



Being a Chinese language media organisation with global coverage, Phoenix 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 2015, Phoenix covered many major news stories across the globe, including but not limited to the following events:-

1. On 10 October 2015, North Korea held its largest military parade in decades and demonstrated its unpredictability. After almost 10 hours of waiting, the overwhelmingly reported parade finally began. Despite the fact that North Korea is changing, the focal point of the parade is still the old-school horde tactics.
2. At midnight on 14 November 2015, a series of terror attacks broke out in Paris. This terrorist incident led to 130 victims from 26 countries. During this event, the audience at Bataclan Theatre was held hostage by the terrorists, resulting in 89 deaths. The French Government followed up by tracking down those involved in the attacks and their accomplices.
3. On 7 November 2015, the leaders of Mainland China and Taiwan met for the first time for over 60 years in Singapore. Phoenix sent four teams of reporters including Chief Reporter, Zhang Lingyun, together with senior commentator and former deputy secretary general of the Straits Exchange Foundation, Shih Chi Ping, to Singapore to cover this historic moment and produced a four-hour non-stop live broadcast for the Chinese communities around the world.



4. In November 2015, Myanmar held its first general election in 25 years. The Company despatched Alice Lau, the deputy director of InfoNews Channel, together with her team to provide first-hand coverage of the entire voting process from the setting up of the polling stations to vote counting and interviewed some people of high importance such as the honorary president of the National League for Democracy, the special envoy from China, the head of the United Nations Observer Mission and the chairman of Union Election Commission.
5. In the devastating earthquake that struck Nepal in April 2015, Phoenix provided continuous coverage in the earthquake areas for one week and successfully carried out exclusive interviews with Nepal's Prime Minister, Minister of Finance, Minister of Home Affairs and Chief Secretary.
6. In June 2016, Li Miao had the first exclusive interview with Abe Shinzo, the Prime Minister of Japan, by a Chinese media representative in seven years. Abe mentioned his "persistence of no more war" and hoped to maintain "a friendly relationship between Japan and China", drawing high attention and re-posts from mainland and overseas Chinese media, Japanese media and mainstream foreign media. As a Japanese media put it, "Abe showed positive gesture to China in a rare occasion", and this demonstrated Phoenix's significant and irreplaceable value as a media body in the Sino-Japanese relationship.
7. On 4 February 2015, the crash of a TransAsia Airways' plane near downtown Taipei resulted in 43 casualties and 15 injuries, most of whom were mainland passengers. Upon receiving the news at noon on the same day, our Taipei station immediately sent two teams to the scene of the accident and the hospitals where the injured were sent to provide live coverage. Over the next three days, our Taipei station deployed all of its reporters and photographers to a number of sites to provide full coverage of the incident.