

2016 Annual Highlights



On the 20th anniversary of the establishment of Phoenix Satellite Television Company Limited ("Phoenix TV"), the Secretary-General of the United Nations, Mr. Ban Ki Moon, met the Chairman and Chief Executive Officer of the Company, Mr. Liu Changle J.P., and fully confirmed the successful development of Phoenix TV over the past 20 years, and expressed the hope that Phoenix TV would continue to strengthen communication and understanding between different elements of the global population, and make a greater contribution to mutual understanding. The Under-Secretary-General of the UN Department of Economic and Social Affairs, Mr. Wu Hongbo, and the Under-Secretary-General of the Department of Public Information, Ms. Cristina Gallach, accompanied Mr. Ban Ki Moon when he met Chairman Liu.



Phoenix TV held an event to celebrate its 20th anniversary at the company headquarters in Hong Kong. The Vice Chairman of the Tenth to Twelfth National Committee of the Chinese People's Political Consultative Conference, People's Republic of China, Mr. Tung Chee Hwa, the Chief Executive of the Hong Kong Special Administrative Region, Mr. Leung Chun-ying, and the Director of the Central People's Government's Liaison Office in Hong Kong, Mr. Zhang Xiaoming, all attended this event, which was hosted by two Phoenix TV presenters, Miss Avon Hsieh and Mr. Tiger Hu. The event was broadcasted on all of Phoenix TV's channels around the world.



Phoenix TV held the "Phoenix International Day of Friendship" at the Phoenix International Media Centre in Beijing, with the theme of "bringing the voice of the Chinese people to the world". The event was attended by over a hundred diplomatic representatives from embassies and international organisations based in Beijing.



Cambridge University publicly recognized the success on the international media stage of Ms. Theresa Fu Xiaotian, a graduate of the university who has been a Phoenix TV reporter for many years, by naming a garden on the university campus after her. Ms. Theresa Fu now hosts the Phoenix program "Talk with World Leaders", which provides a platform for prominent international political leaders and cultural figures to communicate with the Chinese audience.

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SEPTEMBER

The World Brand Laboratory and the World Executive Group held the eleventh Asia's 500 Most Influential Brands announcement event in Hong Kong on 26 September, and for the eleventh time Phoenix TV was named as one of the most influential brands in Asia, and was ranked two places higher than last year, and once again was included as one of the four most influential television media brands in Asia. Mr. Yeung Ka Keung, the Executive Vice President and Chief Financial Officer of Phoenix TV, attended the event and received the award.



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OCTOBER

The Hong Kong SAR Government held a presentation ceremony on 29 October at the Government House, and the Chairman and Chief Executive Officer of the Company, Mr. Liu Changle J.P. was awarded the Gold Bauhinia Star for outstanding achievements in the area of broadcasting and multi-media. Mr. Liu Changle J.P. was also the first mainlander who became a Hong Kong resident in the 1990s to be awarded the Silver and the Gold Bauhinia Stars.



17
NOVEMBER

Mr. Liu Changle J.P., the Chairman and Chief Executive Officer of the Company, attended the World Chinese Economic Summit in Malacca and together with former Taiwan President Ma Ying-jeou presented the former Prime Minister of Australia, Mr. Kevin Rudd, with the Patron's Benevolence Award for his contribution to the development of economic relations between Asia and the West. Former Indonesian President Susilo Bambang Yudhoyono also gave a speech endorsing Mr. Rudd's contribution to Asia's economic development.



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NOVEMBER

At the 44th International Emmy Awards the Chairman of the Emmy's World Television Programmes, Mr. Liu Changle J.P., Chairman and Chief Executive Officer of the Company, presented awards to all organisations and individuals who were awarded prizes. This was the eleventh year in which Mr. Liu Changle J.P. has served as the President of the International Emmys Television event.