

## Global Outlook

Being a Chinese language media organisation with global coverage, Phoenix TV is characterised by its global vision and its commitment to providing Chinese-speaking audiences with real-time world news and information, the Greater China region in particular.

In 2014, major news stories broke out one after another across the globe, and there were profound changes in the geo-political situation. These incidents included the mysterious disappearance of the Malaysian Airlines flight MH370, with the joint search exercise in two oceans involving a number of countries including China, USA and Australia. Phoenix TV sent reporters to the various scenes to provide first hand coverage on the search.

Meanwhile, the tension between China and Japan over territorial issues in the East China Sea – both in the ocean and in the air – has escalated, and Phoenix TV exclusively sent journalists to interview Chinese marine commander Wu Shengli and his Japanese counterpart Katsutoshi Kawano to analyse the relationship between the two countries.

Besides, the West Pacific Naval Symposium, the informal meeting among the APEC leaders, and the ice-breaking talks between Chinese and Japanese leaders, all took part in China, and the country became the focus of attention in international diplomacy. Phoenix TV provided extensive coverage of dialogue at each of these forums.

The civil war in eastern Ukraine led to the shooting down of Malaysian Airline flight MH17, and Crimea was merged with Russia. In both incidents, Phoenix journalists were at the frontiers of conflict to provide first-hand coverage to the Chinese-speaking audiences.

Meanwhile, Phoenix also provided the most in-depth and unbiased coverage of the municipality-county-township elections which were held in Taiwan and the dramatic changes in both the blue and green political camps there.



