

# 2020 ANNUAL HIGHLIGHTS

## 2020 全年大事概要

### 23 March

3月23日

Phoenix Satellite Television Company Limited (“**Phoenix TV**”), together with the The Shenzhen Mammoth Public Welfare Foundation (“**Mammoth Foundation**”) and BGI Genomics Co., Ltd. (“**BGI**”), initiated a public welfare event for the donation toward the construction of Huo-Yan laboratory and the global donation of new coronavirus nucleic acid test kits. These test kits were developed by Shenzhen BGI, and had been widely used at the front line to help fight the pandemic in China. The signing ceremony took place in the form of remote video streaming on 23 March. HE Daguang, the Chief Innovation Officer and Executive Vice President of Phoenix TV, attended the signing ceremony in Beijing; and at the other end of the ceremony in Shenzhen, YIN Ye, the Chief Executive Officer of BGI, and ZHU Yanmei, an executive director of Mammoth Foundation, signed the contract. As a world-class Chinese-language media platform, Phoenix TV has repeatedly contributed its talents and solutions in facilitating Chinese companies to go international, through the use of various international communication means, working jointly with international organisations, government agencies, overseas media, international chambers of commerce, think tanks and other resources. In the face of the pandemic, Phoenix TV has made every effort to build a bridge of cooperation between domestic organisations and the international community, in sharing the responsibilities of fighting against the pandemic.



鳳凰衛視有限公司(「**鳳凰衛視**」)聯合深圳市猛獁公益基金會(「**猛獁基金會**」)、深圳華大基因股份有限公司(「**華大基因**」)特別發起火眼實驗室捐建,以及新冠病毒核酸檢測試劑盒全球捐贈公益行動。本次捐贈的新冠病毒核酸檢測試劑盒均由深圳華大基因研製,廣泛用於中國抗擊疫情第一線。簽約儀式於3月23日以遠程視頻的形式進行。在北京現場出席簽約儀式的是鳳凰衛視首席創新官及執行副總裁何大光;在另一端深圳現場,華大基因行政總裁尹燁、華大集團執行董事及猛獁基金會秘書長朱岩梅代表簽約。作為世界級的華語媒體平台,鳳凰衛視多次聯動國際機構、政府部門、海外媒體、國際商會、智庫等資源,運用多種國際傳播手段,為中國企業走向國際貢獻鳳凰智慧和解決方案。疫情面前,鳳凰衛視願傾力搭建國內機構與國際社會的合作橋樑,為共抗疫情同擔責任。



### 18 May

5月18日

The Phoenix Center in Beijing re-opened. For this long-awaited reunion, we had prepared a special comeback gift at the beautiful “Phoenix Nest”; that is, Flying Dream – Zhang Hua Sculpture Exhibition, which was held at the time of reopening. The art



## 2020 ANNUAL HIGHLIGHTS

200 全年大事概要

exhibition was held from 18 May to 18 August, for a period of 3 months. As the first exhibition at the Phoenix Center since the pandemic, it conveyed to the visitors an upward lifting force, which was appreciated as a good remedy for the recovery from the pandemic.

北京鳳凰中心恢復開放。這一次久別重逢，美麗的「鳳巢」特別準備了一份復出大禮，於恢復開放同期舉辦「飛翔的夢——章華雕塑作品展」，此次藝術展持續3個月，展期自5月18日起直至8月18日。作為鳳凰中心自疫情以來的第一場展覽，展覽以雕塑作品所表現的向上而生的力量，人們呈上一貼疫後復甦的良藥。



## January – July

1月 – 7月

During the outbreak of the COVID-19 pandemic in 2020, Phoenix TV dispatched a strong team of reporters, comprising experienced reporters including JIANG Xiaofeng, LUO Yuming, TANG Jinqiang, CHEN Runjun and WU Zhichen, who successively went to Wuhan to report the latest situation of the pandemic. In particular, LUO Yuming

and JIANG Xiaofeng told the story of Wuhan's fight against the pandemic through their personal programmes *Listen to Wuhan* (《傾聽•武漢》) TV and *Jiang Xiaofeng's Diary* (《蔣曉峰日記》). Phoenix's reporters from Wuhan, Beijing, Shanghai, Shenzhen, Hong Kong, Macau and other places across the country recorded the process in which the whole country had fought against the pandemic and achieved positive results. In addition, Phoenix TV devoted a lot more reporting resources in covering news about the fight against COVID-19 in different countries, by teaming up with reporters stationed in the United States, the United Kingdom, Italy, Russia, Iran, Australia, South Korea and Japan. With continuous attention and giving the latest coverage on COVID-19 for months, Phoenix TV has been making its best efforts to tell the world: "We are all here and will never give up!"

