

# 2021 Annual Highlights

## 2021 全年大事概要

### 24 and 26 FEBRUARY

2月24日及26日

Mr. Xu Wei was appointed as the Chief Executive Officer of Phoenix Media Investment (Holdings) Limited (“**Company**”) and Phoenix Satellite Television Company Limited (“**Phoenix TV**”), responsible for the day-to-day management of the business of the Company and its subsidiaries or associated companies.

Mr. Sun Yusheng was appointed as the Executive Vice President and Editor-in-Chief of the Company and was redesignated to be the Deputy Chief Executive Officer and Editor-in-Chief on 28 June. Mr. Sun is responsible for the program planning, program style, program content and program production for Phoenix TV, and coordinating the management of each channel, etc.

徐威先生獲委任為鳳凰衛視投資（控股）有限公司（「**本公司**」）及鳳凰衛視有限公司（「**鳳凰衛視**」）行政總裁，負責本公司及其附屬或關聯公司業務的日常管理。

孫玉勝先生獲委任為本公司常務副總裁兼總編輯，並於6月28日調任為常務副行政總裁兼總編輯，負責鳳凰衛視節目企劃、節目風格、節目內容、節目製作，及協調各頻道管理等工作。



### 3 to 8 MARCH

3月3日至8日



2021 is the first year of the "14th Five-Year Plan". The Two Sessions of the National People's Congress and the Chinese People's Political Consultative Conference attracted worldwide attention. Phoenix TV sent 16 reporters and photographers from the correspondent stations in Beijing, Sally Wu, an accredited host, Wu Xuelan, an accredited commentator, and Jiang Xiaofeng, an accredited observer, as the frontline reporting team for the Two Sessions, who was responsible for multiple online reports and commentaries on the Two Sessions. Cantonese news, Cantonese live broadcasts and Cantonese commentaries regarding the Two Sessions were broadcasted for the first time on the five Phoenix TV channels, including Chinese Channel, InfoNews Channel, Hong Kong Channel, CNE Channel and NA Chinese Channel, together with ifeng.com and Fengshows, allowing audiences to watch bilingual news online and offline.

In late February, prior to the start of the Two Sessions, Phoenix TV launched 10 episodes of *Two Sessions Prospects*, delineating China's achievements in 2020 and future challenges in various aspects, such as economy, anti-pandemic, cross-strait relations, Hong Kong and Macau, and diplomacy.

From 3 March, the Phoenix TV elite team reported on the Two Sessions. Sally Wu connected with many political and economic authorities to interpret the Two Sessions; the commentator Wu Xuelan and the observer Jiang Xiaofeng travelled to Beijing for an in-depth analysis; the senior reporters in Beijing, Hu Ling, Huo Weiwei, Chen Lin, Ni Xiaowen and Yang Xi, interviewed the participants of the Two Sessions, and reported the latest developments in multiple news programs such as *Phoenix Morning Express*, *Phoenix Midday Express*, *Phoenix Evening Express*, *China News Live* and *Phoenix Midnight Express*. Phoenix Chinese Channel, InfoNews Channel and Hong Kong Channel launched a series of special programs, focusing on the background and diverse information of the Two Sessions. During the reporting period of the Two Sessions, InfoNews Channel and Hong Kong Channel had completed 14 and 9 live broadcasts respectively, realising the "Grand Slam" of four important press conferences.

2021 年是「十四五」規劃開局之年。人大政協兩會召開，備受全球矚目。今年兩會，鳳凰衛視派出北京記者站 16 名記者和攝影師，特派主持人吳小莉、特派評論員吳學蘭、特派觀察員蔣曉峰組成前方兩會報道團隊，負責多場連線報道和兩會點評，並首次呈現兩會粵語新聞、粵語直播及粵語評論，在鳳凰衛視五大頻道中文台、資訊台、香港台、歐洲台及美洲台聯同新媒體鳳凰網及鳳凰秀，同步播報兩會資訊，讓觀眾線上線下全面收看雙語新聞。

早在 2 月底兩會開始前，鳳凰衛視已推出一連 10 集《兩會前瞻》系列報道，從經濟、抗疫、兩岸、港澳、外交等多方面闡述中國 2020 年取得的成績，以及未來的挑戰。

3 月 3 日起，鳳凰衛視精銳團隊報道兩會，吳小莉連線眾多政經權威人士解讀兩會；評論員吳學蘭和觀察員蔣曉峰奔赴北京現場深度解析；北京資深記者胡玲、霍偉偉、陳琳、倪曉雯和楊晰採訪參會代表，每天多檔新聞《鳳凰早班車》、《鳳凰午間特快》、《時事直通車》、《華聞大直播》、《鳳凰子夜快車》報道最新發展。鳳凰衛視中文台、資訊台及香港台推出一系列專題節目，聚焦兩會背景和多元資訊。兩會報道期間，資訊台和香港台分別完成了 14 場和 9 場直播，實現四場重要記者會提問「大滿貫」。

## 18 to 19 MARCH

3月18日至19日



The China-U.S. Talks was held in Anchorage, Alaska, the U.S. and was the first high-level meeting between China and the U.S. since Biden took office. Phoenix TV's microphone was placed side by side with the two major state media (Xinhua News Agency and China Media Group) to witness the three rounds of strategic dialogue between China and the U.S.

