

Chairman's Statement

主席報告書



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截至二零零八年十二月三十一日止年度，本集團的收入約為1,392,059,000港元，較二零零七年增加17.9%。”

Financial Summary

- Revenue for the year ended 31 December 2008 was 17.9% higher than the previous year, reaching approximately HK\$1,392,059,000.
- The profit attributable to equity holders increased to approximately HK\$286,824,000, which was a 2.9% improvement over the profit achieved in 2007.
- The Board recommended a final dividend of HK\$0.019 per share.

Results

The Group’s revenue for the year ended 31 December 2008 was approximately HK\$1,392,059,000, which represented a growth of 17.9% as compared to 2007. The two main drivers behind this result were the growth in both advertising revenue and subscription revenue. Total operating costs increased by 19.0% to approximately HK\$1,112,051,000. The upward movement in operating costs was mainly due to the increase in commission payments and a rise in programming, technical services and staff costs.

The Group’s operating profit for the year ended 31 December 2008 was approximately HK\$280,008,000, which represented an increase of 13.6% over same period in the previous year. Profit attributable to equity holders of the Company was approximately HK\$286,824,000, which was an increase of 2.9% compared with the same period last year. The operating profit was mainly generated by the increase in advertising revenue and subscription revenue. During 2008 the Group recognized a gain on investments in two subsidiaries, with the Group’s interest in the net fair value of the subsidiaries exceeding the cost of the investments to the extent of HK\$19,646,000 and there was a loss on listed and unlisted investments of approximately HK\$9,644,000 (year ended 31 December 2007: gain HK\$2,110,000). The appreciation of the Renminbi during the year further boosted the profit attributable to equity holders by approximately HK\$28,337,000 (year ended 31 December 2007: HK\$25,000,000).

財務概要

- 截至二零零八年十二月三十一日止年度的收入較去年高出17.9%，達致約1,392,059,000港元。
- 權益持有人應佔溢利約286,824,000港元，較二零零七年所取得溢利上升2.9%。
- 董事會建議派發末期股息每股0.019港元。

業績

截至二零零八年十二月三十一日止年度，本集團的收入約為1,392,059,000港元，較二零零七年增加17.9%。此業績主要由於廣告收入及收視費收入均取得增長所致。總經營成本上升19.0%至約1,112,051,000港元。經營成本的上升主要是由於佣金支出增加及節目製作、技術服務及員工成本上升所致。

截至二零零八年十二月三十一日止年度，本集團的經營溢利約為280,008,000港元，較去年同期增加13.6%。本公司權益持有人應佔溢利約為286,824,000港元，較去年同期增長2.9%。經營溢利主要因廣告收入及收視費收入增加而產生。於二零零八年內，本集團確認於兩家附屬公司的投資收益，本集團於該等附屬公司的公平淨值的權益超出投資成本達19,646,000港元，而上市及非上市投資的虧損則約為9,644,000港元（截至二零零七年十二月三十一日止年度：收益2,110,000港元）。於年內人民幣升值亦令權益持有人應佔溢利進一步增加約28,337,000港元（截至二零零七年十二月三十一日止年度：25,000,000港元）。

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The chart presented below compares the Group's performance for the year ended 31 December 2008 with that for the 2007 financial year in order to give a clearer picture of the overall trend of the Group's operations.

