



CHAIRMAN'S STATEMENT 主席報告書

FINANCIAL SUMMARY

The Group's revenue exceeded one billion, maintaining the positive performance Phoenix achieved in 2004. Revenue for the year ended 31 December 2005 was 7.8% higher than the previous year, and was approximately HK\$1,034,768,000*.

The increase in revenue generated an annual profit attributable to equity holders of approximately HK\$181,482,000, which was a 20.6% improvement over the profit achieved in 2004.

The performance of InfoNews remained relatively stable, with a marginal increase in revenue being offset by a rise in operating costs.

The Board recommended a final dividend of HK\$0.012 per share.

財務概要

本集團的收入超過十億元，延續了鳳凰衛視於二零零四年取得的非凡業績表現。截至二零零五年十二月三十一日止年度的收入錄得約1,034,768,000港元*，較去年高出7.8%。

收入增長帶來權益持有人應佔年度溢利約181,482,000港元，較二零零四年溢利上升20.6%。

鳳凰衛視資訊台的業績表現乃相對穩定，收入略有增長惟其效益因經營成本上升而抵銷。

董事會建議派發末期股息每股0.012港元。

RESULTS

The Group's revenue for 2005 increased 7.8% over that of 2004, which was itself a major turn-around after several loss-making years. The main driver behind this result was the further growth in advertising revenue, which represented over 90% of the Group's total revenue. Profit attributable to equity holders reached a record high of approximately HK\$181,482,000.

The Group's revenue for the year ended 31 December 2005 was approximately HK\$1,034,768,000*, which represented a moderate growth of 7.8% as compared with 2004. Operating costs increased by 6.7% to approximately HK\$876,083,000*, mainly as a consequence of the increase in doubtful debt provisions.

The Group's profit from operations and profit attributable to equity holders for the year ended 31 December 2005 were approximately HK\$158,685,000 and HK\$181,482,000 respectively. These figures represented improvements of approximately HK\$20,149,000 and HK\$30,988,000 respectively as compared to the same period of 2004. Profit attributable to equity holders was mainly generated by the increase in advertising revenue. The aggregate amount of the gain on disposal in May 2005 of 50% of the Group's interest in the property to be built in Shenzhen of approximately HK\$12,000,000 and the revaluation of the Renminbi in July 2005 of approximately HK\$10,000,000 had boosted the profit attributable to equity holders. However, the Group's tax expense in 2005 increased by approximately HK\$16,000,000 as compared with that of 2004.

The chart of results presented below compares the performance of the year ended 31 December 2005 with that of the same period of 2004 in order to give a clearer picture of the overall trend of the Group's operations.

業績

本集團二零零五年所錄得收入較二零零四年上升7.8%，而二零零四年是本集團在經歷數年虧損後顯著改善並轉虧為盈的一年。是次業績增長的主要動力是廣告收入取得進一步增長，佔本集團總收入逾90%。權益持有人應佔溢利創出新高為約181,482,000港元。

本集團截至二零零五年十二月三十一日止年度的收入約為1,034,768,000港元*，較去年溫和增長7.8%。經營成本上升6.7%至約876,083,000港元*，主要是由於呆賬撥備增加所致。

本集團截至二零零五年十二月三十一日止年度的經營溢利及權益持有人應佔溢利分別約為158,685,000港元及181,482,000港元，此兩項溢利分別較二零零四年同期增加約20,149,000港元及30,988,000港元。溢利增加主要是由於廣告收入上升所致。於二零零五年五月出讓本集團在深圳興建中的物業50%權益所取得的收益約12,000,000港元及於二零零五年七月的人民幣匯價上升所帶來約10,000,000港元溢利令權益持有人應佔溢利有所裨益，然而，本集團於二零零五年的稅務費用較二零零四年增加約16,000,000港元。

以下呈列的業績圖表乃比較本集團截至二零零五年十二月三十一日止年度與二零零四年同期的業績表現，以便更清楚顯示本集團業務的整體發展趨勢。

		Year ended 31 December	
		截至十二月三十一日止年度	
		2005	2004
		二零零五年	二零零四年
		HK\$'000千港元	HK\$'000千港元
Phoenix Chinese Channel	鳳凰衛視中文台	749,650	707,005
Phoenix InfoNews Channel	鳳凰衛視資訊台	165,186	161,700
Phoenix Movies Channel,	鳳凰衛視電影台、		
Phoenix North America Chinese Channel &	鳳凰衛視美洲台及		
Phoenix Chinese News and Entertainment Channel	鳳凰衛視歐洲台	61,962	51,298
Other businesses	其他業務	57,970	39,657
Group's total revenue	本集團總收入	1,034,768 *	959,660 *
Operating costs	經營成本	(876,083)*	(821,124)*
Profit from operations	經營溢利	158,685	138,536
Profit attributable to equity holders of the Company	本公司權益持有人應佔溢利	181,482	150,494
Earnings per share, Hong Kong cents	每股盈利，港仙	3.67	3.05

* Due to the change of accounting policy in 2005 on the presentation of "Advertising Revenues", relevant figures were restated and the change had no effect on the profit/loss of the Group. Please refer to the "Management Discussion and Analysis" for a detail explanation and the effect of the change in accounting policy.

