

2012 Annual Highlights

JANUARY

1 18 January

A formal reception at the Phoenix Headquarters celebrated the initial broadcasting of Phoenix U Radio and the opening of the Phoenix Cultural Products Display Chamber. The Hong Kong Chief Executive Donald Tsang, the Deputy Head of the Central Liaison Unit, Huang Lanfa, and the Deputy Head of the Foreign Ministry's office in Hong Kong were among those who attended the event.

MARCH

2 28 March

In order to celebrate the sixteenth anniversary of Phoenix Satellite Television and the first anniversary of Phoenix Hong Kong Channel, the Hong Kong Jockey Club cooperated with Phoenix to hold a "Phoenix Cup" race at the Happy Valley race course.

APRIL

3 19 to 21 April

Phoenix served as the host for the 2012 International Academy Day, an annual event that the International Academy of Television Arts and Sciences holds in a different global city each year. On this occasion 65 television, film and media executives from the Americas, Europe, Africa, the Middle East and the Asia-Pacific made a three-day tour of Hong Kong and Shenzhen that was organized by Phoenix, and which featured tours of scenic locations and meetings with senior officials in both Hong Kong and Shenzhen.

4 24 April

At the 55th New York Film Festival two Phoenix documentaries, "China Sizzles --- The Way Out to Address Climate Change" --- won the Silver World Medal in the category group of Documentary/Information Program and "The Way Home -- A Motorcycle Journey" received the Finalist Certificate in the category of Social Issues/Current Events.

SEPTEMBER

5 27 September

Phoenix is named as one of "Asia's Most Influential Brands" by "World Entrepreneur Magazine". This was the seventh year running Phoenix has appeared on the list, and was graded 44 places higher than last year. It was also ranked as one of the four most powerful media brands. Earlier in the year Phoenix had also been rated as one of the 500 Most Valuable Brands in China by the World Brand Laboratory.

OCTOBER

6 27 October

Phoenix held the 2012 Miss Chinese Cosmos Pageant in Hong Kong. The twelve finalists competed before the panel of judges by performing multiple tasks. Miss Zhang Ziqi from Australia won the first prize, and the second and third prizes went to Miss Xu Jing from Tianjin and Miss Ding Xiaosen from Canada.

NOVEMBER

7 November

At the 2012 International Media Awards event hosted in London by the International Broadcasting Association, Phoenix received The High Level Award for the Best Real-Time News Report for its coverage of the Wenzhou Express Train accident. The committee of judges considered that this news report had a high level of news sensitivity and at the same time had full coverage.

30 November

One of Phoenix's leading international reporters, Ms Theresa Fu Xiaotian, received the International News Media Contribution Award on the Cambridgelist of the Most Distinguished Chinese People in the World in 2012 for her reporting on a range of international events including the wedding in the British royal family and the conflict in Libya.



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