以下呈列的圖表比較本集團於截至二零零八年十二月三十一日止年度及二零零七年財政年度的業績表現，以便更清楚地顯示本集團業務的整體發展趨勢。

		Year ended 31 December 截至十二月三十一日止年度	
		2008	2007
		HK\$'000 千港元	HK\$'000 千港元
Phoenix Chinese Channel	鳳凰衛視中文台	896,788	802,364
Phoenix InfoNews Channel	鳳凰衛視資訊台	270,040	203,864 *
Phoenix Movies Channel, Phoenix North America Chinese Channel, Phoenix Chinese News and Entertainment Channel & others	鳳凰衛視電影台、 鳳凰衛視美洲台、 鳳凰衛視歐洲台及其他	115,849	75,448 *
New media	新媒體	50,697	56,391
Outdoor media	戶外媒體	11,096	-
Other businesses	其他業務	47,589	42,709 *
Group's total revenue	本集團總收入	1,392,059	1,180,776
Operating costs	經營成本	(1,112,051)	(934,352)*
Profit from operations	經營溢利	280,008	246,424 *
Other income – net	其他收入淨額	54,607	83,817
Share of losses of jointly controlled entities	攤佔共同控制實體虧損	(1,432)	(1,067)
Income tax expenses	所得稅費用	(57,594)	(50,640)
Minority interest	少數股東權益	11,235	215
Profit attributable to equity holders of the Company	本公司權益持有人應佔溢利	286,824	278,749
Earnings per share, Hong Kong cents	每股盈利，港仙	5.79	5.64

* 2007 comparative figures have been reclassified to conform to the current year's presentation.
二零零七年比較數字已予以重新分類，以符合本年度的呈列方式。

Business Overview And Prospects

During 2008 the mounting global financial crisis posed a critical challenge to media companies across the world. Many major media corporations have reported a drop in earnings or a fall in advertising revenue. Several Hong Kong television broadcasters have laid off staff as a consequence of economic pressure. The Chinese economy, which is the source of much of the Group's advertising revenue, has also been affected by the global downturn with the Chinese National Bureau of Statistics revealing that annual growth only averaged some 6.8% in 2008, after achieving a rate of 13% in 2007.

業務概覽及前景

二零零八年發生的全球金融危機，導致全球各地的媒體公司面對嚴峻考驗。不少主要媒體企業均錄得盈利下跌或廣告收入減少。多間香港電視廣播商均在經濟壓力下裁員。中國經濟（本集團大部份廣告收入的來源）同樣受到全球衰退影響，中國國家統計局指出，二零零八年的全年平均增長僅約為6.8%，而在二零零七年則為13%。



Despite these negative trends, however, the Group's core television broadcasting business has performed consistently over the last twelve months, with advertising and subscription revenue recording significant growth, and the overall broadcasting segment revenue increasing by 18.6% over the previous year. This trend-defying growth in revenue was particularly evident in the performance of the Phoenix InfoNews Channel ("InfoNews"), with a relatively substantial growth in profit, while the Group's signature Phoenix Chinese Channel, which is the Group's main source of income, continued to expand its income at a steady rate.

The exceptional performance that InfoNews achieved would seem to reflect the way in which InfoNews covered a range of news stories on both domestic and international developments that were of direct interest to the Chinese television audience. InfoNews gave comprehensive coverage to the riots and violence in Tibet, broadcasting footage of events in Lhasa that some foreign news channels did not air. InfoNews also carried extremely extensive coverage of the Sichuan earthquake and the massive recovery effort that followed that natural disaster. Phoenix news reporting attached high priority to the presidential elections in Taiwan and the victory of the KMT candidate MA Ying-jeou, the rapid development of cross-Strait contacts including the beginning of direct flights between the mainland and Taiwan, and the subsequent prosecution of the former Taiwan president, CHEN Shui-bian. InfoNews also carried extensive coverage of the United States presidential elections, and the likely impact of the final victory of Barrack OBAMA on US/China relations, including interviews with a number of the foreign policy advisers in the Obama campaign team. InfoNews featured a number of interviews with the new Australian Prime Minister, Kevin RUDD,

儘管受到如此負面的市勢所影響，本集團的核心電視廣播業務於過去十二個月的業績表現仍然穩定，廣告收入及收視費收入均錄得大幅增長，而整體廣播分類收入較去年增加18.6%。收入逆勢增長的情況在鳳凰衛視資訊台（「資訊台」）相對明顯，而本集團的旗艦頻道鳳凰衛視中文台則為本集團的主要收入來源，其收入持續平穩增長。