* 由於在二零零五年有關呈列「廣告收入」的會計政策有所變更，相關數字已作出重列，惟該變更並不會對本集團的溢利／虧損造成任何影響。有關會計政策變更的詳盡闡釋及其影響請參閱「管理層討論及分析」。

BUSINESS OVERVIEW AND PROSPECTS

2005 was a remarkably successful year for the Phoenix Group. The Group's income exceeded one billion Hong Kong dollars, continuing the strong performance recorded in 2004. The profit attributable to equity holders rose by 20.6% over the figure set in 2004, and the Directors recommend a final dividend of HK\$0.012 per share.

The Group has expanded its audience, both internationally and even more dramatically within mainland China. At the same time Phoenix has been recognized by the international press and major foreign governments as a unique Mandarin Chinese broadcaster.

The current advertising sales system, which has the flexibility to allow advertising agencies across China to market advertising on behalf of Phoenix, has produced a much more dynamic and comprehensive network of advertising agencies with an interest in marketing Phoenix.

Phoenix Chinese Channel remained the Group's flagship, and continued to generate the bulk of the Group's income, accounting for 72.4% of the Group's revenue, with its own income increasing by 6% over the last financial year. The Chinese Channel maintained the Phoenix tradition of innovative programming, and provided the Chinese audience with cutting edge entertainment and up-to-the-minute information on economic and political developments.

Another major driver behind the Group's continuing success has been the steady performance of InfoNews. Higher operating costs prevented InfoNews reaching the break-even point, but surveys show that the InfoNews audience has been expanding.

When it was first established in 2001 InfoNews was a serious financial strain on the Group, but in the past two years it has made major progress in expanding its revenue and its audience. Its first-hand coverage of major international events, such as the violence in Iraq, the ongoing tension in Israel-Palestinian relations, and the terrorist attacks on London, matches the coverage provided by other major international television news services. But InfoNews also covers regional issues, such as the visit to mainland China of key Taiwan political figures, Taiwan elections, the humiliation of some female Chinese visitors to Malaysia, and the evolution of Japanese policy towards China, Taiwan and East Asia in general, that are of direct interest to the global Chinese audience but which are rarely covered by any other international television news services. No other Chinese broadcaster combines international and regional, Chinese-related news as InfoNews does.

InfoNews has also made a major contribution to the image of the Phoenix Group at large, underscoring the Group's reputation for an extremely comprehensive and timely coverage of major international events and developments. This was highlighted in 2005 by interviews with the British Prime Minister Tony BLAIR during his visit to China and with United States President George BUSH shortly before he visited Beijing late last year.

The Group's role in mainland China as the most widely watched external Mandarin Chinese-language broadcaster has also attracted an unprecedented level of international press coverage of Phoenix. During 2005 the *Washington Post*, which described Phoenix as "the channel of choice for much of China's new elite", *Newsweek*, and the *Sydney Morning Herald* all ran major stories that highlighted Phoenix's unique position in the Chinese media

業務回顧及前景

二零零五年對鳳凰集團而言乃取得非凡成就的一年。本集團的收入超過十億港元，延續了二零零四年的強勁表現。權益持有人應佔溢利較二零零四年上升20.6%，及董事建議派發末期股息每0.012港元。

本集團於國際間尤其是中國大陸大幅擴闊了其電視觀眾群。同時，鳳凰衛視被國際新聞界及眾多外國政府認定為一家獨一無二的華語廣播機構。

現時的廣告銷售系統能讓中國各地的廣告代理靈活參與推廣鳳凰廣告時段，並為有意推廣鳳凰廣告時段的廣告代理建立一個更具活力及覆蓋範圍更全面的網絡。

鳳凰衛視中文台作為本集團的旗艦頻道，繼續為本集團帶來大部份收入，佔本集團收入72.4%，而其收入則較上個財政年度上升6%。鳳凰衛視中文台秉承鳳凰衛視節目創新的一貫傳統，為華語觀眾提供時尚娛樂節目及有關經濟及政治發展的最新资讯。

本集團得以持續取得佳績的另一個主要因素是資訊台的穩定表現。雖然較高經營成本使得資訊台仍未達致收支平衡，但收視調查顯示資訊台的收視人群正日益擴大。

回顧資訊台於二零零一年成立時，誠然對本集團構成沉重的財務壓力，但於過去兩年，資訊台在擴闊其收入及其觀眾方面均已取得長足進步。資訊台直接深入現場報道國際重大事件，如伊拉克暴力、以巴關係持續緊張及倫敦恐怖襲擊等，絲毫不遜於其他國際主要電視新聞服務機構所覆蓋的新聞報導範圍，且資訊台亦報道眾多通常與全球華人觀眾息息相關而任何其他國際電視新聞服務機構卻鮮有報道的地區問題，如台灣重要政治人物訪問中國大陸、台灣選舉、部份華人女遊客在馬來西亞受辱事件及日本對中國、台灣及東亞地區的政策演變等。並無任何其他華語廣播機構可以做到如資訊台一樣全面綜合報道與華人相關的國際和地區新聞。

