

PHOENIX SATELLITE TELEVISION HOLDINGS LIMITED > 鳳凰衛視控股有限公司



GLOBAL MEDIA ORGANISATION_建基全球





Phoenix has extended its reach globally. Today, the ‘Chinese connection’ enables communities around the world to access Mandarin news and entertainment programmes. In Mainland China, Phoenix is watched by about 150 million viewers. Worldwide, the North America Chinese Channel broadcasts via DirecTV and EchoStar in the US; the Phoenix Chinese News and Entertainment Channel is beamed to around forty nations in Europe; in Southeast Asia, Phoenix is distributed by a matrix of cable and DTH satellite systems, including StarHub in Singapore, ASTRO in Malaysia, and Kabelvision in Indonesia.

鳳凰衛視的覆蓋網絡已遍佈全球，讓居住在全世界的華人社群都可接收華語新聞及娛樂節目。在中國大陸，鳳凰衛視擁有約一億五千萬的觀眾。在全球，鳳凰衛視美洲台透過Direct TV及Echo Star衛星，向美國播映。鳳凰衛視歐洲台，可以在歐洲四十多個國家收看。在東南亞，鳳凰衛視利用覆蓋廣泛的多個有線系統和DTH衛星進行廣播，包括新加坡的StarHub、馬來西亞的ASTRO及印尼的KabelVision。

