

# 2023 Annual Highlights

## 2023 全年大事概要

Since  
8 JANUARY  
1月8日起



### Comprehensive and in-depth coverage of the resumption of travel between Hong Kong and the Mainland

Following a three-year break, Hong Kong and the Mainland have begun to progressively and systematically restart regular personnel exchanges starting from 8 January, with the goal of gradually, orderly and comprehensively implementing the resumption of travel. Phoenix TV dispatched a number of correspondents and commentators from Beijing, Shanghai, Shenzhen and Hong Kong to collaborate both in front of and behind the scenes, using a variety of expression methods and means such as live broadcasts, experiential reporting, a combination of new media and TV, background narratives, graphics, and emotional stories to record and display the historic moment completely, comprehensively and in different dimensions.

Additionally, correspondents from Fengshows New Media and the Cantonese integrated media brand "Hong Kong V" were sent to observe the travel resumption process firsthand and provide authentic and timely on-site news.

### 全方位深入報道香港與內地恢復通關

時隔3年，香港與內地於1月8日起分階段有序恢復兩地人員正常往來，以逐步、有序、全面實施通關。鳳凰衛視派出香港、深圳、上海、北京多路記者和評論員，台前幕後通力合作，採用直播、體驗式報道、新媒體和電視端相結合、背景敘述、圖表、以情動人等多種表現方式和手段，完整、全面、立體地記錄和展示了歷史性的時刻。

鳳凰秀新媒體和粵語融媒體品牌「香港V」也派出記者親身體驗通關流程，發回真實且及時的現場報道。

13 APRIL  
4月13日

## Launch ceremony held for Hong Kong Nature Stories, Phoenix TV's large-scale cultural charity project

The grand opening of Phoenix TV's ambitious cultural charity project for 2023, Hong Kong Nature Stories, was placed at its Hong Kong headquarters on 13 April. The HKSAR government fully supported the project, which was jointly initiated by Phoenix TV and WWF Hong Kong and jointly produced by the Group and China Resources Group.

The successful launch of the Hong Kong Nature Stories project was congratulated by a letter from Lee Ka Chiu, the Chief Executive of the HKSAR.

Mr. Xu Wei, the Chairman and Chief Executive Officer, said that as an international media rooted in Hong Kong, the Company's initial motivation in launching the Hong Kong Nature Stories project was to show gratitude and affection for Hong Kong. It is hoped that the Group will draw more attention from the international community and integrate Hong Kong's natural cultural vitality into its global influence through its omni-media communication and omni-platform interaction both domestically and internationally.

### 鳳凰衛視大型文化公益項目香港自然故事舉行啟動儀式

於4月13日，鳳凰衛視2023年度大型文化公益項目香港自然故事，在其香港總部舉行啟動儀式。該項目由鳳凰衛視與世界自然基金會香港分會共同發起，本集團與華潤集團聯合出品，並得到香港政府的全力支持。

香港行政長官李家超發來賀信，恭賀香港自然故事項目順利開展。

主席兼行政總裁徐威先生表示，作為一家立足香港的國際傳媒集團，本公司發起香港自然故事項目的初心，正是感恩、熱愛香港。希望通過本集團面向海內外的全媒體傳播、全平台互動，引發國際社會更多關注，讓香港自然文化的活力成為香港國際影響力的一部分。



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The Hong Kong Nature Stories project took the lead by launching the city's first nature-themed documentary series on 28 October 2023. Through 12 episodes of documentaries, the series told untold nature stories of Hong Kong to audiences worldwide in six major scenarios, including rocks, mountains, oceans, waterfronts, fields and wetlands. The documentaries showcased Hong Kong's natural beauty and experience with sustainable development to the world. The project moved into a new phase in December with the debut of the 12-episode documentary series Hong Kong Nature Stories on Phoenix TV's omni-media platform. With the recent launch of the Hong Kong Nature Stories school series by Phoenix TV and the China Resources Charitable Fund, students can now learn about Hong Kong's rich biodiversity while also getting a firsthand look at the city's outdoor beauty. This fosters a deeper understanding of the city among the younger generation of students and encourages them to explore the natural world, which in turn raises their awareness and inspires them to conserve nature and care for the eco-environment.