資訊台亦為鳳凰集團的整體形象作出重大貢獻，提升了本集團在全面及時報道國際重大事件及發展方面的知名度。於二零零五年內的顯注例子有，英國首相托尼·布萊爾(Tony BLAIR)曾在其訪華期間接受了鳳凰衛視的獨家專訪，以及美國總統喬治·布希(George BUSH)於去年十一月訪問北京前接受了鳳凰衛視記者的短暫專訪。

本集團作為在中國大陸最受關注的境外華語普通話廣播公司，亦同時吸引了國際新聞界廣泛報道鳳凰衛視。於二零零五年內，《華盛頓郵報》(*Washington Post*)（其認為鳳凰衛視已成為「中國眾多新時代精英的必看頻道」）、《新聞週刊》(*Newsweek*)及《悉尼先驅早報》(*Sydney Morning Herald*)均在顯著位置大篇幅報道鳳凰衛視在華語媒體世界中的獨特地位，作為電視媒體向華人電視觀眾帶來大量來自世界各地的資訊及娛樂節目。



world as a vehicle that delivers large quantities of information and entertainment from the outside world to the Chinese audience.

The success of both Phoenix Chinese and InfoNews channels reflects a substantial growth in awareness of the Phoenix brand name. The most dramatic example was Phoenix's sponsorship of the visit to Beijing and Shanghai by the Taiwan-based writer, scholar and parliamentarian, LI Ao, whose speeches at universities in both cities aroused a high level of interest and controversy and tested the limits of freedom of expression in contemporary China.

The Canadian Radio-television and Telecommunications Commission gave permission to distribute Phoenix North America Chinese Channel and the channel was launched in Canada by Rogers Cable Communications Inc. in late 2005. In addition, Phoenix has set up a joint venture in Malaysia, which has the largest number of Phoenix viewers outside mainland China, to tap into its advertising market with a view to translating Phoenix's brand name into money.

2006 is the 10th Anniversary of Phoenix. As Chairman I would like to acknowledge the enormous contribution that the staff of Phoenix has made to the Group's success, not just during 2005, but throughout the past ten years. The hard work, team spirit and creativity that the staff has collectively displayed had been an essential factor in Phoenix's evolution from a one-channel broadcaster in Hong Kong in 1996 into a multi-channel system that has global reach and which is the preferred Chinese-language media platform for foreign leaders who want to communicate with key audiences in China. This same sense of commitment and professionalism has enabled the Group to be at the forefront of global media organisations reporting on international crises and conflicts. I look forward to the coming years, confident that the spirit that the Group's staff has displayed over the past ten years will continue to carry Phoenix forward to even greater successes in the future.

LIU Changle
Chairman

Hong Kong, 14 March 2006

鳳凰衛視中文台及資訊台的成功反映了鳳凰衛視品牌知名度的顯著提升，其中最具轟動效應的是鳳凰衛視贊助台灣作家、學者及立委李敖到北京及上海展開「神州文化之旅」參訪活動，而其在北京及上海數所大學發表的演講引起了極大的回響和激辯，並驗證了當代中國的言論自由度。

加拿大廣播事務委員會（Canadian Radio-television and Telecommunications Commission）已准許鳳凰衛視美洲台在加拿大落地，而該頻道於二零零五年後期由羅杰斯有線電視網（Rogers Cable Communications Inc.）在加拿大推出。此外，鳳凰衛視已在馬來西亞（鳳凰衛視在其擁有除中國大陸以外的最大電視觀眾群）成立一家合資企業，以進入其廣告市場，繼而將鳳凰衛視品牌轉化成經濟效益。

二零零六年為鳳凰衛視的第十個週年。作為主席，本人謹此讚揚鳳凰衛視員工作出的重要貢獻，令本集團於二零零五年及過去整個十年取得佳績。員工共同展示的努力不懈、團隊精神及創新動力為鳳凰衛視得以成功發展的關鍵因素，使鳳凰衛視於一九九六年從一家香港單一頻道廣播公司發展為當今具全球視野的多頻道媒體機構，並成為國外政要與中國主流觀眾進行交流溝通的首選華語媒體平台。有關員工所標誌著鳳凰衛視的果敢精神及專業水準令本集團在報道國際災難及衝突事件時，能夠躋身成為全球傳媒機構的先鋒。本人堅信於未來數年，本集團員工於過去十年所彰顯的團隊精神將令鳳凰衛視繼續不斷向前發展，並在未來取得更加輝煌的業績。

主席
劉長樂

香港，二零零六年三月十四日