



DIRECTORS

Executive Directors

Mr. LIU, Changle, aged 49, appointed on February 2, 2000, is the Chairman and Chief Executive Officer of the Company. Mr. LIU graduated from the Beijing Broadcasting Institute in the early 1980s and joined China Central People's Radio Station, with which he has held over the years the positions of reporter, editor, news commentator and senior management, and participated in the reporting and commentary of a number of important national occasions and events. Mr. LIU is a visiting professor of the Beijing Broadcasting Institute.

Mr. LIU's PRC domestic and overseas investments include broadcasting, petroleum, infrastructure construction, real estate development, trading and cultural businesses.

On March 31, 1996, Mr. LIU, through Today's Asia Limited, which is 93.3% owned by him, together with Satellite Television Asian Region Limited and China Wise International Limited, jointly founded Phoenix Satellite Television Company Limited ("Phoenix Satellite TV"). He became and remains the Chairman of the Board and the Chief Executive Officer of Phoenix.

In the January 2000 issue of the "Voices of China" monthly magazine, Mr. LIU was selected as one of the top ten personalities of the "Voices of China".

In August 2000, 新新聞周報 of Taiwan, Ming Pao of Hong Kong and Hong Kong Metro Broadcast Corporation Limited jointly held a survey of "Power 50 Year 2000". Mr. LIU ranked 78 among the 150 nominated candidates from the Greater China region.

In December 2000, Mr. LIU was selected as "Intellect of the Media" in the "Top Ten Pairs in Focus 2000" election organized by Chinanews (中國新聞周刊), operated by China News Services (中國新聞社).

In June 2001, Mr. LIU was ranked 17th of Asia's most influential communicators in "The Power 50 2001" survey organized by Asia Week.

Mr. LIU is one of the substantial shareholders of Asia Television Limited ("ATV") and a member of the International Board of the US National Academy of Television Arts and Sciences.

Mr. CHUI, Keung, aged 49, appointed on June 5, 2000, is the Executive Director and Deputy Chief Executive Officer of the Company. Mr. CHUI graduated from the department of journalism of Fudan University in Shanghai and served in the China Central People's Radio

董事

執行董事

劉長樂先生，49歲，於二零零零年二月二日獲聘，現任本公司主席兼行政總裁，一九八零年代初畢業於北京廣播學院，之後加入中國中央人民廣播電台，先後任記者、編輯、新聞評論員及高級管理人員多年，多次參與重要國事及重大事件的報導和評論。劉先生至今仍擔任北京廣播學院的客座教授一職。

劉先生在國內及海外的投資項目包括廣播、石油、基建、物業發展、貿易及文化事業。

一九九六年三月三十一日，劉先生透過其擁有93.3%股權的今日亞洲有限公司聯同衛星電視有限公司及華穎國際有限公司創立鳳凰衛視有限公司（「鳳凰香港公司」）。彼自此成為鳳凰集團的董事會主席兼行政總裁。

在二零零零年一月出版的華聲月刊中，劉先生獲評為十大華聲人物之一。

二零零零年八月，台灣新新聞周報、香港明報與香港新城廣播有限公司聯合舉辦了二零零零年「Power 50」調查活動，在被提名的150位中港台候選人中，劉先生位居第78位。

二零零零年十二月，在中國新聞社主辦的中國新聞周刊所舉辦的《新聞人物十大派對 • 2000版》評選中，當選為媒體智者。

二零零一年六月，在英文《亞洲周刊》(Asia Week)舉辦的《二零零一年亞洲最有影響力的五十位人物》(The Power 50 2001)評選中，劉先生名列第十七位。

劉先生亦是亞洲電視有限公司（「亞視」）的主要股東之一，還擔任美國國家電視藝術科學院國際董事會理事。

崔強先生，49歲，於二零零零年六月五日獲聘，為本公司執行董事及常務副行政總裁。崔先生畢業於上海復旦大學新聞系，在中國中央人民廣播電台任職逾十年。自鳳凰集團於一九



Station for over 10 years. Since the establishment of Phoenix on March 31, 1996, he has been in charge of the overall daily operations, the public relations and promotion strategies of Phoenix, and the coordination of the relationships with PRC government entities. He also assists in establishing and implementing the corporate development strategies of the Company.