Wang Bingru, a reporter based in the U.S., confronted U.S. government officials on the spot by throwing questions. When a Chinese reporter was treated unfairly by being asked to leave the scene, she still contended her questions on strong grounds. Her act did not only stop the expulsion of the reporters, but also twisted the atmosphere and directions on site which safeguarded the dignity of the Chinese media. Besides, Phoenix TV delivered timely and comprehensive news, that it did not only interact with Chinese Foreign Minister & State Councilor, Wang Yi, outside the meeting venue with significant feedback received, but also captured various intriguing details such as notes passed back and forth by U.S. officials on site.

In addition to sending back a number of first-hand news from the U.S., the two reporters, Wang Bingru and Chen Yingqian, who reported on the China-U.S. Talks also reported on various programs, namely Chinese Channel, InfoNews Channel, and Hong Kong Channel from dusk till dawn. There were at least 25 live reportings in these three days, which conveyed the attitudes and confrontations between China and the U.S. in detail and reinforced the reputation of "Watching Phoenix TV when Major Events Happen". As for this, InfoNews Channel produced 6 special programs to fully follow up the latest progress of the China-U.S. Talks, making Phoenix TV's news reports more authoritative, credible, and widely recognised by overseas, local media and Chinese audiences.

中美高層戰略對話在美國阿拉斯加州安克雷奇舉行，這是拜登上台後中美展開的首次高級別官員會晤。鳳凰衛視的話筒能與兩大官媒（新華社、中央廣播電視總台）並列，見證這三輪中美雙方戰略對話的交鋒。

駐美記者王冰汝更是追問不懈，在現場與美方官員針鋒相對。在一名中方記者突然被趕離現場的不公平對待時，她仍據理力爭，最終不僅阻止了清場，還扭轉了會場的氣氛和方向，亦捍衛了華語媒體的尊嚴。除此之外，鳳凰衛視報道及時全面，既在場外與外長兼國務委員王毅互動，獲得重大反饋；還捕捉到美方官員現場傳紙條等各種耐人尋味的細節。

中美高層戰略對話報道的兩組記者王冰汝、陳鶯遷除了從當地發回大量第一手新聞之外，還從早到晚與中文台、資訊台，以及香港台的各檔節目進行連線報道，三天至少25場直播連線，詳細傳遞了中美雙方的態度、交鋒狀況，鞏固了「大事發生看鳳凰」的口碑，資訊台也特此製作了6場特別節目，全面跟進中美高層對話的最新進展，使鳳凰衛視的新聞報道更具權威性、公信力，獲得海內外媒體和華人觀眾的廣泛讚譽。

## 17 APRIL

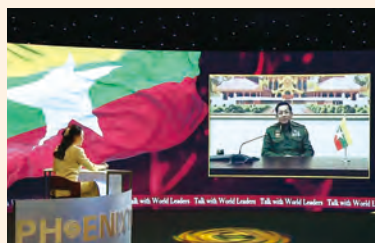
4月17日

Today's Asia Limited (“**Today's Asia**”), a then controlling shareholder of the Company, informed the Company that it had entered into two conditional sale and purchase agreements with Bauhinia Culture (Hong Kong) Holdings Limited (“**Bauhinia HK**”) and Common Sense Limited (“**Common Sense**”, a wholly-owned subsidiary of Shun Tak Holdings Limited) respectively to sell 1,894,110,000 shares in aggregate in the Company (representing approximately 37.93% of the then issued share capital of the Company). Such transactions were completed on 22 June, and Today's Asia ceased to be a shareholder of the Company. Since then, Bauhinia HK holds 1,048,668,495 shares in the Company (representing approximately 21% of the issued share capital of the Company); Common Sense holds 845,441,505 shares in the Company (representing approximately 16.93% of the issued share capital of the Company), and Bauhinia HK and Common Sense both become substantial shareholders of the Company. On the same day of the completion of such transactions, Mr. Xu Wei, in addition to his role as Chief Executive Officer, was also appointed as Chairman of the board cum executive director and Mr. Sun Yusheng was appointed as executive director of the Company. In addition, Ms. Ho Chiu King, Pansy Catilina and Mr. Sun Guangqi were appointed as the Vice-chairman of the board cum Non-executive director, and Non-executive director of the Company respectively.

