

Global Media Organisation 建基全球



Phoenix Movies



10

Phoenix has extended its reach globally. Today, the 'Chinese connection' enables communities around the world to access Mandarin news and entertainment programmes. The dynamism of this massive market, combined with successful expansion strategies, has allowed Phoenix to develop a comprehensive multi-channel platform. Today, Phoenix Chinese, Phoenix Movies, Phoenix InfoNews, Phoenix Chinese News and Entertainment and Phoenix North America Chinese channels together broadcast to audiences in the Asia Pacific, as well as in Europe, North America and North Africa, covering more than 100 countries and regions. The mission of the group is to offer varied, high-quality content to the global Chinese population.

鳳凰衛視的覆蓋
策略，令鳳凰衛
視鳳凰衛視美洲台



Phoenix Movies Channel



鳳凰衛視
Phoenix Chinese Channel



美洲台
Phoenix NA Chinese Channel



資訊台
Phoenix InfoNews Channel



歐洲台
Phoenix CNE Channel



鳳凰衛視的覆蓋網絡已遍佈全球，讓居住在全世界的華人社群都可接收華語新聞及娛樂節目。龐大的環球市場加上成功的擴展策略，令鳳凰衛視得以發展為多頻道的平台，旗下的鳳凰衛視中文台、鳳凰衛視電影台、鳳凰衛視資訊台、鳳凰衛視歐洲台及鳳凰衛視美洲台覆蓋亞太、歐洲、北美及北非等餘百個國家和地區。集團的目標是為全球十三億華人提供內容豐富的高質素節目。