

2017 ANNUAL HIGHLIGHTS

24 MARCH

At the “53rd Chicago International Television Festival”, a Phoenix Satellite Television Company Limited (“Phoenix TV”) program, *Journalist on the Spot: Syria, Between Ashes and Roses* (《記者再報告：敘利亞：不倒玫瑰》) won the Silver Plaque for Special Achievement in Cinematography; while the publicity film *Life Code Promo* was awarded the Certificate of Merit for Special Achievement in Visual Effects.



“2017 International Academy Day in Beijing” was held at the Four Seasons Hotel Beijing. Nearly 60 guests, including the founders and senior management of state-owned or privately-run television operators from 17 countries, gathered in Beijing and attended this international media event for people engaged in the television industry.

19 APRIL

25 APRIL



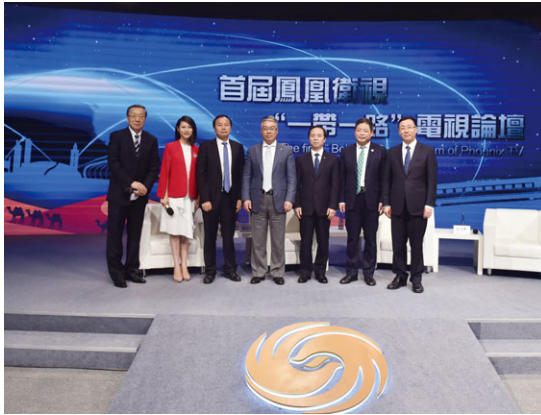
At the award ceremony of the “New York Festivals World’s Best TV & Films 2017”, which was held in Las Vegas, *Phoenix TV 20th Anniversary Image* won the Gold World Medal in the Art Direction category and the Finalist Certificate in the Special Visual Effects category. Meanwhile, the publicity film of *Phoenix Focal Point* also obtained the Finalist Certificate in the Production Design category.



At the “World Brand Summit” which was hosted by the World Brand Lab in Beijing, an analytical report on *The 14th China’s 500 Most Valuable Brands 2017* was released. According to this 2017 report, which was based on the analysis of financial information, brand strength and consumer behavior, Phoenix TV has been on this list for 14 consecutive years, ranking among the top three in China’s 500 Most Valuable Brands in the cultural media industry together with CCTV and the People’s Daily.

22 JUNE

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22 AUGUST

The first “the Belt and Road” TV Forum held by Phoenix TV came to a successful conclusion at the Phoenix Centre in Beijing. This Forum was organised by Phoenix TV with various participants from the political, business and academic sectors and the mainstream media, exchanging opinions on and discussing how Chinese enterprises should assess the situation to realise a marvelous evolution from national brands to world-class iconic ones amid the fierce overseas competition with the background of “the Belt and Road”.

28 SEPTEMBER

The World Brand Lab and the World Executive Group held the 12th Asia’s 500 Most Influential Brands 2017 in Hong Kong and for the 12th time Phoenix TV has been named one of the most influential brands in Asia, and was ranked two places higher than last year, and once again was included as one of the four most influential television media brands in Asia.



2 NOVEMBER

The Global Brand Conference of Phoenix TV was held in the Phoenix Centre in Beijing. The conference attracted the attention of various sectors of the community, with a total of 500 participants attending, including from international institutions, government departments, the business community, international chambers of commerce, domestic

and foreign media, and some experts and scholars. Mr. Li Hairong, a professor in the Department of Communication at Michigan State University in the US, and Mr. Chen Fuguo, chairman of Meta Think Genyuan Consulting Group, each gave a professional interpretation on the globalization of enterprise brands at the conference. Phoenix TV presenters and commentators, such as Sally Wu, Tiger Hu, Xu Gehui, Wang Luxiang, Yuchi Linjia and Fu Xiaotian, also attended the event, sharing their stories with Phoenix TV and making introductions to Phoenix TV’s programme highlights in 2018. Leaders of Phoenix TV, including the management and the programme heads, also presented and delivered addresses and speeches at the conference.

11 DECEMBER

Mr. Tiger Hu, a Phoenix TV presenter, was awarded the honorable title of the “Top Ten Gold Presenters” in the first “Gold Presenters” Host Selection Event. The “Gold Presenters” Host Selection Event was organised by the Chinese Culture Promotion Society as a nationwide election for the most popular hosts elected from the professional members of the Host Committee in three main global areas of Chinese radio broadcasting, television and new media. The title of “Gold Presenters” is a top honour for Chinese programme presenters.

