# 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.





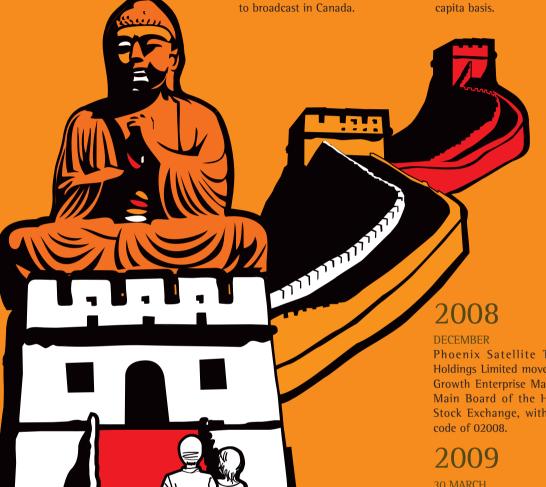
## 2005

### 25 NOVEMBER

Phoenix became the first international Chinese language television broadcaster to gain approval from the Canadian Radio-television and **Telecommunications Commission** 

### 2007

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



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

#### 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.

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.