

Operational review: Phoenix Chinese Channel



Innovation is the driving force behind the Phoenix Chinese Channel.

Programmes such as Sally's Eye on the World, Music Unlimited, Phoenix Tonight and The Asian Journal have become famous and made the Phoenix Chinese Channel a trendsetter amongst broadcasters.



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Good Morning China, Sally's eye on the World, Music Unlimited, Phoenix Tonight, The Asian Journal...



The Phoenix Chinese Channel has been broadcasting on the Asia Satellite 3S. The channel entertains audiences across China, HK, Taiwan, Japan, South East Asia, Australia and the Middle East 24 hours a day, in Mandarin.

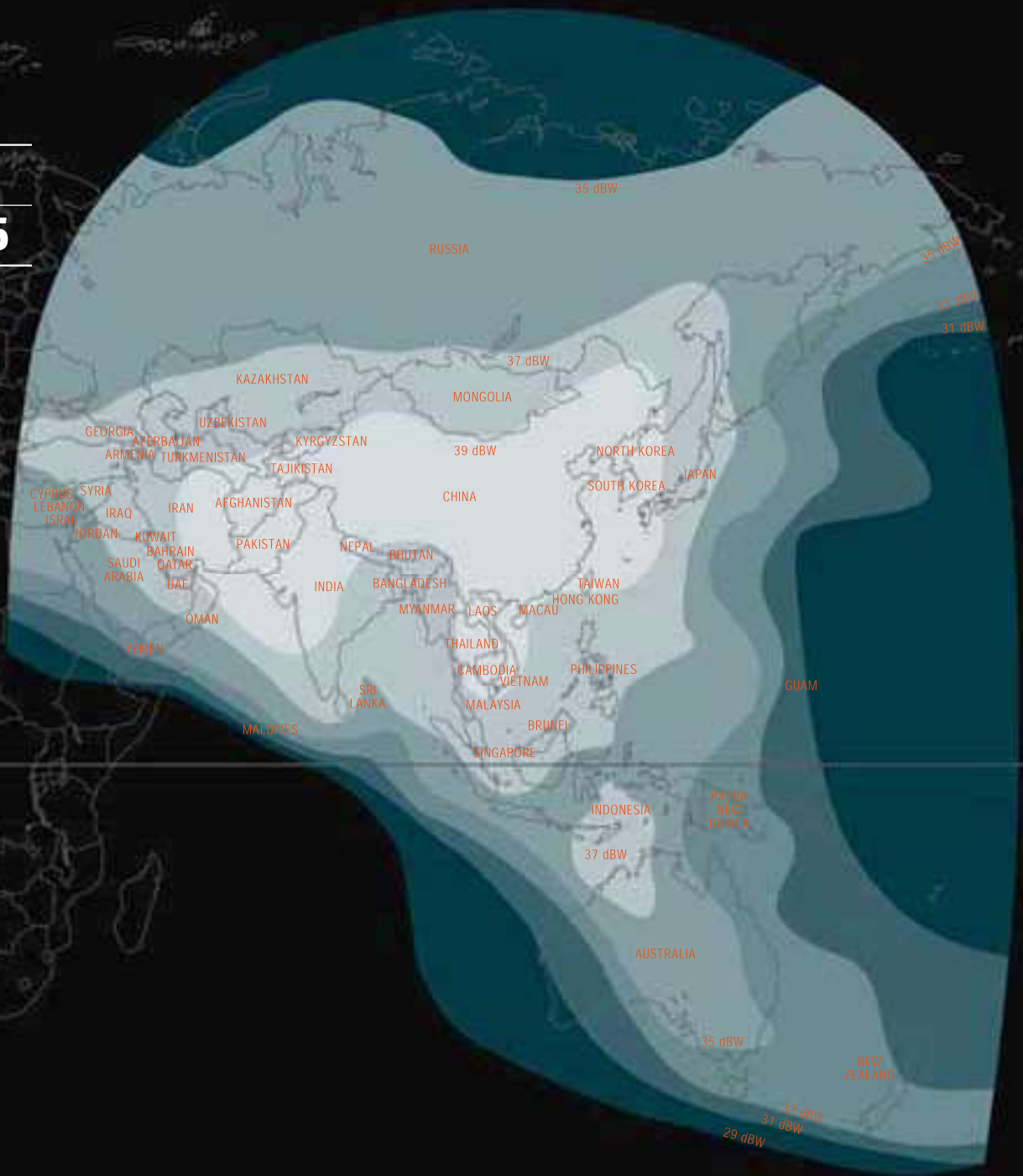
Phoenix Chinese Channel programmes cover a variety of significant productions from China and abroad, including news, information, sports, music, drama and films. Programmes reflect the cultural diversity amongst Asian Chinese. Innovative ideas, diversified formats and novel content create a new visual experience for viewers.

According to the October 1999 Gallup Research report in China, 36% of the respondents knew about Phoenix Satellite TV, which means that Phoenix shares the same level of awareness as McDonald's and General Motors.



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According to the survey conducted by China Mainland Marketing Research Company between August and September 1999 in China, it was found that in China the number of households viewing Phoenix were approximately 42 million, ie.,13.1% of TV viewing households in China.



AFGHANISTAN, ARMENIA, AUSTRALIA, AZERBAIJAN, BAHRAIN, BANGLADESH, BHUTAN, BRUNEI, CAMBODIA, CHINA, CYPRUS, GEORGIA, GUAM, HONG KONG, INDIA, INDONESIA, IRAN, IRAQ, ISRAEL, JAPAN, JORDAN, KAZAKHSTAN, NORTH KOREA, SOUTH KOREA, KUWAIT, KYRGYZSTAN, LAOS, LEBANON, MACAU, MALAYSIA, MALDIVES, MONGOLIA, MYANMAR, NEPAL, NEW ZEALAND, OMAN, PAKISTAN, PAPUA NEW GUINEA, PHILIPPINES, QATAR, RUSSIA, SAUDI ARABIA, SINGAPORE, SRI LANKA, SYRIA, TAIWAN, TAJIKISTAN, THAILAND, TURKMENISTAN, UAE, UZBEKISTAN, VIETNAM, YEMEN

