

## The Chinese Gateway 中國門戶



According to Q3-Q4, 2007 "Audience Appreciation Survey of Phoenix TV", Phoenix Chinese Channel continued to surpass other satellite channels in China by securing the No.1 position in the Audience Satisfaction Index. This is the seventh consecutive time since the second half-year of 2004 that Phoenix has ranked at the top of the list.

Phoenix Chinese Channel and Phoenix InfoNews Channel are outstanding among foreign broadcasters operating in China, and are the most watched television channels in offices.

Phoenix Chinese is one of the most popular nationwide channels among Affluent Business Executives in China. This demonstrates that Phoenix Chinese Channel has a comparatively strong influence among Chinese Business Executives.

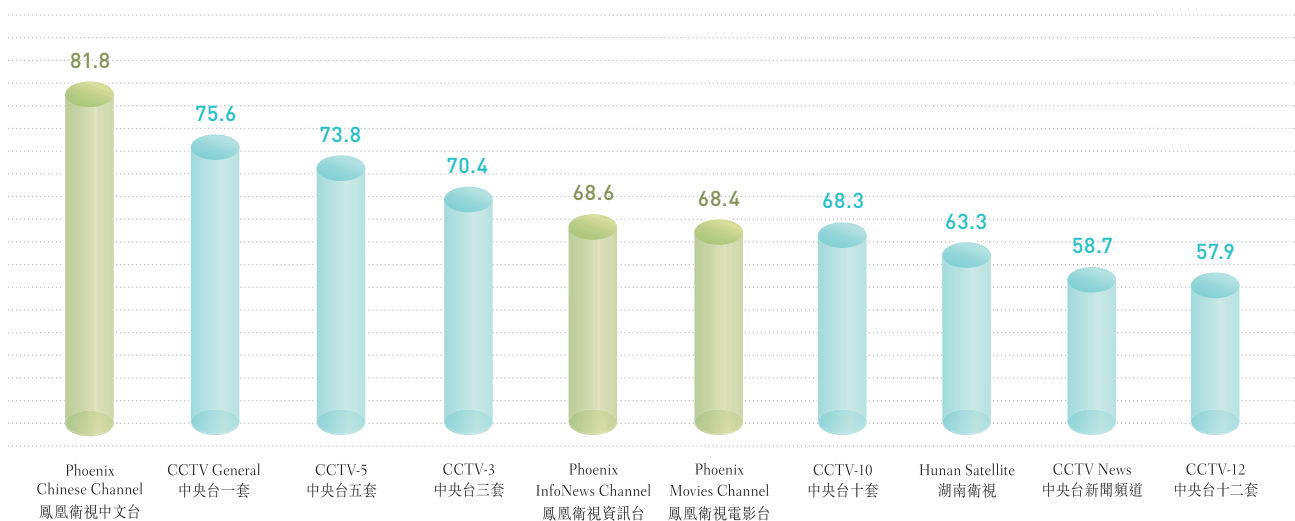
根據2007年下半年央視市場研究股份有限公司進行的「鳳凰衛視觀眾滿意度調查報告」顯示，鳳凰衛視中文台繼續超越中國內地衛星頻道，穩居觀眾滿意度指數第一位。此為自2004年下半年以來鳳凰衛視連續七次位列排行榜首位。

在辦公場所內，鳳凰衛視中文台及資訊台贏得觀眾高度的關注。足以顯示鳳凰衛視在工作群中有顯著的地位，也足以印證鳳凰衛視的信息內容吻合這群人的口味。

鳳凰衛視中文台為第四大最受富裕商務人士歡迎的全國性電視頻道，表明鳳凰衛視中文台在中國商務人士群體中有較強的影響力。

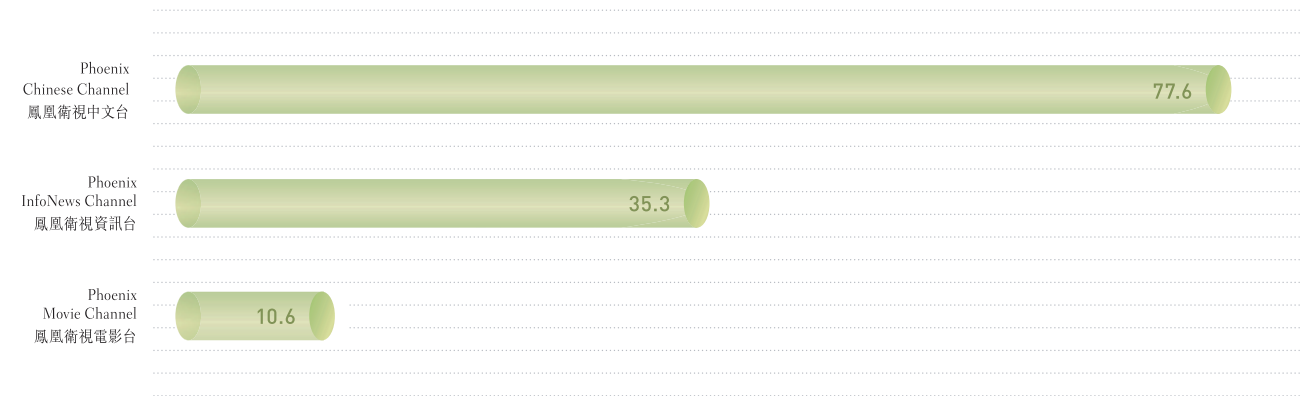
## Audience Satisfaction

### 頻道綜合滿意度



### Phoenix Chinese is the most watched regional channel in the office

在辦公室收看鳳凰衛視的比例



### Phoenix Chinese is the fourth most popular channel among Affluent Business Executives

在富裕商務人士中的日到達率居十強