Throughout the term of office with the Phoenix Group, Mr. CHUI has been instrumental in Phoenix's PRC domestic business development, programme production, advertising operation, marketing network and public relations. In 1996, he was in charge of the production of "Flying over the Yellow River", a major television programme of Phoenix, which achieved popular success and heightened the popularity of Phoenix in the PRC and overseas Chinese communities.

Prior to joining Phoenix, Mr. CHUI was a Director and the general manager of Tianhua International Culture and Art Company Limited in Beijing focusing on developing various cultural, arts and publication businesses.

Non-executive Directors

Mr. MURDOCH, James Rupert, aged 28, appointed on June 5, 2000, is the Chairman and Chief Executive Officer of STAR Group Limited ("STAR"). In addition, Mr. MURDOCH is the Executive Vice President of The News Corporation Limited.

Mr. CHURCHILL, Bruce Barrett, aged 44, appointed on June 5, 2000, is the President and Chief Operating Officer of STAR.

Mr. CHURCHILL is responsible for operations across the entire company and plays a key role in determining and implementing STAR's development strategy.

Mr. CHURCHILL joined STAR in 1996 from Fox Television ("Fox") in Los Angeles, where he was the Senior Vice President, Finance. At Fox, he managed the overall financial, corporate development and administrative functions for Fox Broadcasting, Fox Television Stations, FX Cable Networks and Twentieth Century Television domestic syndication.

Before moving to Fox, Mr. CHURCHILL spent a year as Senior Vice President at Paramount Technology Group, following four years as vice president, strategic planning at Paramount Pictures.

九六年三月三十一日成立後，他一直負責鳳凰集團整體的日常運作、對外公關及宣傳策略，並協調與國內政府機構的關係。彼亦協助建立及執行本公司的發展策略。

崔先生任職鳳凰集團期間曾負責鳳凰集團的國內業務發展、節目製作、廣告經營、市場網絡、公關傳媒等工作。一九九六年，彼擔任鳳凰集團的一個大型電視節目「飛越黃河」總指揮，取得空前成功，使鳳凰集團在國內外華人社會聲譽日隆。

在加盟鳳凰集團前，崔先生曾任北京天華國際文化藝術有限公司董事兼總經理，主力開拓各項文化藝術及出版等事業。

非執行董事

MURDOCH, James Rupert (傑智·梅鐸) 先生，28歲，於二零零零年六月五日獲聘，為STAR Group Limited (「STAR」)的董事長兼行政總裁。他同時是The News Corporation Limited的首席副總裁。

CHURCHILL, Bruce Barrett (卓智仁) 先生，44歲，於二零零零年六月五日獲聘，為STAR的總裁及營運總裁。

Churchill先生負責公司的整體運作，並在制定及實施STAR的發展策略方面扮演舉足輕重的角色。

Churchill先生一九九六年加入STAR之前，曾任洛杉磯Fox Television (「Fox」)財務部高級副總管，管理有線廣播、有線電視台、FX有線網絡及Twentieth Century Television當地聯播機構的整體財務、公司發展及行政職能。

加入Fox之前，Churchill先生於Paramount Technology Group任職高級副總裁一年。在此之前，彼於Paramount Pictures的策略計劃部任副總管四年。



In 1984, he graduated with his Masters in Business Administration from the Harvard Business School. Subsequently, Mr. CHURCHILL joined McKinsey and Company Inc. as an associate. He worked with McKinsey and Company Inc. for four years, specialising in media and consumer products, until joining Paramount Pictures in 1989. He has a Bachelor of Arts degree in American Studies from Stanford University.

Mr. LAU, Yu Leung, John, aged 38, appointed on June 5, 2000, holds the position of Chief Financial Officer of STAR. Mr. LAU has overall responsibility for all financial matters of STAR, including corporate accounting, management and financial reporting, internal audit, treasury and tax.