香港自然故事項目在2023年10月28日率先推出香港首個自然主題紀錄片系列，從岩石、山林、海洋、水岸、田野、濕地六大場景，通過12集紀錄片，向全球觀眾講述不為人熟知的香港自然故事，將香港的自然之美和可持續發展經驗展示給全世界。隨著香港自然故事12集系列紀錄片在鳳凰衛視全媒體平台重磅推出，項目在12月邁入新階段，鳳凰衛視與華潤慈善基金全新啟動了自然故事走進校園活動，讓香港豐富的生物多樣性知識進入課堂，同時讓香港的孩子們到戶外感受香港自然之美，進一步加深新一代學生群體對香港的瞭解、關注和熱愛，激發孩子們探索自然世界的好奇心，進而提升保護自然、關注生態環境的意識和行動。

17 JUNE  
6月17日

## Strategic cooperation with the Hangzhou Asian Games Organizing Committee to jointly broadcast the game globally

Phoenix TV and the Hangzhou 19th Asian Games Organizing Committee signed a strategic cooperation agreement in Hong Kong on 17 June. Both parties worked together to prepare for the 19th Asian Games' worldwide transmission by cooperating on a variety of projects, including event reporting, creative communication, and event organizing. Mr. Xu Wei, the Chairman and Chief Executive Officer, Mr. Chen Weiqiang, Executive Secretary General of the Hangzhou Asian Games Organizing Committee and the Vice Mayor of Hangzhou and Mr. Fok Tsun Ting, the Vice President of the Olympic Council of Asia and the Chairman of the Sports Federation and Olympic Committee of Hong Kong, China delivered speeches at the signing ceremony.

Mr. Chen Weiqiang, Executive Secretary General of the Hangzhou Asian Games Organizing Committee and the vice mayor of Hangzhou, said in his speech that Phoenix TV has consistently supported the preparations for the Hangzhou Asian Games, and continued to use its advantages to help the Asian Games spread its influence and communicative power. These efforts have produced notable results and established a solid foundation for future collaboration between the two organizations. A strategic partnership agreement was signed by Phoenix TV and the Asian Games Organizing Committee, signaling a new phase of cooperation between the two parties.

### 與組委會達成戰略合作 攜手做好賽事全球傳播

於6月17日，鳳凰衛視與杭州第19屆亞運會組委會在香港簽訂戰略合作協定，雙方在賽事報道、創意傳播、活動策劃等多方面開展合作，共同做好第19屆亞運會的國際傳播。簽約儀式上，主席兼行政總裁徐威先生、杭州亞組委執行秘書長、杭州市副市長陳衛強先生、亞奧理事會第一副主席、中國香港體育協會暨奧林匹克委員會會長霍震霆先生分別致辭。

杭州亞組委執行秘書長、杭州市副市長陳衛強先生致辭表示：一直以來鳳凰衛視支持杭州亞運會籌辦工作，持續發揮自身優勢，助力亞運會提升影響力和傳播力，取得明顯成效，為雙方進一步合作奠定良好基礎。亞組委與鳳凰衛視簽署戰略合作協定，標誌著雙方合作邁入新階段。



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29 JUNE  
6月29日

### Jointly organizing A Full Moon Rising above the Greater Bay Area, the Greater Bay Area Film Concert 2023

On 29 June, A Full Moon Rising above the Greater Bay Area, the Greater Bay Area Film Concert 2023, kicked off at the AsiaWorld-Expo in Hong Kong. The gala was organized by China Movie Channel Programme Centre, Bauhinia Culture Holdings, and Phoenix TV, hosted by Television Broadcasting Co., Ltd. (TVB) and Shenzhen Media Group, and was co-organized by Emperor Entertainment Group.

The gala was co-hosted by Movie Channel host Lan Yu, filmmaker Wu Jing, Taiwanese filmmaker Su Youpeng, Lotus TV Macau host Liu Naiqi, Phoenix TV host Guo Yangzi, TVB host Chan Pui Yee and Shenzhen TV host Pang Wei, and was broadcasted on TV platforms such as CCTV6 movie channel, Phoenix Chinese Channel, Phoenix Hong Kong Channel, Guangdong TV, Shenzhen TV, RTHK, TDM, MASTV, recorded and broadcasted on China Media Group and TVB, and was broadcasted simultaneously on major media platforms such as Movie Channel New Media, 1905 Movie Network, ifeng.com and Fengshows.

