

1996

31 MARCH Phoenix Chinese Channel began broadcasting.

3月31日 鳳凰衛視中文台正式啟播。

1997

1 JUNE Phoenix sponsored and staged "Leaping the Yellow River", in which the dare-devil driver from Taiwan, Ke Shouliang, drove his motor car in a spectacular leap across the Yellow River.

6月1日 由鳳凰衛視主辦並出資的「飛越黃河」，由亞洲飛人柯受良駕駛汽車成功完成歷史一越。

30 JUNE – 2 JULY For sixty hours Phoenix provided detailed and multi-faceted news coverage of the ceremonies surrounding the handover of Hong Kong's sovereignty to the People's Republic of China.

6月30日 – 7月2日 全台總動員，連續六十小時以獨特的風格、全方位、多角度連續報導香港回歸前後實況，直播中英政府交接全過程。

1998

19 MARCH While answering a question from Phoenix presenter Sally Wu, Chinese Premier Zhu Rongji told a National People's Congress press conference that "I really like to watch her programme."

3月19日 前任總理朱鎔基在全國人大記者會上回答鳳凰衛視主持人吳小莉的提問，並表示「我非常喜歡看她的廣播」。

23 JUNE – 3 JULY Phoenix provided live coverage of the visit to China by former U.S. President Clinton and the press conference of former President Jiang Zemin and Clinton.

6月23日 – 7月3日 直擊報導前美國總統克林頓訪華，直播前國家主席江澤民和克林頓記者會。



MARCH 1996



JUNE 1997



MARCH 1998



JUNE 1997

2000

FEBRUARY – MAY Phoenix reported extensively on the Taiwan election, including broadcasting live the inaugural address by Chen Shui-bian.

2月 – 5月 鳳凰衛視現場直播台灣選舉情況及陳水扁就職實況。

30 JUNE Phoenix Satellite Television held an IPO on the GEM Board of the Hong Kong Stock Exchange.

6月30日 鳳凰衛視在香港聯交所創業板上市。

2001

1 JANUARY Phoenix InfoNews Channel and Phoenix North America Chinese Channel began operating, giving Phoenix the capacity to bring a constant flow of news to the global Chinese community and also extending its reach to North America.

1月1日 鳳凰衛視資訊台及鳳凰衛視美洲台正式啟播。鳳凰衛視進一步提供即時新聞資訊給全球華人，並且把精彩的節目帶到北美。

11 SEPTEMBER Phoenix cut all scheduled programming to broadcast 36 hours of live reporting on the terrorist attacks on New York and Washington.

9月11日 鳳凰衛視連續36小時直播美國911事件。

1999

1 NOVEMBER Phoenix signed an agreement with the main Malaysian DTH broadcaster, ASTRO, making Phoenix available to more than six million Malaysian Chinese.

11月1日 鳳凰衛視有限公司與馬來西亞收費電視公司ASTRO達成協議，向逾六百萬的馬來西亞華人觀眾播出節目。



NOVEMBER 1999



JUNE 2000



SEPTEMBER 2001



JANUARY 2001

2002

23 OCTOBER Phoenix reported live on the hostage crisis in Moscow

10月23日 鳳凰衛視直播莫斯科劇院挾持人質事件。

2003

20 MARCH With the outbreak of the Iraq war Phoenix began reporting from the front line for 25 consecutive days, producing a total of 506 hours of reporting.

3月20日 美伊開戰，鳳凰衛視第一時間進入直播，從3月20日起持續25天，506小時不停直播。

24 MARCH Phoenix reporter Rose Luqiu and cameraman Ken Choi faced serious dangers in Baghdad after the outbreak of hostilities and were the first Chinese reporting team to do so.

3月24日 鳳凰衛視女記者閻丘露薇和攝影師蔡曉江冒生命危險成功進入巴格達，成為戰爭打響後第一批進入戰區的華人記者。

8 NOVEMBER The first Miss Chinese Cosmos pageant final was held in Hong Kong.

11月8日 首屆「中華小姐環球大賽」總決賽在香港會議展覽中心舉行。

2004

MARCH Mr. Rupert Murdoch and Mr. Liu Changle, JP, the chief executives of the two companies that established Phoenix Satellite Television, met in Los Angeles and to mark Phoenix's eighth anniversary held a televised seminar in which they expounded their personal views on the role of the media.

3月 成立鳳凰衛視的原合營公司創辦人劉長樂太平紳士及Rupert Murdoch先生在洛杉磯會面，並在一個紀念鳳凰成立八週年的電視座談會上討論彼此在經營全球媒體業務時採取策略。

25 OCTOBER While on a visit to Beijing, United States Secretary of State Colin Powell met with the Chairman and CEO of Phoenix, Mr. Liu Changle, JP, and was interviewed by Phoenix's chief commentator Anthony Yuen. Phoenix Satellite Television was the only Chinese-language television broadcaster invited to interview Mr. Powell.

10月25日 美國國務卿鮑威爾在北京訪問期間，會見了鳳凰衛視董事局主席兼行政總裁劉長樂太平紳士，並接受了鳳凰衛視評論員阮次山專訪。鳳凰衛視是唯一被選中的中文媒體。



MARCH 2003



NOVEMBER 2003



MARCH 2004



OCTOBER 2004

2005

18 - 25 AUGUST Phoenix reported at length on “A Peaceful Mission – 2005”, a joint military exercise involving both Russian and Chinese military forces.

8月18 - 25日 中國與俄羅斯舉行名為「和平使命-2005」的聯合軍事演習，此次是中國20多年來與外國軍隊間的最大規模聯合軍演。

19 - 30 SEPTEMBER At the invitation of Phoenix's Chairman and CEO, Mr. Liu Changle, JP, and the famous Taiwan scholar, writer and political figure Li Ao undertook a twelve-day cultural visit to China, during which he addressed universities in Beijing and Shanghai. This was Li Ao's first visit to the mainland since his departure 56 years earlier.

9月19 - 30日 經鳳凰衛視董事局主席兼行政總裁劉長樂太平紳士邀請，台灣歷史學家、作家、當代著名學者李敖在北京、上海和香港進行為期12天的文化交流，是李敖闊別大陸56年後首次重遊大陸。

8 NOVEMBER Phoenix was the only Chinese Broadcaster to have the personal interview with the United States President George Bush before he visited China, Japan, Korea and Mongolia.

11月8日 美國總統布茨在出訪中國、日本、韓國及蒙古前，在白宮接受了鳳凰獨家專訪。這是布茨出訪亞洲前接受的唯一一間中文電視媒體專訪。

21 - 23 NOVEMBER The Chairman and CEO of Phoenix, Mr. Liu Changle, JP, served as the Chairman of the International Emmy Awards ceremony in New York.

11月21-23日 被譽為國際電視界奧斯卡獎的國際艾美獎在紐約舉行，鳳凰衛視董事局主席兼行政總裁劉長樂太平紳士應邀擔任艾美獎電視節主席。

25 NOVEMBER Phoenix became the first international Chinese-language television broadcaster to gain the approval of the Canadian Radio-television and Telecommunications Commission to broadcast in Canada.

11月25日 鳳凰衛視作為第一家國際華語頻道正式獲得加拿大政府廣播事務委員會的批准進入加拿大。



SEPTEMBER 2005



NOVEMBER 2005