Prior to joining STAR, Mr. LAU was the Chief Financial Officer of San Miguel Brewing International Ltd. with similar functional responsibilities covering the company's operations throughout Asia Pacific.

Before this role, Mr. LAU was the Director of Finance and Business Development, Asia Pacific for GE Information Services, a wholly owned subsidiary of General Electric Company in the U.S. In that capacity, Mr. LAU oversaw both the finance and business development functions and was instrumental in setting up and managing various joint ventures of the companies with local partners in the region.

Mr. LAU graduated from Brigham Young University in Utah in August 1988, with Masters in Accountancy and Information Systems and a Bachelor of Science degree in Accounting. He is a current member of the California Institute of Certified Public Accountants.

Mr. CHEUNG, Chun On, Daniel, aged 42, appointed on June 5, 2000, joined STAR in 1991 and is now the Executive Vice President, Hong Kong and Taiwan. He is responsible for the management and strategic planning of STAR Group's services in these regions.

Before assuming his present position, Mr. CHEUNG was the General Manager of STAR in Taiwan when he was responsible for advertising sales, subscription television service and television programme production. Under Mr. CHEUNG's leadership, STAR's television channels, namely STAR Chinese Channel, STAR International Movies, STAR Mandarin Movies, Channel [V] achieved more than 90% penetration of Taiwan's cable systems.

Mr. CHEUNG graduated from the Hong Kong Polytechnic in Electronic Engineering. Before he joined STAR, he was the technical consultant of Cable and Wireless HKT Limited for the Global Virtual Private Network.

一九八四年，Churchill 先生取得哈佛工商學院工商管理碩士學位後，加入 McKinsey and Company Inc.，工作四年，專注於媒介及消費品，直至一九八九年加盟 Paramount Pictures 止。彼持有史丹佛大學文學學士學位，主修美國研究。

劉禹亮先生，38歲，於二零零零年六月五日獲聘，現任STAR財務總監，負責STAR的一切財務事項，包括公司賬目、管理及財務申報、內部審核、庫務及稅務。

加入STAR前，劉先生於 San Miguel Brewing International Ltd. 任職財務總監，掌管類似職責，包括該公司亞太區業務的運作。

在此之前，劉先生為美國通用電子公司全資附屬公司 GE Information Services 亞太區財務業務發展部總管，掌管財務及業務發展，並負責與該區的合夥人創立及管理該公司各合資企業。

劉先生於一九八八年八月畢業於美國猶他州 Brigham Young 大學，獲資訊系統會計學碩士學位及會計學學士學位。彼現為 California Institute of Certified Public Accountants 會員。

張鎮安先生，42歲，於二零零零年六月五日獲聘，一九九一年加入STAR，現任港、台兩地的副行政總裁。彼負責STAR集團在該等區域的服務的管理及策略性計劃。

在出掌現職前，張先生為STAR在台灣的總經理，主管廣告銷售、招收電視訂戶服務及電視節目製作。在張先生的領導下，STAR的電視頻道，即 STAR Chinese Channel、STAR International Movies、STAR Mandarin Movies 及 Channel [V] 取得台灣有線系統九成以上的滲透率。

張先生畢業於香港理工電子工程學系。在加入STAR前，彼為香港電訊有限公司的 Global Virtual Private Network 的技術顧問。



Mr. XU Gang, aged 45, is a Non-executive Director of the Company since November 13, 2000. Mr. XU has extensive experience in banking and investment. He was Deputy Chief Executive Officer of BOC International Holdings Limited ("BOCI") and Chairman of a number of subsidiary companies of BOCI. Currently, he is the Chairman of Bank of China Group Investment Limited ("BOCGI") and Director of a number of companies controlled by BOCGI or in which BOCGI has an interest.

Mr. CHEUNG San Ping, age 46, appointed on January 2, 2001 as a Non-executive Director of the Company. Mr. CHEUNG has extensive experience in trading.

