

PRESS RELEASE

NEW SURVEY RANKS CETV AS CHINA'S MOST POPULAR FOREIGN OVERSEAS CHINESE CHANNEL

-CETV also Launches Advertiser Monitoring Survey in 6 Chinese Cities-

Hong Kong - May 29, 1996 - In a new viewer survey recently conducted by independent researcher, X&L Marketing Service, China Entertainment Television Broadcast Ltd (CETV) has been rated as the most popular foreign overseas Chinese satellite TV channel, surpassing in popularity all other major satellite and foreign channels broadcasting in China.

CETV has launched an aggressive initiative in both viewer and advertising monitoring research. In response to the needs of advertisers and agencies, CETV has made a major commitment to research. In the first of a series of viewer surveys to be conducted in 10 major Chinese cities by X&L Marketing Service, CETV has announced the following findings:

- Results of this survey are from a random sample of 300 households in a middle-upper income district in Beijing which has a permanent residential population of 244,000 households.
- 89.7% of total households are able to receive more than 20 channels.
- 88.7% of total households are able to receive CETV. This is particularly encouraging since the channel is relatively new and has only been available to viewers in the survey since the beginning of 1996.
- 96% of households surveyed subscribe to a cable network of which 93% can receive CETV.
- Among 28 channels, CETV was the highest rated foreign overseas Chinese channel - ranking number 8 overall in terms of viewer popularity. Among the 8 top-rated channels CETV was the only foreign broadcaster with the other top-7 channels consisting of 4 CCTV channels, 2 local cable networks and 1 Beijing terrestrial channel.
- 76% of respondents said they most enjoy watching variety/entertainment programming.
- CETV's "Happy Times" is the channel's most popular program.

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Robert Chua, CETV's founder, Chairman and CEO, said of the channel's success, "CETV is not only the most popular foreign overseas satellite TV channel in China, it also rates above most other major Chinese satellite and foreign broadcasting services. I am particularly proud that CETV has blended so well into the Chinese viewing environment. That was always our mission. This survey validates that we are delivering on our promise to bring wholesome family entertainment to Chinese audiences. That's what has made CETV China's number one foreign overseas Chinese TV channel."

In a separate monitoring survey conducted in 6 major cities, X&L Marketing Service concluded that "No omission or change of any advertisement or program was ever detected during the period that CETV's broadcast signal was monitored." This survey monitored CETV's signal in 6 cities - Beijing, Guangzhou, Shenyang, Wuhan, Chengdu and Zhengzhou. According to CETV's Vice President of Marketing & Corporate Affairs, Paul Loh, "Verification that commercials have actually aired is a major concern among advertisers in China. In addition to CETV's aggressive initiatives in viewer research, we are also committed to being at the forefront of monitoring research which will ensure that our clients get what they pay for."

CETV is one of Asia's fastest growing and most successful satellite television services, devoted exclusively to wholesome family programming for Mandarin speaking audiences throughout Asia. Since its successful launch on 11 March 1995, CETV Family Channel has made dramatic progress in reaching over 28 million households throughout China and Southeast Asia, including Taiwan, Indonesia, Singapore, Malaysia, Japan, the Philippines, Thailand, Brunei, Myanmar, Vietnam, Laos and Christmas Island, an Australian territory in the Indian Ocean.

In the beginning of this year, CETV became the first satellite service outside of China to successfully produce variety and entertainment specials with Chinese television stations. These programs include "The New Year Special" with Shandong Satellite TV, "The Asian Winter Games Special" with Heilongjiang TV and "The Chinese New Year Special" with Tianjin TV. Other joint productions are being planned with Shanghai TV, Hangzhou TV, Wuhan TV and Fujian TV.

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