資訊台的突出表現，可說是資訊台一向以來對華人電視觀眾關心的本地及國際時事新聞報導的手法所賺取的回報。資訊台全面報道西藏的騷亂事件，並播出在部份海外新聞頻道裡沒有播出過的拉薩事件片段。再者，資訊台對四川地震及天災過後的大規模救災工作亦有作出極為廣泛的報導。鳳凰衛視的新聞報導裡，一直率先報導台灣領導人選舉及國民黨候選人馬英九勝選、兩岸交流的急速發展（包括兩岸直航包機的啟動），以及後來前台灣領導人陳水扁被起訴等相關消息。資訊台亦有廣泛報導美國總統選舉，以及奧巴馬最後勝選可能對中美關係產生的影響，當中包括訪問奧巴馬競選團隊內多位外交政策顧問。資訊台曾與

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whose Mandarin-speaking skills have made him a popular figure with the Chinese audience. InfoNews has carried extensive coverage and analysis of the unfolding global financial crisis, which would have attracted a high level of interest among Chinese business circles and economic policy-makers.

The Group's signature channel, Phoenix Chinese Channel, continued to achieve a growth in income which underscored the popularity of its programming with the Chinese audience. The influence of the Beijing Olympics on the Group's performance is difficult to calculate. Phoenix reported extensively on the carriage of the Olympic torch from Athens to Beijing, and the confrontational events that some times occurred along the way, especially in France. The Group also produced a number of programmes on various aspects of the Olympics, but Phoenix did not have the rights to broadcast the Olympic events themselves, which suggests that the strong advertising performance by the Phoenix Chinese Channel and InfoNews reflected the advertisers' assessment that Phoenix has an elite audience that should not be ignored.

The loss incurred by the Phoenix North America Chinese Channel, Phoenix Chinese News and Entertainment Channel, and the Phoenix Movies Channel reduced by almost half when compared with the loss in the previous year, which underscores that the Group's international television performance is also improving. Indeed, international recognition of Phoenix as a major entity in the international television market was reflected in the decision of the International Academy of Television Arts and Sciences to award me, as the Chairman of Phoenix with the International Emmy Directorate Award for 2008.

The profit generated by the new media business dropped substantially, but given the clear global evidence that the internet is becoming an increasingly popular medium for watching television programming, the long-term prospects for the new media business appear promising. The outdoor advertising venture that the Group is undertaking in a joint venture with Regal Fame Investments Limited required considerable Group investment during 2008, and this project has yet to generate a profit. The current financial environment might well have an impact on the development of the outdoor advertising business. However, it is unlikely that a slow down in the implementation of this project would, have a critical impact on the Group's current circumstances or future prospects.

The Group's overall maturity and record of consistent development was highlighted in December 2008, when the Group migrated from the Growth Enterprise Market to the Main Board of the Hong Kong Stock Exchange. This step represents a significant milestone in the Group's development.

澳洲新任總理陸克文進行多次訪談，陸克文能操流利普通話，令他在華人觀眾當中頗為知名。資訊台對全球金融危機的發展情況進行詳盡報導及分析，並得到中國商界及經濟決策人的高度關注。

本集團的旗艦頻道鳳凰衛視中文台的收入繼續錄得增長，顯示出其節目深受華人觀眾歡迎。北京奧運會對本集團業績表現的影響實在難以估量。鳳凰衛視深入報導奧運火炬由雅典傳到北京的過程，以及在途中突發的對抗事件（特別是在法國）。本集團亦就奧運會的各方面製作了多套節目，雖然鳳凰衛視並沒有轉播奧運項目，但鳳凰衛視中文台及資訊台的廣告依然表現強勁，可見按照廣告商的評估，鳳凰衛視擁有的精英觀眾群始終不容他們忽視。

