

UNITED STATES OF AMERICA
Before the
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

ADMINISTRATIVE PROCEEDINGS RULINGS
Release No. 1551/June 24, 2014

ADMINISTRATIVE PROCEEDING
File No. 3-15909

In the Matter of

ZHIDALI RADIO AND TELEVISION
NETWORK, INC.

ORDER POSTPONING HEARING,
SCHEDULING PREHEARING
CONFERENCE, AND TO SHOW CAUSE

The Securities and Exchange Commission (Commission) commenced this proceeding on June 5, 2014, with an Order Instituting Administrative Proceedings (OIP) pursuant to Section 12(j) of the Securities Exchange Act of 1934 (Exchange Act). The OIP alleges that Respondent Zhidali Radio and Television Network, Inc. (Zhidali) has a class of securities registered with the Commission pursuant to Exchange Act Section 12(g) and is delinquent in its periodic filings, in violation of Exchange Act Section 13(a) and Rules 13a-1 and 13a-13. A hearing is scheduled to commence on July 2, 2014.

On June 9, 2014, the Division of Enforcement filed a declaration reflecting that Respondent was served with the OIP on June 9, 2014, in accordance with Commission Rule of Practice 141(a)(2)(ii), 17 C.F.R. § 201.141(a)(2)(ii). Zhidali's Answer was due within ten days of service of the OIP, or by June 23, 2014, but it has not yet filed an Answer. OIP at 2; 17 C.F.R. §§ 201.160(b), .220(b).

Accordingly, it is ORDERED that by July 7, 2014, Zhidali shall SHOW CAUSE why this proceeding should not be determined against it for failure to file an Answer or otherwise defend this proceeding. See 17 C.F.R. §§ 201.155(a)(2), .220(f). If Zhidali fails to respond to this Order, it will be deemed in default, the proceeding will be determined against it, and the registration of its securities will be revoked. See OIP at 2-3; 17 C.F.R. § 201.155(a).

It is FURTHER ORDERED that the hearing scheduled for July 2, 2014, is postponed sine die, and a telephonic prehearing conference shall be held on July 14, 2014, at 11:30 a.m. EDT, if the proceeding has not been resolved by then.

Cameron Elliot
Administrative Law Judge