2020年，新冠病毒肆虐，鳳凰衛視派出經驗豐富的記者蔣曉峰、羅羽鳴、湯錦強、陳潤鈞、吳之辰等組成強大記者隊伍，相繼深入武漢報道疫情最新情況。羅羽鳴、蔣曉峰通過個人節目《傾聽•武漢》及《蔣曉峰日記》分享武漢的抗疫故事。鳳凰衛視於武漢、北京、上海、深圳、香港、澳門等全國各地的鳳凰衛視記者記錄了舉國上下艱苦抗疫、取得積極成效的過程。鳳凰衛視聯動駐美國、英國、義大利、俄羅斯、伊朗、澳洲、韓國及日本等地的記者，投入了更大的採訪力量，報道有關各國抗擊新冠病毒的消息。鳳凰衛視持續多月關注、報道新冠病毒最新消息，盡全力告訴世界：我們都在現場，不輕言放棄！



## 2020 ANNUAL HIGHLIGHTS

### 200 全年大事概要

#### 6 July

7月6日

The first live broadcast in China and the first global offline dialogue of ResiliArt hosted jointly by the United Nations Educational, Scientific and Cultural Organisation's Representative Office in China and Phoenix TV was held at the Phoenix Center in Beijing. Chinese literary and art workers from various sectors such as culture, film and television, music and performing arts were invited. SHAN Jixiang (the president of the Cultural Relics Academy of China), TANG Jili (a film director), HONG Huang (a media person), TAI Lihua (a dancer with listening and talking impairment) and CHEN Sa (a pianist), were there to reveal the current situations of the cultural and creative industry under the COVID-19, discuss the methods and strategies to resume cultural and creative undertakings in the post-pandemic era, and explore how artists maintain artistic resilience during the pandemic, and how to establish a sustainable cultural ecosystem.

由聯合國教科文組織駐華代表處和鳳凰衛視聯合主辦的「ResiliArt 堅韌藝術」中國首場直播暨全球首場線下對話在北京鳳凰中心舉行。此次活動邀請到中國文物學會會長單霽翔、電影導演唐季禮、媒體人洪晃、聽說障礙舞蹈家邵麗華、鋼琴演奏家陳薩等來自文博、影視、音樂、演藝等各領域的中國文藝工作者，揭示新冠病毒影響下的文化創意產業現狀，討論後疫情時代恢復文創業的方法和策略，並且就藝術家們如何在疫情中保持藝術韌性進行深入探討，探索如何建立可持續發展的文化生態系統。



#### 25 August

8月25日



Sally WU, the deputy head of Phoenix InfoNews Channel and the host of *Mainland Q&A*, exclusively interviewed the Chief Executive Carrie LAM at Government House. In addition to giving detailed answers to questions about matters of public concern, such as current pandemic situation in Hong Kong, economic and social development and the government's focuses. Carrie LAM also revealed the difficult journey of her mind in this in-depth interview for the first time since the social turmoil in the previous year.

鳳凰衛視資訊台副台長、《問答神州》欄目主持人吳小莉，在禮賓府獨家專訪特首林鄭月娥。林鄭月娥除就民衆關心的香港當前疫情、經濟社會發展形勢、政府重點著力等問題細緻答問，亦是自去年社會動蕩之後首度接受深度專訪，披露艱辛心路。



## 2020 ANNUAL HIGHLIGHTS

200 全年大事概要



## 16 September

9月16日

Phoenix TV and the Chinese Red Cross Foundation held a combined event of the strategic cooperation signing ceremony and the launching ceremony of Miss Chinese Charity Event 2020 at the Phoenix Center in Beijing, at which the strategic cooperation between both parties began. Miss Chinese Cosmos Pageant is an important beauty event for global Chinese women hosted by Phoenix TV. The poverty alleviation project Charity Kitchen is a key project of the Chinese Red Cross Foundation this year. By tying these two events together, and leveraging Phoenix TV's omni-media advantage to support the Charity Kitchen project, both parties will jointly initiate a public welfare activity with "TV Media + Online Platform Interaction".

鳳凰衛視與中國紅十字基金會在北鳳凰中心舉行戰略合作簽約儀式暨「2020中華小姐公益活動」啟動儀式，以此拉開雙方戰略合作的序幕。「中華小姐環球大賽」作為鳳凰衛視主辦的全球華裔女性的美麗盛事，而「公益廚房」消費扶貧項目是今年中國紅十字基金會的重頭項目，通過將兩個項目深度綁定，利用鳳凰衛視全媒體優勢支持「公益廚房」項目，雙方將合力打造一場「電視媒體+網絡平台聯動」的公益行動。

## 4 September

9月4日

Phoenix TV and China National Biotech Group of Sinopharm Group held a signing ceremony for the strategic cooperation on COVID-19 inactivated vaccine resources and media support at the Phoenix Center in Beijing. Pursuant to which, both parties will work together to fight against the pandemic and protect the health of employees, and cooperate and develop in diseases prevention, medical supplies, biotechnology products and media services by leveraging their strengths in their respective industries and regional influences.

