

Global Outlook

Phoenix has an international outlook, and in its approach to news reporting it seeks to provide the global Chinese audience with real-time information about the major events in the Greater China region and the world at large. During the 2010 financial year Phoenix reporting covered many key international events, including the devastating earthquake in Haiti, the chaotic political demonstrations in Thailand from March through May, the death of the Polish President in an aircraft accident in Russia, the sinking by North Korea of the South Korean naval vessel Cheonan and the subsequent shelling of the South Korean island Yeonpyeongdo, the rescue of thirty miners trapped in a mine in Chile, the elections in Burma which were the first elections for 20 years, and the elections in five key municipalities in Taiwan.





Fundamental to this approach is the belief that no one is isolated from global developments and that the Phoenix audience needs to have access to information about key international events as they occur.