Independent Non-executive Directors

Dr. LO, Ka Shui, aged 54, appointed on June 5, 2000, is the Deputy Chairman and Managing Director of Great Eagle Holdings Limited. He is the Non-executive Chairman of Panda-Recruit Limited and a Director of City e-Solutions Limited, The HSBC China Fund Limited, The Hongkong and Shanghai Banking Corporation Limited, Shanghai Industrial Holdings Limited and China Mobile (Hong Kong) Limited. He is also a Director of Hong Kong Exchanges and Clearing Limited and the Chairman of the Listing Committee of the Growth Enterprise Market, a Vice President of The Real Estate Developers Association of Hong Kong, a Trustee of the Hong Kong Centre for Economic Research, a member of Long Term Housing Strategy Advisory Committee and a member of the Council of Advisors on Innovation and Technology. He is also the Chairman of the Hospital Authority. He graduated with a Bachelor of Science degree from McGill University and M.D. from Cornell University, certified in Cardiology. He has more than 23 years' experience in property and hotel development and investment both in Hong Kong and overseas.

Mr. KUOK, Khoon Ean, aged 46, appointed on June 5, 2000, has been with the KUOK Group since 1978 and is the Chairman of South China Morning Post (Holdings) Limited. He is a Director of Kerry Holdings Limited and Kerry Group Limited. He is also a Director of a number of publicly listed companies in Malaysia and Singapore. He graduated from Nottingham University, United Kingdom with a Bachelor's degree in Economics.

Alternate Director

Mr. GONG Jianzhong, aged 39, is an Alternate Director to Mr. XU Gang, Non-executive Director of the Company, since April 18, 2001. Mr. Gong has extensive experience in banking and investment. He was the Head of Bank of China, Shao Yang Branch. Currently, he is an Assistant General Manager of Bank of China Group Investment Limited ("BOCGI") and Director of a number of companies controlled by BOCGI or in which BOCGI has an interest.

許剛先生，45歲，於二零零零年十一月十三日出任本公司非執行董事。許先生擁有豐富的銀行和投資經驗。他曾為中銀國際控股有限公司（「控股公司」）副執行總裁及控股公司其下多間公司之董事長職位，現為中銀集團投資有限公司（「中銀投資」）董事長及中銀投資控制或擁有權益之多間公司之董事。

張新兵先生，46歲，於二零零一年一月二日獲聘為本公司非執行董事。張先生於貿易方面擁有豐富經驗。

獨立非執行董事

羅嘉瑞博士，54歲，於二零零零年六月五日獲聘，現任鷹君集團有限公司副主席兼董事總經理。彼為熊貓一Recruit有限公司非執行主席及城市e-Solutions有限公司、匯豐中國基金有限公司、香港上海匯豐銀行有限公司、上海實業控股有限公司及中國移動（香港）有限公司董事。彼亦為香港交易及結算所有限公司董事、創業板上市委員會主席、香港地產建設商會副主席、香港經濟研究中心董事、長遠房屋策略諮詢委員會成員及創新科技顧問委員會成員。彼亦為醫院管理局主席。羅博士畢業於加拿大麥基爾大學為理學士，及為美國康奈爾大學醫學博士並獲取心臟專科證書。彼在香港及海外從事物業與酒店發展及投資業務逾二十三年。

郭孔演先生，46歲，於二零零零年六月五日獲聘，自一九七八年起任職於Kuok Group，現為南華早報（集團）有限公司主席。彼為嘉里集團有限公司及Kerry Group Limited的董事，亦為馬來西亞及新加坡數間公共上市公司的董事。彼畢業於英國Nottingham University，持有經濟學士學位。

替任董事

龔建中先生，39歲，於二零零一年四月十八日出任本公司非執行董事許剛先生之替任董事。龔先生擁有豐富的銀行和投資經驗。他曾擔任中國銀行邵陽分行行長，現為中銀集團投資有限公司（「中銀投資」）助理總經理及中銀投資控制或擁有權益之多間公司之董事。