A hundred blockbuster filmmakers and musicians from China, Taiwan, Hong Kong, and Macao, including Jackie Chan, Paula Tsui, Liza Wang, Andy Lau, The Wynners, Zhang Ziyi, Wu Jing, Huang Bo, and numerous representatives from the cultural, sports, scientific and technological circles gathered in Hong Kong to vividly tell the Chinese story of the integrated development of the Guangdong-Hong Kong-Macao Greater Bay Area, depicting a new image of Chinese-style modernization belonging to the Guangdong-Hong Kong-Macao Greater Bay Area and honoring the 26th anniversary of Hong Kong's return to the motherland.

### 聯合主辦灣區升明月 2023 大灣區電影音樂晚會

於6月29日，灣區升明月2023大灣區電影音樂晚會在香港亞洲國際博覽館唱響，晚會由電影頻道節目中心、紫荊文化集團、鳳凰衛視聯合主辦，電視廣播有限公司(TVB)、深圳廣播電影電視集團承辦，英皇娛樂集團協辦。

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晚會由電影頻道主持人藍羽、電影人吳京、台灣電影人蘇有朋、澳門蓮花衛視主持人劉乃奇、鳳凰衛視主持人郭洋子、TVB主持人陳貝兒、深圳衛視主持人龐璋聯合主持，通過 CCTV6 電影頻道、鳳凰衛視中文台、鳳凰衛視香港台、廣東衛視、深圳衛視、香港電台、澳廣視、澳亞衛視等電視平台直播，在中央廣播電視總台、香港 TVB 錄播，並於電影頻道融媒體、1905 電影網、鳳凰網、鳳凰秀等全網主要媒體平台同步播出。

成龍、徐小鳳、汪明荃、劉德華、溫拿樂隊、章子怡、吳京、黃渤等百餘組海峽兩岸暨港澳地區重磅電影人、音樂人，與多位文體科技界代表齊聚香江之畔，生動講述粵港澳大灣區融合發展的中國故事，抒寫屬於粵港澳大灣區的中國式現代化新圖景，向香港回歸祖國 26 周年深情獻禮。



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8 JULY  
7月8日



### 2022-2023 You Bring Charm to The World Award Ceremony

The 2022–2023 You Bring Charm to The World Award Ceremony presented by Guo Jiao 1573 successfully wrapped up on the evening of 8 July at Beijing Phoenix Centre. Phoenix Group and many significant domestic and international Chinese-language media outlets co-sponsored the awards ceremony. Phoenix TV and ifeng.com co-organized it, and Fengshows and Feng.Live distributed it to Chinese people worldwide. The entire award ceremony was live-streamed by Sina Weibo, the official strategic cooperation platform and Douyin, the official short video cooperation platform, and was simultaneously broadcasted on multiple platforms through each official account of the Phoenix TV.

The award ceremony once again paid tribute to Chinese people who have made outstanding contributions to the world in different fields. Hsu Choyun, Wang Jian, Ip Yuk Yu, Wu Man, Zhu Xiaojie, Wang Jianan were awarded. The You Bring Charm to The World Award Ceremony was launched in 2007 and has since been conducted fourteen times with great success. It has grown to be a significant brand event for the Chinese community, promoting international communication and uniting the power of the Chinese people. The You Bring Charm to The World Award Ceremony for the year was completely upgraded and carried on with its narrative of Chinese role models. The diverse forms of presentation represent the ongoing exchanges, mutual learning and integrated development of Chinese culture among global diverse cultures.

Mr. Xu Wei, the Chairman and Chief Executive Officer, gave a speech in which he introduced Phoenix TV as the largest all-media Chinese cultural media group operating abroad and discussed its positive effects on fostering intercultural communication and dialogue and promoting multicultural exchange and integration. He stressed that over the years, the award ceremony has brought Chinese people around the world together and has served as a bridge between Chinese and foreign cultures.

## 世界因你而美麗 — 2022-2023 影響世界華人盛典

於7月8日晚，國窖1573世界因你而美麗 — 2022-2023 影響世界華人盛典在北京鳳凰中心圓滿落幕。盛典由鳳凰衛視集團聯合海內外多家有影響力的華語媒體機構共同發起，鳳凰衛視、鳳凰網聯合主辦，通過鳳凰秀、風直播向全球華人直播，官方戰略合作平台新浪微博、官方短視頻合作平台抖音對盛典實況進行全程直播，盛典通過鳳凰衛視各官方帳號在多平台同步開播。