鳳凰衛視和國藥集團中國生物在北鳳凰中心舉行新冠滅活疫苗資源保障和媒體支持戰略合作簽署儀式，雙方將攜手抗擊疫情、保障員工健康，同時利用各自的行業優勢和區域影響力，在疾病預防、醫療物資、生物技術品、媒體服務等方面進行合作，共同發展。



## 2020 ANNUAL HIGHLIGHTS

### 200 全年大事概要

## October – November

10 月 – 11 月



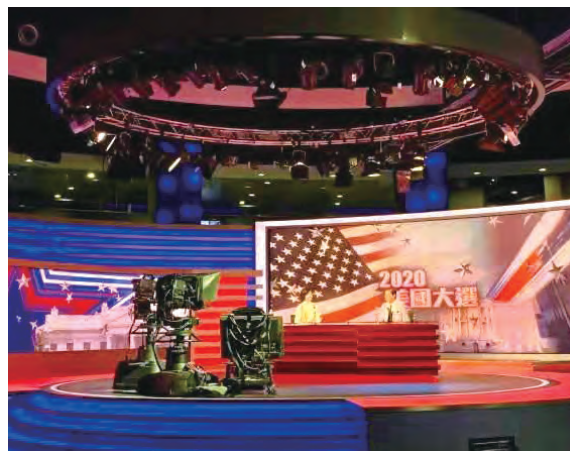
The U.S. election was the most significant reports this year. The preparation of Phoenix TV for the U.S. election coverage started early and executed with meticulous and progressive steps. As early as in August, Phoenix TV's reporters stationed in the U.S. began to warm up with numerous updates on the development of the election. The Phoenix TV's Commentator Group based in the live broadcast room of the Hong Kong headquarters, gave detailed analysis on the U.S. election from a global perspective, diagnosing all relevant events to reveal the reasons behind the appearance. Stepping into the critical period of October, the frontline reporters stationed in the U.S. followed the progress of the general election non-stop around the clock, and gave intensive reports in a number of major news programmes, including *Phoenix Morning Express*, *The Midday Express*, *Phoenix Evening Express*, *Chief Editors Time*, *Phoenix Focus*, *China News Live*, *From Phoenix to the World*, *News Talk*, *Phoenix Midnight Express* and *Omni Talk*. In particular, coordinated efforts were launched by 11 reporter stations, in countries including Australia, Russia and Japan, providing in-depth observations from different perspectives on the impacts of the U.S. election on different countries.

On 8 November, the general election in the U.S. took place as scheduled. As a Chinese-language media with international resources, Phoenix TV launched a nationwide reporting network to provide full coverage on the general election. Our eight reporters in the U.S., WANG Bingru, WANG Youyou, CHEN Lingnan, CHEN Qingwei, CHEN Yingqian, PANG Zhe, LI Ruoyi and LIU Haiping, connected to the live broadcast room in Hong Kong in 5 groups around the clock to give live coverage on the latest news of the election.

美國大選是本年度的重頭戲，鳳凰衛視的美國大選報道鋪排，可謂「提前預熱、橫縱交織、步步遞進」。早在8月份，鳳凰衛視駐美國記者就開始輪番連線預熱，及時更新當地選情的最新動態。坐鎮香港總部直播室的鳳凰「評論員天團」，以全球視野分析美國大選，縱橫捭闔，從萬千事件中抽絲剝繭，直指事件核心。

進入10月關鍵期，前綫美國站記者全天候跟進大選進展，在《鳳凰早班車》、《鳳凰午間特快》、《時事直通車》、《總編輯時間》、《鳳凰焦點新聞》、《華聞大直播》、《鳳凰全球連線》、《新聞今日談》、《鳳凰子夜快車》及《全媒體大開講》等多個重檔新聞節目密集報道。特別推出的不同國家針對美國大選的不同角度，聯動澳大利亞、俄羅斯、日本等11個記者站，為美國大選對各國的影響做深度觀察。

11月8日，美國大選如期而至，鳳凰衛視作為擁有國際資源的華語媒體，啟動全美報道網絡，全方位梳理大選選情。美國記者王冰如、王又又、陳令楠、陳卿瑋、陳鶯遷、龐哲、李若奇和劉海平，8位記者兵分五路，全天候與香港直播室連線，直擊現場最新選情。



## 2020 ANNUAL HIGHLIGHTS

200 全年大事概要

## 16 December

12月16日



The Dialogue with the World: Trans-Pacific Future Forum 2020 was launched at the Phoenix Center in Beijing. The three-day forum focused on issues in the future, exploring ways to meet global challenges and contribute to global development. Themed as "Rationality and Cooperation", key persons from political, economic, industrial and academic sectors around the world were invited to the forum to discuss in depth the relationships between major powers and the international order.

與世界對話•太平洋未來論壇2020在北京鳳凰中心開幕，一連三天的論壇面向未來探討如何應對全球挑戰，貢獻全球發展。本次主題設定「理性與合作」，邀請到全球重要政經學界人士，深入探討大國關係和國際秩序。

