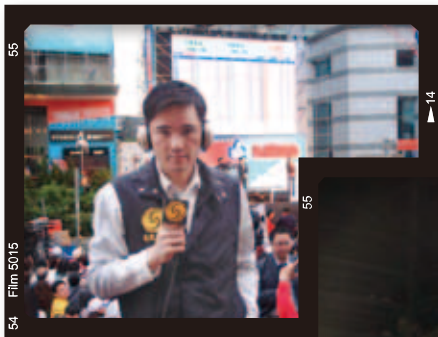


Global Outlook

Phoenix has a global outlook, and in its approach to news reporting it seeks to provide the Chinese audience with real-time information about the major events and developments in the Greater China region and the world at large. Fundamental to this approach is the belief that no one is isolated from global developments and that the Phoenix audience needs to have accurate information about key international events as they occur. While 2012 did not see the dramatic political developments that made the previous year's international reporting so spectacular, with first-hand coverage of the collapse of Mubarak's government in Egypt and the civil war in Libya that ended with the fall of the Gaddafi regime, Phoenix has continued to provide viewers with a detailed account of international developments. Phoenix reporting has followed the continuing European financial crisis, including



the attempts of the European Union to devise policies that will help resolve the financial crisis in Greece, the rising regional tensions between China and Japan over the Diayudao islands and the competing territorial claims between China and its neighbours in the South China Sea. While Phoenix has been unable to secure access for its reporters to enter Syrian territory and report first-hand on the civil war there, it has reported on the violent conflict between anti-Assad forces and the President's regime from neighbouring countries. Phoenix has also provided extensive coverage of the presidential elections in Taiwan, Russia, and the United States, as well as the process of selecting the new Chief Executive in the Hong Kong SAR.