盛典再度向在不同領域對世界做出卓越貢獻的華人致敬，許倬雲、王堅、葉玉如、吳蠻、朱小久、王嘉男分獲殊榮。自2007年啟幕以來，影響世界華人盛典已成功舉辦十四屆，成為華人世界提升國際傳播、凝聚華人力量的重要品牌活動。本屆「影響世界華人盛典」全面升級，續寫華人榜樣故事。多元化的呈現形式背後，是中華文化在全球多元文化中不斷交流互鑒、融合發展的寫照。

主席兼行政總裁徐威先生致辭，介紹了鳳凰衛視作為海外最大的全媒體華語文化傳媒集團，在推動國際社會溝通對話、促進多元文化交流融合方面的積極作為，並強調華人盛典多年來讓全球華人如約相聚，已成為一條連接中外文化的紐帶。





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27 to 28  
SEPTEMBER  
9月27日至28日

### **New Space, New Drive – Phoenix Financial Forum for the Greater Bay Area 2023**

From 27 to 28 September, the New Space, New Drive – Phoenix Financial Forum for the Greater Bay Area 2023 was held simultaneously in Hong Kong and Shenzhen. The forum was co-organized by Phoenix TV and ifeng.com, which gathered nearly 60 guests from political, business and academic fields, such as Lee Ka Chiu, the Chief Executive of the HKSAR, Wang Shourui, the Vice Mayor of Shenzhen Municipal People’s Government, Jean-Pierre Raffarin, the former French Prime Minister, Lou Jiwei, the former Minister of Finance of China, etc., while many domestic and foreign industry elites were also invited to attend the forum. The forum explored the fundamentals of the Bay Area’s growth and talked about the latest forces shaping China’s economy. It was supported by the China Association for Public Companies and the Drucker School of Management in the United States, which has received full cooperation from many authoritative media.

Attendees of the ceremony also included officials and scholars such as Wong Wai Lun, the Deputy Financial Secretary of the HKSAR, Anthony Neoh, the former Chairman of the Securities and Futures Commission of Hong Kong and the former Chief Advisor to the China Securities Regulatory Commission, Chan Ho Lim, the Under Secy for Financial Services and the Treasury of the HKSAR, Sun Dong, the Secy for Innovation, Technology and Industry of the HKSAR, Chan Ka Keung, the Chief Financial Advisor of Institute of Web3.0 Hong Kong and former Secy for Financial Services and the Treasury of HKSAR, etc.

As the forum’s organizer, Mr. Xu Wei, the Chairman and Chief Executive Officer said, in the opening remarks, that Phoenix TV has made significant progress toward global acceptance and dialogue in the Greater Bay Area since the first Phoenix Financial Forum for the Greater Bay Area in 2022. As an international media organization that deals with the world, Mr. Xu Wei believes that Phoenix TV will begin with finance and expand its platform to a wider international field in order to spread Chinese culture and encourage exchanges between China and other nations. This will enable more contacts and conversations to begin, which will ultimately lead to the emergence of more trust.

On the afternoon of the first day of the forum, the results of the 2023 Phoenix Star Best Listed Companies in Hong Kong launched by Phoenix TV and ifeng.com were officially announced: after combining the scores of many expert judges and the voting results of as many as 1.45 million netizens, a total of 13 companies won 9 awards including Best Listed Company, Best Hong Kong Stock Connect Company, Best New Stock, etc., and at the same time, 5 Hong Kong stocks were awarded the Best IPO Service Agency Award.



### 新空間·新動能 – 鳳凰灣區財經論壇 2023

於9月27至28日，新空間·新動能 – 鳳凰灣區財經論壇 2023 於香港、深圳兩地同步舉行。本次論壇由鳳凰衛視、鳳凰網聯合主辦，香港行政長官李家超、深圳市人民政府副市長王守睿、法國前總理讓 – 皮埃爾·拉法蘭、中國財政部原部長樓繼偉等近60位政商學界嘉賓齊聚，還有國內外多位行業精英受邀出席，觸探灣區發展的核心，協商共話中國經濟的發展新動能。本次論壇由中國上市公司協會、美國德魯克管理學院等支持，並得到多家權威媒體鼎力合作。

前來參加開幕式的官員和學者，還包括香港財政司副司長黃偉綸，香港證監會前主席、中國證監會前首席顧問梁定邦，香港財經事務及庫務局副局長陳浩濂，香港創新科技及工業局局長孫東，香港Web3.0協會首席金融顧問、香港財經事務及庫務局前局長陳家強等。