本公司前控股股東今日亞洲有限公司（「今日亞洲」）告知本公司，彼分別與紫荊文化（香港）集團有限公司（「紫荊香港」）及 Common Sense Limited（「**Common Sense**」，其為信德集團有限公司之全資附屬公司）簽訂了兩份有條件買賣協定，出售共計 1,894,110,000 股本公司股份（佔本公司其時已發行股本約 37.93%）予。此等交易於 6 月 22 日完成，今日亞洲不再是本公司股東。自此，紫荊香港持有 1,048,668,495 股本公司股份（佔本公司已發行股本約 21%）；Common Sense 持有 845,441,505 股本公司股份（佔本公司已發行股本約 16.93%），紫荊香港及 Common Sense 均成為本公司的主要股東。此等交易交割同日，徐威先生，除擔任行政總裁外，亦獲任命為董事會主席兼執行董事，而孫玉勝先生獲任命為本公司執行董事。此外，何超瓊女士及孫光奇先生分別獲委任為本公司董事會副主席兼非執行董事及非執行董事。

## 20 MAY

5月20日



Phoenix TV's high-end current affairs column *Talk with World Leaders* conducted a virtual interview with General Min Aung Hlaing, Chairman of State Administration Council and Commander-in-Chief of Defence Services of Myanmar. This is the first time for the top leader of Myanmar to be interviewed by media, whether by domestic media in Myanmar or by foreign media, since the coup event in February, to talk about Myanmar's situation.

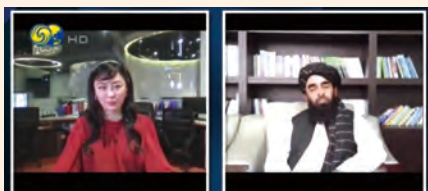
鳳凰衛視高端時政欄目《風雲對話》視頻採訪了緬甸國家行政管理委員會主席兼國防部總司令敏昂萊大將。這是緬甸 2 月份發生政局突變以來，國家最高領導人首次接受媒體採訪，不管是緬甸境內媒體還是境外媒體，首次就緬甸局勢發聲。

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### 1 SEPTEMBER

9月1日



Mujahid, Afghan Taliban's official spokesman, gave an exclusive virtual interview to Phoenix TV. This is also his first conversation with a Chinese-language media.

阿富汗塔利班官方第一發言人穆賈希德接受鳳凰衛視獨家視頻連線專訪，這也是他首次對話華語媒體。

### 10 SEPTEMBER

9月10日



Phoenix TV's special correspondent Zhang Tingfeng arrived Kabul, the capital of Afghanistan, making Phoenix TV the first international media to do news coverage and interviews in Afghanistan after Taliban took over the power.

鳳凰衛視特派記者張霆鋒抵達阿富汗首都喀布爾，在塔利班接管政權後，鳳凰衛視是第一家成功進入阿富汗採訪的國際媒體。

### 21 SEPTEMBER

9月21日



The Full Moon Rising in the Great Bay – Mid-Autumn Festival Concert in the Greater Bay Area 2021 jointly organised by Bauhinia Culture Holdings Limited, Movie Channel Program Centre, Publicity Department of Shenzhen Municipal Committee of the Communist Party of China and Phoenix TV was held in Shenzhen. The event was a record-breaker which gathered nearly 200 filmmakers and musicians that evening.

由紫荊文化集團有限公司、電影頻道節目中心、深圳市委宣傳部及鳳凰衛視聯合主辦的「灣區升明月」2021大灣區中秋電影音樂晚會於深圳舉行，晚會陣容鼎盛，破紀錄的集結近200位電影人、音樂人匯聚一堂。

2021 FULL YEAR  
2021 年全年



Phoenix TV's several important columns have conducted exclusive interviews with Carrie Lam Cheng Yuet-ngor, the Chief Executive of the Hong Kong Special Administrative Region (HKSAR), as well as John Lee Ka-chiu (the Chief Secretary for Administration), Paul Chan Mo-po (the Financial Secretary), Teresa Cheng Yeuk-wah (the Secretary for Justice), Andrew Leung Kwan-yuen (the President of the Legislative Council), Tang Ping-keung (the Secretary for Security), Siu Chak-ye, Raymond (the Commissioner of Police), Leung Wai-hung, Joseph (the Director of Fire Services), Woo Ying-ming (the Commissioner of Correctional Services), Hermes Tang Yi-hoi (the Commissioner of Customs and Excise), Au Ka-wang (the Director of Immigration) and Simon Peh Yun-lu (the Commissioner of ICAC) and other important officials in HKSAR. Phoenix TV has become an authoritative channel for official news releases, and also pays more attention to the politics, economy, people's livelihood and social news in Hong Kong.

鳳凰衛視多檔重要欄目，先後獨家專訪香港特別行政區行政長官林鄭月娥，以及香港特區政務司司長李家超、財政司司長陳茂波、律政司司長鄭若驊、立法會主席梁君彥、保安局局長鄧炳強、警務處處長蕭澤頤、消防處處長梁偉雄、懲教署署長胡英明、海關關長鄧以海、入境處處長區嘉宏、廉政公署廉政專員白韜六等多位重要官員，成為官方新聞發佈的權威管道，也對香港政治、經濟、民生和社會新聞予以更多關注。

