

Annual Highlights 全年大事概要

MARCH_三月



Liu Changle and Rupert Murdoch, the founders of the original joint venture company that established Phoenix Television, took part in a televised dialogue in Los Angeles to mark Phoenix's eighth anniversary and discuss their respective approaches to the global media business.

成立鳳凰衛視的原合營公司創辦人劉長樂與Rupert Murdoch參加在洛杉磯舉行的一個電視直播座談會，記念鳳凰成立八週年，會上並討論彼此在經營全球媒體業務時採取的策略。

APRIL_四月



Phoenix held its Eighth Anniversary Celebration in Kuala Lumpur, where the former Malaysian Prime Minister Dr Mahathir was the guest of honour.

鳳凰在吉隆坡舉行八週年慶祝活動，並獲得馬來西亞前首相馬哈蒂爾以嘉賓身份出席。

AUGUST_八月

AUGUST_八月

SEPTEMBER_九月

now
BROADBAND TV



Phoenix InfoNews began to broadcast over the SMATV system in Hong Kong, the first step in a process of enlarging the Phoenix footprint in Hong Kong as, over the following months, Phoenix channels became available on PCCW's now TV, iCable, Galaxy TV, and Broadband TV.

鳳凰衛視資訊台在香港開始透過SMATV系統進行廣播，作為鳳凰擴展香港業務過程的第一步，鳳凰的頻道並且在隨後數月內，開始在電訊盈科的now寬頻電視、有線電視、銀河衛視及寬頻電視進行廣播。

The yacht Albatross, renamed the Phoenix in Chinese, received a rousing welcome in Malaysia, as it made its way to Kenya, following the course taken by the Ming Dynasty Chinese admiral, Cheng He, who sailed from China to Africa.

現中文名改為「鳳凰號」的「信天翁號」帆船在馬來西亞獲得熱烈歡迎，該帆船隨後啟航前往肯雅，沿著明朝將軍鄭和曾採用的路線，由中國航行往非洲。

Moscow-based Phoenix reporter Lu Yuguang caught the attention of the global Chinese television audience by his reporting on the Bislan massacre in southern Russia.

鳳凰派駐莫斯科的記者盧宇光在俄羅斯南部就別斯蘭大屠殺作出的報道備受全球華語電視觀眾注意。



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SEPTEMBER_九月



Phoenix InfoNews began to broadcast in North America on a direct-to-home television system. Former State Councilor Qian Qichen attended the opening ceremony in New York.

鳳凰衛視資訊台在北美洲開始透過直接家居電視系統進行廣播。前國務院副總理錢其琛出席在紐約的開幕儀式。

OCTOBER_十月



The United States Secretary of State Colin Powell was interviewed by Phoenix chief commentator Anthony Yuen in Beijing during the course of an official visit to China just days before the United States Presidential election.

美國國務卿鮑威爾在美國總統大選前數天官式訪問中國期間，接受北京首席評論員阮次山訪問。

2004

OCTOBER_十月



United Nations Secretary General, Kofi Annan, was interviewed by Anthony Yuen during the Global AIDS summit in Bangkok.

聯合國秘書長安南在曼谷舉行的愛滋病全球峰會期間接受阮次山訪問。

November_十一月



The final of the Miss Chinese Cosmos beauty pageant was held in Hong Kong, with the three top place getters coming from Malaysia, Canada, and Beijing.

中華小姐環球大賽的決賽在香港舉行，前三名的勝出佳麗分別來自馬來西亞、加拿大及北京。

November_十一月



The Chairman and CEO of Phoenix, Liu Changle, was appointed the Chairman of the International Committee of the International Television Academy, which sponsors the international Emmy awards as a way to encourage excellence in television broadcasting.

鳳凰主席兼行政總裁劉長樂獲委任為國際電視學院的國際委員會主席。該委員會透過舉辦國際艾美獎，表揚表現出色的電視廣播機構。



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