鳳凰衛視美洲台、鳳凰衛視歐洲台及鳳凰衛視電影台錄得的虧損較去年減少接近一半，突顯本集團的國際電視表現同樣獲得改善。再者，國際電視藝術與科學院決定頒發二零零八年國際艾美董事會獎予本人（作為鳳凰衛視主席），更是反映了鳳凰衛視已得到國際認同為國際電視市場的重要一員。

來自新媒體業務的溢利明顯減少，但互聯網逐漸成為收看電視節目的常用媒介已成為全球趨勢，故此長遠而言，新媒體業務的發展前景會向好。本集團與中譽投資有限公司合資經營的戶外廣告業務於二零零八年期間需要本集團投入大筆資金，而這個項目亦尚未產生溢利。現時金融環境或會影響戶外廣告業務的發展。然而，這項目的放緩實施對本集團的現時狀況或未來前景不大可能會產生重大影響。

本集團於二零零八年十二月由香港聯交所創業板轉往主板，體現出本集團的完全成熟及其一向以來的不斷發展。這一步，堪稱本集團發展過程中一項重要里程碑。

The company is preparing to relocate its headquarters to a single, dedicated building in Taipo in the Hong Kong New Territories in March 2009. The process of moving will involve considerable costs, with operations being conducted simultaneously at both locations to ensure uninterrupted broadcasts, and the removal of equipment and resources from the current location in Hung Hom to the new building. The latest budget for the total capital expenditure (including the acquisition cost of the building) is approximately HK\$450,000,000, of which approximately HK\$390,000,000 was paid by the Group up to 31 December 2008. But the new headquarters will facilitate the easier production of programming, with a greater choice of studios and the capacity to deliver a more ambitious range of programming effects. Given that the Group has purchased the new headquarters there is now no danger that upward rental movements, which can be a serious problem for businesses in Hong Kong, could have an impact on the Group's income. As a state-of-the-art television operation located adjacent to the sea front, the new headquarters at Taipo will provide an attractive destination for VIP visitors.

Despite the continuing financial crisis, and the difficulty in predicting how the Chinese economy in particular will fare in the coming year, the strong performance that the Group's core business achieved in 2008 is clearly encouraging. At this stage, in the 2009 financial year, it is still too early to make any solid predictions about how the Group will perform in the course of what will be an increasingly difficult year for the economy of both the Greater China region and the world more generally. The management will continue to take various measures to mitigate the possible adverse impact brought about by the financial crisis. The Group's strong performance in 2008, however, at the very minimum provides a measure of confidence that the Group is well placed to respond to the challenges that might emerge over coming months.

LIU Changle
Chairman
Hong Kong 13 March 2009

本公司正籌備於二零零九年三月將總部遷往位於香港新界大埔的獨立專屬大樓。為確保廣播不會受到任何干擾，有關業務將同時於兩地進行，加上須將設備及資源從紅磡現址搬往新大樓，故搬遷過程將涉及龐大成本。資本開支總額（包括該幢大樓的購置成本）的最新預算額約為450,000,000港元，截至二零零八年十二月三十一日已支付其中約390,000,000港元。不過，新總部有更多攝影廠可供選擇，並能夠提升實力，製作出更為精彩的節目效果，使製作過程更加容易。由於本集團已購入新總部，不會再出現因租金上調而影響到本集團收入，畢竟這是在香港營商的一大問題。位於大埔的新總部鄰近海傍，是匯聚最新科技的電視製作中心，將成為一眾貴賓訪客的景點。

儘管金融危機仍未止息，經濟（尤其是中國經濟）在來年會否轉好亦難預料，但本集團的核心業務於二零零八年的強勁表現確實值得鼓舞。然而踏入二零零九年財政年度，大中華地區以至於全球經濟面對日益艱辛的年頭，現階段難以就本集團的表現作出任何確切預測。管理層也會採取多項措施，減輕金融危機可能會帶來的不利影響。不過，本集團於二零零八年的強勁表現，最少已給予本集團信心，整裝迎接未來多個月的挑戰。

主席
劉長樂
香港，二零零九年三月十三日