作為論壇主辦方，主席兼行政總裁徐威先生在開幕致辭時表示：從2022年第一屆鳳凰灣區財經論壇開始，鳳凰衛視在大灣區邁出擁抱世界、對話全球的重要一步。徐威先生認為，鳳凰衛視作為面向全球的國際媒體集團，論壇也將從財經出發，在更廣泛的國際領域構築更大的平台，傳播中華文化、促進中外交流，讓更多互動發生、讓更多對話開啟，也讓更多信任萌芽。

論壇首日下午，由鳳凰衛視、鳳凰網推出的2023鳳凰之星港股最佳上市公司評選結果正式揭曉：綜合眾多專家評委打分，以及多達145萬網友投票結果後，共有13家企業分別榮獲最佳上市公司、最佳港股通、最佳新股等9個大獎。同時評出5家港股最佳IPO服務機構獎。

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26  
OCTOBER  
10月26日



### 2023 Taihu World Cultural Forum

On 26 October, the “High-level Dialogue on Global Civilization Initiatives (全球文明倡議高級別對話)” of the 7th Annual Conference of the Taihu World Cultural Forum organized by the Taihu World Cultural Forum and the China Federation of Literary and Art Circles, co-organized by the Chinese People’s Institute of Foreign Affairs and Phoenix TV, and hosted by the Standing Council of the Taihu World Cultural Forum, was grandly held at the Beijing Phoenix Centre. It was hosted by Wang Chao, the President of the Chinese People’s Institute of Foreign Affairs, and Shi Ling, Vice President. Sun Haiyan, the Vice Minister of the International Department of the Central Committee of the Communist Party of China, and Romano Prodi, former Prime Minister of Italy and Honorary Chairman of the Taihu World Cultural Forum, attended the meeting and delivered keynote speeches.

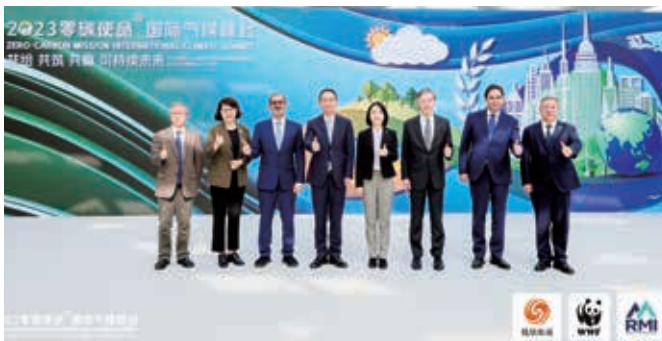
In the following discussion, over a dozen Chinese and foreign guests conducted in-depth discussions around the global civilization initiative and shared their insights. From the standpoint of international cultural communication, Mr. Xu Wei, the Chairman and Chief Executive Officer, stated that cultural inheritance and innovation will transcend time and space and link past cultures with the advancement of the present. Increased in-person communication is necessary for cultural debate and exchanges, and we shall focus more on utilising new technology, utilising new channels, and interacting with the youth.

### 2023 太湖世界文化論壇

於10月26日，由太湖世界文化論壇、中國文聯主辦，中國人民外交學會、鳳凰衛視共同主辦，太湖世界文化論壇常務理事會承辦的太湖世界文化論壇第七屆年會「全球文明倡議高級別對話」在北京鳳凰中心隆重舉行。由中國人民外交學會會長王超、副會長史玲主持，中共中央對外聯絡部副部長孫海燕，意大利前總理、太湖世界文化論壇名譽主席羅馬諾·普羅迪出席會議並作主旨致辭。

在隨後的對話中，十餘位中外嘉賓圍繞全球文明倡議展開深入討論，分享真知灼見。主席兼行政總裁徐威先生從國際文化傳播的角度談到，文明傳承和創新需要跨越時空，將歷史文化與今天的時代發展連接起來，文明對話、文化交流需要更多面對面的溝通，需要更加注重運用新技術、用好新渠道、貼近年輕人。

1 to 2  
NOVEMBER  
11月1日至2日



### The 3rd Zero-Carbon Mission International Climate Summit

From 1 to 2 November, on the eve of COP28, nearly 80 guests from home and abroad, including Xie Zhenhua, special envoy for climate change of China, Burns, U.S. Ambassador to China, Toledo, EU Ambassador to China, Al Hammadi, UAE Ambassador to China, and Tu Ruihe, Representative of the United Nations Environment Program in China, gathered at Phoenix TV to attend the 2023 Zero-Carbon Mission International Climate Summit organised by WWF (Switzerland) Beijing Representative Office and Rocky Mountain Institute (USA) Beijing Representative Office (RMI). They provided advice and suggestions with the objective of “Fostering Global Cooperation for a Sustainable Future”, and witnessed the advancements and outcomes made on climate challenges by all facets of society. Additionally, they imagined more possibilities for a green and carbon-free future, which would aid in the success of COP28.