Senior Management

Mr. LEUNG, Noong Kong, aged 53, currently holds the position of Deputy Chief Executive Officer of the Company. Mr. LEUNG had been instrumental in the setting up of the Phoenix Group and has been part of its senior management team ever since its inception. His primary responsibilities include the supervision of the day-to-day operations of the Phoenix Group, the establishing of management structures pertaining to the evolving operations of the Phoenix Group, as well as the mapping out of strategies, in conjunction with the Chief Executive Officer of the Company, for the business development of the Phoenix Group. Mr. LEUNG joined Satellite Television Asian Region Limited in 1991. From 1991 to 1995, he was involved in various tasks relating to the development of STAR's business in the Greater China region. He also played a pivotal role in the launching of STAR Chinese Channel and STAR Movies Channel in 1991 and 1993 respectively. Following the formation of Phoenix Satellite TV, Mr. LEUNG was again instrumental in the launching of the Phoenix Chinese Channel and the Phoenix Movies Channel and the taking control in the management of the Phoenix CNE Channel.

Mr. LEUNG is a well-known figure in the Hong Kong media and broadcasting field. He hosted a film magazine programme for the Jade Channel of Television Broadcasting Limited ("TVB") in the late 1960s. From 1969 to 1972, he then worked as a translator and editor for one of Hong Kong's first finance newspapers, Ming Pao Evening News. From 1971 to 1978, he worked respectively for the United States Information Service in Hong Kong and the BBC External Services in London as editor, programme producer and news announcer. Thereafter, he spent 10 years with TVB, programming for its Jade Channel and Pearl Channel at different times. He had also been with ATV for a short period. While at TVB and ATV, and subsequently at STAR, he set up the internal standards and practices departments for all three and he was well versed in all the regulatory issues involved in television broadcasting in Greater China region.

Apart from being an experienced personality in the media field, Mr. LEUNG is also a renowned writer on the cinema and on cultural studies in Hong Kong and Taiwan, as well as a published author of several books in these fields. He had also been a programme consultant to many international film festivals, including the Hong Kong International Film Festival, and had sat on the editorial boards for many prestigious publications at various times.

Mr. WANG, Jiyang, aged 52, joined Phoenix in March 1996. Mr. WANG is the Executive Vice President of Phoenix Satellite TV and the Company and Head of the Phoenix Chinese Channel. Mr. WANG has taught in Beijing Broadcasting Institute for more than twenty years.

高級管理人員

梁濃剛先生，53歲，現任本公司的常務副行政總裁。在商談成立鳳凰衛視這個項目的過程中，梁先生扮演了重要的角色，而從鳳凰集團成立到現在，梁先生一直都是最高管理層的成員之一。其主要的職責包括對鳳凰集團的日常營運的管理，就鳳凰集團業務的發展而協助制定相對應的管理結構，並且輔助本公司的行政總裁制定鳳凰集團業務發展的策略。梁先生於一九九一年加盟衛星電視有限公司。從一九九一至一九九五年，他參與了衛視在大中華地區眾多的業務發展工作。衛視中文台和衛視電影台分別於一九九一年和一九九三年啟播的這兩項工作，梁先生都是主要的參與人員。在鳳凰香港公司成立之後，梁先生同樣在開辦鳳凰衛視中文台、鳳凰衛視電影台及接管鳳凰衛視歐洲台方面起了主要的作用。

梁先生在香港的傳媒行業是一位知名人士。在一九六零年代末期，梁先生曾在電視廣播有限公司（「無線」）翡翠台主持一個電影雜誌節目。一九六九年至一九七二年，他在香港第一份財經報紙明報晚報擔任翻譯及編輯工作。從一九七一至一九七八年，梁先生先後在香港的美國新聞處及在倫敦的英國廣播公司擔任編輯、廣播編導及新聞廣播員。其後，他重返無線，在其翡翠台及明珠台節目管理方面累積了十年經驗。此外，梁先生也在亞視工作了一段短時間。梁先生在其先後工作過的無線、亞視及衛視，均負責創立公司內部的電視廣播守則監管部門，對香港及大中華地區內的電視廣播監管條例非常熟悉。

除了是傳播媒介方面的資深人士外，梁先生同時是香港、台灣知名的電影評論家及文化理論家，曾發表、出版過不少這方面的著述。梁先生曾出任不少的國際電影節，包括香港本身的國際電影節的節目顧問，並且替不少刊物擔任過編輯顧問。

王紀言先生，52歲，於一九九六年三月加盟鳳凰衛視，現任鳳凰香港公司及本公司的執行副總裁兼鳳凰衛視中文台台長。彼曾在北京廣播學院任教超過廿年。



Mr. WANG is one of the leading television programme producers in China and participated in the direction and production of a number of television programmes in early years. His television programme productions have won numerous domestic and overseas awards.

