

Operational review: Phoenix Website

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Phoenix Website : [www.phoenixtv.com](http://www.phoenixtv.com)

Its objective is to forge a synergy between the Phoenix Group's television programmes and the internet community.

Phoenixtv.com provides numerous links to information and entertainment, extending Phoenix from television to a web-based and interactive medium. Extensive Chinese content on news, current affairs, sports and entertainment makes the Phoenix website a unique infotainment portal. As technology continues to advance and broadband becomes popular, the marriage of traditional television and the internet is inevitable. In the long run, the Phoenix Group will integrate television and internet content through interactive devices in order to stay ahead of competitors and become a leader amongst integrated multi-media content providers.