#### 第三屆零碳使命國際氣候峰會

於11月1日至2日，COP28召開前夕，中國氣候變化事務特使解振華、美國駐華大使伯恩斯、歐盟駐華大使度堯誨、阿聯酋駐華大使哈馬迪、聯合國環境規劃署駐華代表涂瑞和等近80位海內外嘉賓齊聚鳳凰衛視，世界自然基金會（瑞士）北京代表處、落基山研究所（美國）北京代表處（RMI）主辦的2023零碳使命國際氣候峰會，為「共繪共築共贏可持續未來」建言獻策，見證社會各界在氣候議題方面取得的進展與成果，暢想綠色零碳未來的更多可能，助力COP28取得成功。

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“As the largest all-media Chinese-language cultural media group overseas, Phoenix is also the only Chinese-language media among the first batch of partners of the United Nations’ Sustainable Development Goals Media Compact. In recent years, Phoenix TV has been working hard to explain to global audiences on how to scientifically respond to the climate crisis, actively advocate the protection of biological diversity, and advocate the harmonious coexistence between human and nature through various means such as global information dissemination, organizing international events, etc.” said Mr. Xu Wei, the Chairman and Chief Executive Officer.

In addition, the summit created a unique “Zero Carbon” metaverse venue, where global participants interacted virtually through digital avatars, overcoming geographic barriers to foster transnational exchanges and cooperation, as well as lower carbon emissions and carbon footprints. It also helped to advance living a carbon-free lifestyle.

主席兼行政總裁徐威先生表示，作為海外最大的全媒體華語文化傳媒集團，鳳凰衛視也是聯合國可持續發展目標媒體契約首批合作夥伴中唯一的華語媒體。近年來，鳳凰一直努力通過全球資訊傳播、舉辦國際活動等多種形式，向全球觀眾闡述如何科學應對氣候危機，積極倡導保護生物多樣性，倡導人與自然和諧相處。

本屆峰會還專門設立了零碳看「零碳」元宇宙會場，全球參會者借助虛擬數字分身進行數字空間交互，突破地理限制實現跨國的交流與合作，減少碳排放，降低碳足跡，同時也為推廣零碳生活做出積極貢獻。

26  
DECEMBER  
12月26日



### Reaching strategic cooperation with FAW Hongqi to set a new benchmark for national brand communication

On 26 December, FAW Hongqi and Phoenix TV held a signing ceremony for a strategic cooperation framework agreement in Beijing. Mr. Qiu Xiandong, the Chairman and Party Secretary of China FAW Group Co., Ltd., and Mr. Xu Wei, the Chairman and Chief Executive Officer, both attended the signing ceremony.

In order for the world to hear the “Hongqi” tale and see the might of China, the signing ceremony saw both parties jointly proclaim that they would finalize a complete strategic partnership and collaborate to develop a national brand with a leading worldwide position. Both parties declared their intention to actively support Hongqi’s brand power’s ongoing enhancement. To offer platform support for “Hongqi”, Phoenix will integrate and select key resources such as Phoenix Chinese Channel, Phoenix Infonews Channel, ifeng.com, Fengshows. In the meanwhile, “Hongqi” will make better use of Phoenix’s omni-media platform to efficiently and creatively narrate the tale of Hongqi and its brand spirit.

