



As China's involvement in the international community continues to expand, Phoenix plays an important role in bringing key developments to Chinese communities and international audiences. Events ranging from the decision on the 2008 Beijing Olympics to regional economic and business forums present opportunities for the Phoenix platform in television, publishing and internet media. During 2002 Phoenix achieved significant developments across the breadth of its operations.

隨著中國在世界上建立了舉足輕重的地位，鳳凰亦發揮起重要作用，將令人鼓舞的訊息向各地華人以至全球觀眾傳揚。由中國成功申辦北京2008年奧林匹克運動會，以至主辦地區性經濟及商業論壇，這些由華人主導的盛事造就了無數良機，令鳳凰在電視、出版及互聯網等媒體上伸展業務。總括而言，2002可說鳳凰創造新里程的一年，為運作範疇建立了更廣闊的發揮空間。



# 建基

MILESTONES

# 2001

## SEPTEMBER | 九月

Phoenix broadcast 35 hours of LIVE, non-stop coverage following the 911 terrorist attacks on the USA, keeping Chinese audiences informed as events unfolded.

九一一事件，鳳凰前所未有地連續三十五小時直播美國受襲向華人觀眾剖釋事件的來龍去脈。



## JULY | 七月

Phoenix produced a LIVE, 12-hour broadcast of the *Olympics 2008 Bidding* with direct links from Moscow and Beijing, during which the winning host city was announced.

北京成功申辦奧運，鳳凰於莫斯科、北京直播報導，精心製作十二小時節目「通向2008」申奧直播節目。

## OCTOBER | 十月

Samsung teams with Phoenix to sponsor the special programme on the Beijing Olympics, 'Samsung's China Road to Olympics,' which will be aired over the next three consecutive years.

三星電子將連續三年支持鳳凰“走近2008——三星中國奧運行”大型特別節目。



## SEPTEMBER | 九月

Phoenix participated in the 6th International Chinese Entrepreneur Convention, and the 1st International Chinese Cultural Media Conference held in Nanjing.

鳳凰參與於南京舉行的第六屆世界華商大會及首屆世界華文媒體論壇。

## OCTOBER | 十月

Phoenix Chinese Channel and Phoenix Movies Channel were granted official landing rights in the Pearl River Delta region by the State Administration of Radio, Film and Television.

鳳凰衛視中文台及鳳凰衛視電影台獲國家廣播電總局批准正式落地珠江三角洲。

OCTOBER | 十月

Phoenix teamed with CCTV to produce the major television series *Pole to Pole Expedition*. An ambitious documentary in which a team traveled from the South to North Pole, the programme highlighted countries it passed through and the stories of Chinese people and others along the journey.

鳳凰與CCTV簽署合作協議，共同拍攝大型採訪節目《兩極之旅》，這是鳳凰繼《千禧之旅》和《歐洲之旅》後的又一次採訪節目。

2002



FEBRUARY | 二月

Phoenix InfoNews Channel became available on Cable TV in Hong Kong, providing international news and financial information to audiences in the Hong Kong S.A.R.

鳳凰衛視資訊台於二月一日起在有線電視第二十二台播放，為香港觀眾提供即時的全球時事及財經資訊。

MARCH | 三月

Phoenix InfoNews Channel became available in Japan via the RakuRaku China Channel.  
鳳凰衛視資訊台通過「樂樂中國」電視台在日本全頻落地。



FEBRUARY | 二月

Phoenix served as the main media planner for the transportation of 'The Buddha's Finger' from the Famen Temple in Shaanxi, where it is housed, to Taiwan. Classified by UNESCO as one of the nine wonders of the world, the sacred relic was put on display and worshipped by large numbers of Buddhist devotees.

被聯合國教科文組織列入世界第九大奇觀的供養於陝西法門寺的釋迦牟尼佛指舍利，赴台灣供各界瞻仰。鳳凰作為此次盛事的傳媒總策劃。

APRIL | 四月

When Mr Xu Guangchun, Head of the State Administration of Radio, Film and Television, visited Phoenix CNE Channel in London, he commented that Phoenix has developed an excellent international image and set a good example for its counterparts in China.

由國家廣電總局局長徐光春率領的中國廣播電視代表團在倫敦視察鳳凰衛視歐洲台時表示，鳳凰在海外的成長為國內媒體提供了許多很好的經驗。