



## TENTH ANNIVERSARY 十周年

2006 represents the tenth anniversary of Phoenix as a Hong Kong-based television broadcaster. During this ten-year period Phoenix has grown from being a single channel to a global system, with three channels broadcasting to China and across the Asia-Pacific region, a North-American channel and a European channel. Phoenix has also established itself as the main conveyer of Mandarin Chinese news and information programming to mainland China and the broader global Chinese community.

作為一家以香港為基地的電視廣播公司，二零零六年為鳳凰衛視的第十個週年。在此十年期間，鳳凰衛視已從一家單一頻道廣播公司發展為當今具全球視野的媒體機構，包括面向中國及亞太區廣播的三個電視頻道、一個美洲台及一個歐洲台。鳳凰衛視已將其塑造為中國大陸及全球廣大華語社群獲取華語新聞及資訊節目的主要傳播者。



# 前瞻

展望未來，鳳凰會繼續擴大觀

Phoenix looks forward to a future in which it can continue

眾層面及服務範圍，致力為華

to expand its audience and outreach, providing world-

語世界提供世界級水準的新

standard news, information and entertainment to the

聞、資訊及娛樂；並為中國及

Chinese-speaking world, thereby serving as a modern

全球各地之間，提供一個先進

and efficient means of communication between China

及高效率的溝通渠道。

and the world at large.