### 與一汽紅旗達成戰略合作 樹立民族品牌傳播新標桿

於 12 月 26 日，一汽紅旗與鳳凰衛視在北京舉行了戰略合作框架協定簽約儀式。中國第一汽車集團有限公司董事長、黨委書記邱現東先生，主席兼行政總裁徐威先生共同出席簽約儀式。

簽約儀式上，雙方共同宣佈，將締結全面的戰略合作夥伴關係，共同為構建民族品牌在全球的卓越地位攜手前行，讓世界聽見「紅旗」故事、看見中國力量。雙方宣佈將切實推動紅旗品牌力持續提升，鳳凰將整合併優選鳳凰衛視中文台、鳳凰衛視資訊台、鳳凰網、鳳凰秀等重點資源為「紅旗」提供平台支持，「紅旗」也將通過鳳凰的全媒體平台，更高效、更創新地講好紅旗故事、紅旗精神。

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### High-end exclusive interviews

Numerous main programs of Phoenix TV included exclusive interviews with a number of important officials such as Lee Ka Chiu, the Chief Executive of the HKSAR, Chan Kwok Kee, the Chief Secretary for Administration, Lam Ting Kwok, the Secretary for Justice, Chan Mo Po, the Financial Secretary, Tang Ping Keung, the Secretary for Security, Sun Dong, the Secretary for Innovation, Technology and Industry, Hui Ching Yu, the Secretary for Financial Services and the Treasury, Leung Chun Ying, Vice Chairperson of the Chinese People's Political Consultative Conference, which covered Hong Kong's political, economic and people's livelihood issues. Phoenix TV has become the authoritative channel for official news releases.

### 高端獨家專訪

鳳凰衛視多檔重要節目，先後獨家專訪香港行政長官李家超、政務司司長陳國基、律政司司長林定國、財政司司長陳茂波、保安局局長鄧炳強、創新科技及工業局局長孫東、財經事務及庫務局局長許正宇、全國政協副主席梁振英等多位重要官員，涉及香港政治、經濟和民生焦點，鳳凰衛視已成為官方新聞發佈的權威渠道。



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## Focusing on important global news events

Phoenix TV is the only overseas Chinese-language media with a global news reporting network and is committed to delivering first-hand information to viewers. Our global team concentrated on and covered a number of major news events in 2023, including the meeting between the leaders of China and the United States during the Asia-Pacific Economic Cooperation Organization (APEC) summit, the meeting between the heads of state of China and Russia, the visit to China by U.S. Secretary of State Blinken, the conflict between Russia and Ukraine, Wagner's rebellion, the APEC summit of the Asia-Pacific Economic Cooperation Organization, the "Belt and Road" International Cooperation Summit Forum, China-Central Asia Summit, Boao Forum for Asia, Hangzhou Asian Games, Shangri-La Dialogue, the radioactive water leak from Fukushima in Japan into the sea, and the evacuation of Chinese nationals living abroad by Sudan.

Phoenix TV upholds and strengthens the fundamental competitiveness and influence of live reporting of all major events at the same time.

## 聚焦全球重要新聞事件

鳳凰衛視是唯一擁有全球新聞報導網的海外華語媒體，致力於將一手資訊傳遞給觀眾。2023年，鳳凰全球團隊聚焦並直播報道了中美元首於APEC峰會期間的會晤、中俄元首會晤、美國國務卿布林肯訪華、俄烏戰況、瓦格納叛變、亞太經濟合作組織APEC峰會、「一帶一路」國際合作高峰論壇、中國—中亞峰會、博鰲亞洲論壇、杭州亞運會、香格里拉對話會、日本福島核污染水排海、蘇丹撤僑等眾多種焦點新聞事件。

同時，鳳凰衛視堅守與提升「大事發生在現場」之影響力和核心競爭力。

## Live coverage of Turkey–Syria earthquakes rescue operation

On 6 February 2023, a powerful 7.8-magnitude earthquake struck southern Turkey, which is bordering Syria on the northwest. Special correspondent Hassan Abbas was sent to Syria right away. Special Correspondents Mirza and Zhao Long traveled to Turkey to provide firsthand coverage of the rescue efforts in the affected area.

## 現場直擊土耳其敘利亞大地震救援

於2023年2月6日位於土耳其南部接壤敘利亞西北邊境發生規模7.8級強烈地震後，第一時間派出特約記者哈桑·阿巴斯前往敘利亞，特約記者米爾扎和特派記者趙龍前往土耳其，直擊災區救援進展。



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#### Launching a special program on the first anniversary of the Russia-Ukraine War

The first anniversary of the conflict between Russia and Ukraine fell on 24 February 2023. On the first anniversary of the conflict between Russia and Ukraine, Phoenix TV ran a special show for two days in a row. Chinese people all over the world were informed of the most recent developments as well as what the front-line correspondents saw, heard, felt, and thought during the Russia-Ukraine conflict by those who stayed there.

