cctv.com/special/2013zhaobiao/cpsc/index.shtml">http://1118.cctv.com/special/2013zhaobiao/cpsc/index.shtml</a> as updated from time to time before each CCTV subscription process
“CETV”	China Education Television
“digital media”	internet and mobile
“end-customers’ advertising resources”	includes CCTV prime time advertising resources (黃金廣告資源) and CCTV subscription-based advertising resources (簽約認購類廣告資源), which may be acquired (i) by advertising agencies only on behalf of their end-customers and not for use in their business; or (ii) by end-customers directly in the case of CCTV subscription-based advertising resources being unsold after the relevant subscription period
“event marketing”	the promotion of a product, service or organization to consumers through the design or development of a themed activity, occasion, display or exhibit (such as sports event, music festival, fair or concert). It targets specific individuals or groups at gathering spots where they hope to make quality individual impressions
“exclusive rights”	under our media investment management services, our exclusive rights refer to the exclusive rights to sell advertising time slots for certain CCTV programs which are not reserved by CCTV for its own sales as end-customers’ advertising resources. For details, please refer to “Business — Wisdom Branding — Media investment management services”

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“Market share of TV channels in terms of viewership”	the percentage share of the number of audience for a specific TV channel, at a specific time period, to the total number of audience watching TV
“marketing channel”	the communication medium used to deliver a message to consumers and which marketing activities take place. It includes both above-the-line and below-the-line marketing
“marketing expenditure”	the amount of money spent by companies on marketing activities in a particular period of time
“passenger vehicle”	a vehicle with not more than nine seats including the driver seat, and, in terms of design and technical features, are mainly used for carrying passengers and their carry-on baggage and/or provisional items. Passenger vehicles can be subdivided into basic passenger vehicles, multi -purpose vehicles (MPV), sports utility vehicles (SUV), special passenger vehicles, and cross-passenger vehicles
“printed media”	a type of above-the-line marketing which generally refers to newspaper and magazines
“sport events”	civilian vehicle racing, extreme sports, marathon, cycling, boat racing etc.