

## 2015 Annual Highlights



### January 12

Phoenix Satellite Television worked together with the China Strategic Culture Promotion Association and the Shenzhen and Hong Kong Investment Alliance to hold the 2015 Shenzhen and Hong Kong Innovation Forum in Shenzhen. The Forum attracted over 400 government officials, commercial leaders and university scholars to attend and to discuss the opportunities for Hong Kong and Shenzhen to create a new wave of commerce with the international world on the innovation front. The Chairman of the Chinese Association of Hong Kong and Macau Studies, Mr. Chen Zuor, the Secretary of the Shenzhen Municipal Committee, Mr. Chen Zuor, the Secretary of the Shenzhen Municipal Committee, Mr. Wang Rong, and the Chairman of the Shenzhen Chamber of Investment, Mr. Hou Weigui, spoke at the opening ceremony or made major presentations during the Forum. Mr. Liu Changle J.P., the Chairman and Executive President of Phoenix Satellite Television and Senior Adviser to the China Strategic Culture Promotion Association made a major address to the Forum and also made the concluding address.



### March 17

The Hong Kong office of Sina Weibo held the "Weibo Ten Most Influential Awards Ceremony of 2014", which identified the most influential enterprises, media groups and the most popular topics in Hong Kong. Phoenix relied on its active presence on Weibo, its power of communication, and overall coverage to once again win the award for being the number one of the "Top Ten Weibo Most Influential Hong Kong Media in 2014". The Vice President for International Operations, Mr. Liu Qingdong, accepted the award.



### April 14

The New York Festivals World's Best TV and Film 2015 Gala was held in Las Vegas. On this occasion, there were film and television companies from over 50 countries, and Phoenix Satellite Television's "Somewhere Out There" won the Silver World Medal for Best Direction and Best Camerawork in the Music Video Category, and "Phoenix Afternoon Express" secured a Finalist Certificate in the News Promotion Category. Besides Phoenix, other television companies that won awards included America's CNN and ESPN, the United Kingdom's BBC and Hong Kong's TVB, RTHK and Cable TV.



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## 21 September



At the tenth “500 Strongest Brands in Asia” in 2015, which was organized by the World Brand Laboratory and the World Executive Group, Phoenix was named for the tenth time as one of the “500 Strongest Brands in Asia”, with a ranking that was eleven places higher than last year. Phoenix was also named as one of the four most influential television media brands in Asia. Phoenix Executive Vice President and Chief Financial Officer, Mr. Yeung Ka Keung, received the awards from Professor Stephen Woolgar of the Said Business School of Oxford University and Professor Ravi Dhar of the Yale School of Management.

## 17 October



The final gala event of the 2015 Miss Chinese Cosmos Pageant was held in the International Circus City at the Chimelong International Ocean Resort in Hengqi, Zhuhai. The final twelve contestants held a question and answer session with the judges, and performed dances and other forms of entertainment. Miss Guo Yangzi from Shaanxi won the first prize, Miss Wu Weiting from Taiwan won the second prize, and Miss Li Luya from Guangdong won the third prize, and also won the Most Beautiful Woman on the Internet Award. During the Miss Chinese Cosmos contestants international travel program, the New Zealand contestant, Miss Jiang Ruijia, won the Miss Friendship Award at an event in Georgia.

## 8 November



The President of Syria, Bashar al-Assad, met with the Chairman and Executive President of Phoenix Television, Mr. Liu Changle J.P., at the Presidential Palace in Damascus, and discussed the protection of the cultural heritage items in the war-torn regions of Syria and the Middle East and other issues including the process of reconstruction of the region after the conflict is over.

## 2 December



At the 2015 Asian Television Awards event, which was held at Suntec City in Singapore, the Chairman and Executive President of Phoenix Television, Mr. Liu Changle J.P., received the Outstanding Contribution to Asian Television Award, which confirmed that he has made many contributions to the Asian television industry and is a leader in the media world.