

MILESTONES_里程碑

MAY_五月

JUNE_六月

2002



At the 2002 Beijing International Television Week, the Chairman and Chief Executive Officer of Phoenix, Liu Changle, delivered an address titled "The New Theory of Phoenix Satellite Television in a New Age."

《2002年北京國際電視週》在京舉行，鳳凰衛視董事局主席兼行政總裁劉長樂發表了題為《鳳凰衛視新時代的新理念》的演講。

At the fifth anniversary celebrations of Hong Kong's return to China, the Chief Executive of the Hong Kong Special Administrative Region, C H Tung, received a Phoenix delegation led by Chairman and Chief Executive, Liu Changle and Executive Vice President, Wang Jiyun. Ms. Sally Wu, a celebrated Phoenix presenter, interviewed Mr. C H Tung on the occasion.

香港回歸五周年，行政長官董建華在禮賓府會見了鳳凰衛視董事局主席兼行政總裁劉長樂、鳳凰衛視執行副總裁兼中文台台長王紀言一行，並接受了鳳凰著名主持人吳小莉的專訪。



JULY_七月

AUGUST_八月

NOVEMBER_十一月



Phoenix North America Chinese Channel and Phoenix Chinese News and Entertainment Channel (Europe), began to broadcast a single, unified signal.

歐洲台、美洲台於七月一日開始聯合播放。

At the “ASEAN-China Forum” in Kuala Lumpur, the Chairman and CEO of Phoenix, Mr. Liu Changle, gave an address titled “ASEAN, China and the Role of Media”.

鳳凰衛視董事局主席兼行政總裁劉長樂在馬來西亞吉隆坡的《東盟—中國合作論壇》上發表名為《東盟、中國及媒體的角色》的演講。

At the 16th World Congress of Accountants, held in Hong Kong and attended by the Chinese Premier, Mr. Zhu Rongji, Phoenix was the sole, accredited media organisation to broadcast the opening ceremony Live, and also fielded the compères and masters of ceremony for the conference.

《第十六屆世界會計師大會》在香港召開，國務院總理朱鎔基專程來港參加開幕儀式並發表演說。鳳凰衛視作為此次活動的獨家指定媒體，直播了大會的開幕儀式，並全程參與了會議的主持及報導工作。



MILESTONES_里程碑

JANUARY_一月

FEBRUARY_二月

2003



The State Administration for Radio, Film and Television (SARFT) in China, granted Phoenix InfoNews landing rights, earlier given to other foreign media broadcasters. This makes it the first foreign Chinese-language news channel to receive official approval to broadcast in the Mainland.

鳳凰衛視資訊台獲國家廣電總局正式批准在中國境內按境外媒體管理方式有限度落地。這是境外華語新聞頻道首次進入內地。至此，鳳凰衛視平台已有中文台、電影台和資訊台三個頻道在中國境內落地。

A ceremony in Beijing launched *A Passage to Africa*, one of the biggest television events showcased by Chinese-language media organizations. A joint venture by Phoenix and CCTV, the travelogue-style show explored large parts of the 'dark' continent.

全球華人媒體最大規模的電視行動《走進非洲》起步禮在北京舉行。



MARCH_三月

MARCH_三月

MAY_五月



Phoenix broadcast continuous reports on the Iraq war for 25 days from 20 March onwards, amounting to a total of 507 hours of reporting and analysis, setting a new record for Chinese-language media.

美伊開戰，鳳凰衛視第一時間進入直播，從3月20日起，持續25天，長達506小時，創華語直播紀錄。

The Phoenix reporter, Rose Luqiu, and cameraman Cai Xiaojiang, risked the dangers of war to enter Baghdad on 24 March, and became the first Chinese media team to enter the Iraqi capital after it became a war zone.

鳳凰衛視戰地女記者閻丘露薇(ROSE)和攝影師蔡曉江冒生命危險成功進入巴格達，成為戰爭打響後第一批進入巴格達的華人記者，被稱為華人先鋒，不愧為真正的“戰地玫瑰”。

Phoenix dispatched a strong twenty-member team led by Rose Luqiu, Zheng Hao and Liu Hairuo to report first hand on the fight against SARS in the hospitals, schools, factories and residential areas of Beijing.

鳳凰衛視派出閻丘露薇、鄭浩、劉海若等近20人的強大記者隊伍，深入非典疫情嚴重的北京各大醫院以及學校、施工現場和居民住宅，報導民眾抗擊SARS的情況。



FINANCIAL REPORT 財務報告

Corporate Information 公司資料_31 > Directors and Senior Management Profile 董事及高級管理人員簡介_33 >
Management Discussion and Analysis 管理層討論及分析_40 > Report of the Directors 董事會報告書_46 >
Auditors' Report 核數師報告書_76 > Accounts 財務報表_78 > Notes to the Accounts 財務報表附註_84 >
Financial Summary 財務概要_131