

# Phoenix Milestones

## 1996

26 FEBRUARY

Phoenix Satellite Television Company Limited was established when Today's Asia Limited, Satellite Television Asian Region Limited, and China Wise International Limited reached an agreement to operate a Mandarin Chinese television broadcaster in the Asia-Pacific region. Mr. LIU Changle was elected Chairman of the Board following the inception of the company.

31 MARCH

Phoenix Chinese Channel began broadcasting.

## 1998

28 AUGUST

Phoenix Movies Channel was inaugurated.

## 1999

21 AUGUST

Phoenix Chinese News and Entertainment Channel was launched in London.

1 NOVEMBER

Phoenix Satellite Television Company Limited signed an agreement with the Malaysian pay TV broadcaster, ASTRO, making Phoenix Chinese Channel available to more than six million Malaysian Chinese through ASTRO.

## 2000

31 MARCH

With a trial version published, the Phoenix Weekly magazine was launched and received a license for distribution throughout Mainland China.

30 JUNE

Phoenix announced its listing on the GEM Board of the Hong Kong Stock Exchange at an offer price of HK\$1.08 with a stock code of 8002.

## 2001

1 JANUARY

Phoenix InfoNews Channel and Phoenix North America Chinese Channel began operating.

18 OCTOBER

Phoenix Chinese Channel was licensed by the Chinese State Administration of Radio, Film and Television to broadcast without restriction across the Pearl River Delta Region in China.





## 2005

25 NOVEMBER

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

## 2007

JUNE

Phoenix began to broadcast in Australia on the Jade DTH system, strengthening its access to this Western country which has the largest overseas Chinese community calculated on a per capita basis.



## 2008

DECEMBER

Phoenix Satellite Television Holdings Limited moved from the Growth Enterprise Market to the Main Board of the Hong Kong Stock Exchange, with the stock code of 02008.

## 2009

30 MARCH

The Phoenix Global News Centre opened in the Tai Po Industrial Estate in Hong Kong on 30 March. Phoenix headquarters also relocated to the new address.

## 2011

28 MARCH

Phoenix Hong Kong Channel began broadcasting in Hong Kong.

12 MAY

Phoenix New Media Limited (NYSE: FENG) was listed on the New York Stock Exchange at an offer price of US\$11.