UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549 Notice of Effectiveness

| Notice of Effectiveness | |
|-------------------------|------------------------|
| Effectiveness Date: | May 11, 2011 4:00 P.M. |
| Form: | F-1 |
| CIK: | 0001509646 |
| Company Name: | Phoenix New Media Ltd |
| File Number: | <u>333-173666</u> |