#### 推出俄烏之戰一周年特別節目

於2023年2月24日正值俄烏衝突一週年，鳳凰衛視一連兩日推出俄烏之戰一周年特別節目，堅守在俄烏戰事前線的記者為全球華人帶來最新動態，及在前線的所見所聞、所感所想。

#### Live coverage of the National People's Congress and the Chinese People's Political Consultative Conference in 2023

The first session of the 14th National Committee of the Chinese People's Political Consultative Conference and the first session of the 14th National People's Congress were held in Beijing on 4 March 2023 and 5 March 2023, respectively, and attracted great attention from foreign countries. For the two sessions held in Beijing, Phoenix TV set up a unique live broadcast studio and dispatched a top-notch interview crew together with Cantonese correspondents to cover the events live. Both sessions were presented on multiple channels with interactions on ifeng.com and Fengshows. There were also bilingual broadcasts in Mandarin and Cantonese, live broadcast of the entire process, and comprehensive coverage.

#### 直擊2023兩會

全國政協十四屆一次會議和十四屆全國人大一次會議分別於2023年3月4日和2023年3月5日在北京召開，備受外界高度關注。鳳凰衛視設立北京兩會特別直播室，派出重量級採訪團隊和粵語記者現場報道。多頻道呈現，聯合鳳凰網、鳳凰秀網台互動，普通話、粵語雙語播報，全過程直播、全方位報道。

## Live coverage of the BRICS summit from multiple angles

The 15th BRICS Leaders' Summit 2023 took place in Johannesburg, South Africa, on 22 to 24 August 2023. Since the COVID-19 pandemic, this was the first offline meeting of the BRICS leaders. Ni Xiaowen, our special correspondent, and Saeed, our South Africa-based correspondent, brought back first-hand information from multiple angles, from on-site reporting to expert interviews to questions at press conferences, showcasing Phoenix TV's characteristics and style.

### 多角度現場報道金磚峰會

於2023年8月22日至24日，2023年金磚國家領導人第十五次峰會在南非約翰尼斯堡舉行，這是新冠疫情以來，金磚國家領導人會晤首次線下舉辦。鳳凰特派記者倪曉雯、駐南非記者賽義德，從現場報道到專家專訪再到記者會提問，多角度帶來一線資訊，彰顯鳳凰特色及風采。

## Going deep into the front lines of the Israel-Hamas conflict

The situation between Palestine and Israel rapidly worsened on 7 October 2023 as the military forces of Hamas launched an unprecedented raid on Israel. Phoenix TV dispatched many correspondents to the area as quickly as possible, venturing deep into the war's heartland and moving in the opposite direction amidst the raging fires of combat without fear of injury. By utilising several means, such as on-site reporting, live broadcasts, current affairs commentary, etc., we succeeded in presenting authentic, impartial, and equitable perspectives to the global community.

By the end of January 2024, the conflict was still going on. Our correspondents continued to keep up with both sides' developments from Gaza, Israel, and other locations, providing a comprehensive picture of the confrontation between Palestine and Israel.

### 深入以哈衝突前線

於2023年10月7日，巴以局勢急劇惡化，哈馬斯武裝向以色列發動前所未有的突襲。鳳凰衛視先後派出多路記者，第一時間奔赴現場，深入戰事腹地，在呼嘯的戰火中不畏艱險，逆向而行。通過現場報道、直播連線、時事評論等多種方式為世界帶來真實、客觀、公正的聲音。

截止2024年1月底，戰火仍未停止，鳳凰記者將繼續從加沙地區、以色列等多地持續跟進各方動態，多角度展現巴以衝突事態發展。

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Furthermore, Phoenix TV firmly establishes a strong base in Hong Kong, with the development focus on Hong Kong, Macau, Taiwan, and the global Chinese community. It fully utilises its home field advantage and offers thorough and in-depth coverage of important local events in Hong Kong, including the elections for the District Council of Hong Kong, the celebration of 26 years since Hong Kong's return to the motherland, and the visit of the Chief Executive of Hong Kong to the Middle East. Details of Phoenix TV global team's overseas coverage are included in the section under "Global Outlook".

此外，鳳凰衛視堅定立足香港、面向港澳台及全球華人社會的發展定位，充分發揮主場優勢，全面深入報道香港區議會選舉、香港回歸祖國26周年、香港特首中東行等香港本地重大事件。鳳凰衛視全球團隊對國際焦點報道的詳情載於「全球視野」一節內。