Mr. WANG is also a scholar in the television industry and has been the panelist of various international television festivals and the presenter of international Chinese language television festivals. He is also a renowned media educator and enjoys a professor title. During the two decades of teaching in the Beijing Broadcasting Institute, he was the head of the television department for over ten years and was the deputy dean of the Beijing Broadcasting Institute for six years.

Mr. YEUNG, Ka Keung, aged 42, is the Executive Vice President and Chief Financial Officer of Phoenix Satellite TV and the Company in charge of corporate finance and administration. Mr. YEUNG joined Phoenix in March 1996 and has been in charge of all of Phoenix's internal and external financial management and arrangements as well the supervision of administration and personnel matters.

Mr. YEUNG graduated from the University of Birmingham and remained in the United Kingdom until 1992 after obtaining his qualification as a chartered accountant. Upon returning to Hong Kong, he worked at Hutchison Telecommunications and STAR in the field of finance and business development.

Mr. YU, Tungho, aged 54, joined Phoenix in March 1996. He is the Executive Vice President of Phoenix Satellite TV and the Company in charge of advertising and marketing networks.

Mr. YU graduated from the International Politics Department of the People's University of China. He is a well-known personality in television broadcast and was the head of Guangdong Broadcasting Station and Zhuhai Economic Broadcasting Station; the deputy editor-in-chief of the Television Broadcasting Bureau of Guangdong Province, the deputy general manager of Television Broadcast International Economic and Technical Cooperation Group Company of China and a Director of the Television Broadcast Institute of China.

Mr. YU's professional ability in respect of television broadcasting has been recognised by the industry. In the 1980's, he was elected the founder and first president of the Economic Broadcasting Station Research Institute of China. In 1994, he was engaged by TCI, one of the largest cable television companies in the United States, as its China advisor. In January 2000, he was elected Chairman of the Association of Hong Kong Advertising Industry.

王先生為中國的主要電視製作人之一，早年曾參與許多電視節目的指導及製作工作，其作品多次贏取國內及國外大獎。

王先生亦為電視業學者，曾多次擔當國際電視節的評委及國際華語電視節的報告人。彼又是享負盛名的傳媒教育工作者，教授職稱。在任教於北京廣播學院的二十年期間，彼任電視系主任逾十年，後來被委任為副院長六年。

楊家強先生，42歲，現任鳳凰香港公司及本公司的執行副總裁兼集團財務總監，負責公司財務及行政事務。楊先生於一九九六年三月加盟鳳凰集團，掌管鳳凰集團一切對內及對外的財務管理及安排，並監察行政及人事事宜。

楊先生畢業於英國伯明翰大學，考獲英國特許會計師資格後留居英國，至一九九二年回歸香港，回港後在和記電訊及衛視擔任財務及業務發展工作。

余統浩先生，54歲，於一九九六年三月加盟鳳凰衛視，現任鳳凰香港公司及本公司的執行副總裁，主管廣告業務及市場網絡推廣。

余先生畢業於中國人民大學國際政治系，是中國知名的廣播電視工作者，歷任廣東電台台長、珠江經濟廣播電台台長、廣東省廣播電視廳副總編輯、中國廣播電視國際經濟技術合作總公司副總經理及中國廣播電視學會理事。

余先生對廣播電視的專業能力屢獲得行內的認同。余先生早在一九八零年代被推選為中國經濟電台研究會的創辦人及首任會長，在一九九四年曾被美國最大的有線電視公司TCI聘請為中國顧問。二零零零年一月，彼當選為香港廣告業聯會主席。