

Global Outlook



Phoenix TV is a Chinese language media organization with international coverage, and its programming is characterized by its global vision and its dedication to providing the Chinese-speaking audience with real-time world news and information, from the Greater China region to the Middle East, Africa, Europe, the United States and the Asia-Pacific region.

In 2016, Phoenix TV reported on many major news stories around the world and also participated in a number of important international events. The following provides a sense of Phoenix TV's international role as a news reporter and supporter of global harmony:

1. On 6 January, North Korea successfully conducted an atomic bomb test, attracting global attention and creating regional tension, especially in South Korea. Phoenix TV's reporter Jin Zhixian delivered in-depth coverage of the response of the South Korean government and the counter measures it introduced in response to the North Korean nuclear program. North Korea subsequently conducted several missile tests and a nuclear test in September, leading to a turbulent time on the Korean peninsula. Meanwhile, South Korean President Park Geun-hye faced impeachment trial as a result of allegations involving the level of access to the presidency by an aide, and Phoenix TV provided full coverage of this controversy.
2. In early March, Phoenix TV's reporter based in Moscow, Lu Yuguang, went to Syria with a delegation of Russian journalists to report on the conflict there. While interviewing locals in a town near the Turkish border there was an artillery attack by a terrorist unit. The first shell landed about 100 metres from the group of reporters, but the following shots came closer. Several of the journalists were injured, including Lu Yuguang, who suffered minor wounds to his hand and leg. Lu Yuguang's experience reflects the dangers that Phoenix TV's reporters often face when reporting first-hand on international crises.
3. In April, Phoenix TV cooperated with UNESCO to produce a documentary on Nepal, focusing on the cultural revival and improvement of the people's livelihood following the earthquake that devastated parts of Nepal in the previous year. In her first visit to Nepal the head of UNESCO, Ms. Irina Bokova, met with the Chairman and Chief Executive Officer of Phoenix, Mr. Liu Changle, at Nepal Kathmandu Airport and they both participated in a UNESCO heritage tour of Nepal.
4. The Washington-based reporter, Wang Bingru, had an exclusive interview with the United States Secretary of State, John Kerry, on 6 June, at the eighth session of the China/United States Strategic and Economic Dialogue. In the course of the interview Kerry spoke about the South China Sea and the need for China to cooperate in curbing North Korea's development of nuclear weapons and rockets that could deliver nuclear bombs.
5. From 20 to 31 July, a group of Taiwan fishermen sailed to Taiping Island in the South China Sea, which Taiwan has occupied for 70 years, to support Taiwan's sovereignty over the island. In order to emphasise their message the fishermen remained in the waters surrounding the island for twelve days. Phoenix TV was the only media company to follow and report on the sailors demonstrations for the entire time, with first-hand real-time reports broadcast every day. On 31 July, the three Phoenix TV's reporters returned safely with the fishing boats to Donggang Port south of Kaohsiung.
6. In August, a coup d'état was attempted in Turkey, but President Erdogan managed to reassert control and defeat the coup supporters in a short period, which saw 265 deaths and thousands of civilian injuries. Many military personnel, judicial officials and government officers involved in the coup were arrested. These dramatic developments were reported first-hand by Miertuotu, Phoenix TV's reporter in Turkey.
7. On 13 October, before setting out on a visit to China, the newly elected Philippines President Duterte, was exclusively interviewed by a Phoenix TV's reporter, Zhu Yanfang. Duterte said that he was grateful for the invitation from President Xi Jinping and was very looking forward to the visit and emphasised that while he was in office Philippines relations with China would develop, be cooperative, and avoid conflicts.
8. In early November, Ms. Agi Veres, the Country Director of the United Nations Development Program (UNDP) in China, and a group of her colleagues visited the Phoenix Centre in Beijing and met with Phoenix Chairman Liu Changle and Executive Vice President He Daguang, and discussed the continued global development of the Chinese economy. Liu Changle said that he was very grateful for the UNDP's contribution to China and the two sides signed a three-year agreement on media cooperation between Phoenix TV and UNDP.
9. In November and early December, Phoenix TV mobilized a large number of reporters and commentators to cover the American Presidential elections. The coverage of the election that the Phoenix TV's team provided represented the most comprehensive and thorough reporting by a Chinese-language media organization.
10. In December, a team of Phoenix TV's reporters entered Iraq and produced a series of reports on developments there, called "Deeply Into Iraq". Phoenix TV's reporter Jiang Xiaofeng conducted an exclusive interview with the President of Iraq, Fuad Masum, which was the first interview he had conducted with a Chinese media group. He expressed the view that Iraq was on the front line of the war against terrorism and that Iraq hoped that it would receive more international support.