

# 2018 ANNUAL HIGHLIGHTS

## 2018 全年大事概要

### 30 January

1月30日

Phoenix Satellite Television Company Limited's ("Phoenix TV") The Belt and Road International Forum and Seminar on the Second Anniversary Broadcast of the Programme *The Odyssey of the Dragon* was held at the Phoenix Center in Beijing. With the theme of "How Do Chinese Infrastructure Contracting Companies Abroad Combine China's Development Concepts and Business Models with the International Sustainable Development Framework", the forum attracted the participation of professionals from international organisations, government authorities, businesses and industries, consulting companies, as well as experts and scholars. The participating guests together explored the approaches to the cooperation of sustainable development for Chinese enterprises. Mamdouh Sallman, the Minister Plenipotentiary of the Egyptian Embassy in China, Agi Veres, the country director of the United Nations Development Programme, and Li Xiaoyun, dean of the China Institute for South-South Cooperation in Agriculture attended and addressed the forum.

鳳凰衛視有限公司（「鳳凰衛視」）「一帶一路」國際論壇暨《龍行天下》開播兩周年研討會在北京鳳凰中心舉辦。本次論壇以「中國在海外的基建承包企業怎樣將中國發展理念和經營模式與國際可持續發展框架相結合」為主題，吸引了來自於國際機構、政府部門、工商界、諮詢公司及專家學者等參加此次大會。與會嘉賓共同探討了中國企業可持續發展的合作之路。埃及駐華大使館全權商務公使Mamdouh Sallman、聯合國開發計畫署國別主任文靄潔、中國南南農業合作學院院長李小雲等出席了本次論壇，並發表了致辭和演講。



### 7 March

3月7日

With the ever-expanding business scope of Phoenix Satellite Television Holdings Limited (the "Company") and its subsidiaries and the continuous diversification of the industry chain, the Company, having obtained a special resolution from the shareholders and the approval of the Registrar of Companies of the Cayman Islands, officially changed its name to "Phoenix Media Investment (Holdings) Limited 鳳凰衛視投資(控股)有限公司". The Company believed that the new name would convey a more appropriate corporate image and identity, which would benefit the Group's future business development and the interests of its shareholders as a whole.

隨著鳳凰衛視控股有限公司（「本公司」）及其附屬公司的業務範圍不斷擴展、產業鏈相關多元化延伸，本公司在取得股東特別決議案及開曼群島公司註冊處批准後，正式更名為「Phoenix Media Investment (Holdings) Limited 鳳凰衛視投資(控股)有限公司」。本公司相信新名稱會營造更適當的企業形象和身份，有利於集團日後的業務發展與其股東整體利益。

### April

4月

Among the winners of the Chicago International Television Festival 2018, Phoenix TV's promotional videos, *Ocean's Forecast* and *Weekend Hot Talk* both won Silver Plaques in Art Direction/Production Design. In *Ocean's Forecast*, the continuously changing climate is projected through the microscopic vision of the ocean from a magic crystal ball, demonstrating the many faces of the ocean: from calm and peaceful, through vibrant and lively to stormy and violent. Through the use of special visual effects, the mysterious beauty and power of the ocean are vividly and profoundly displayed, moving the viewers and attracting their interest in the programme. *Weekend Hot Talk* borrows the famous quote "Be Water" from Bruce Lee, an internationally renowned Chinese martial art master, as its main theme. The ever changing nature of water is used

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to illustrate the highest realm of Chinese Kung Fu, which is shapeless and formless, and to bring out the unique style of the programme which is defined as not jumping to conclusions, speaking out freely, thinking with clear minds, embracing diversity and flexibility, the characteristics for the making of a carefree talk show.

「2018 芝加哥國際電視節」公佈獲獎名單，鳳凰衛視宣傳片《海洋預報》和《週末龍門陣》同時獲得「芝加哥國際電視節藝術指導/製作設計類銀獎」。《海洋預報》以魔幻水晶球作為海洋的微觀縮影，以投射出氣候的幻變，由靜謐平和、多姿活力到波瀾雲詭，透過視覺特效的渲染具體深刻地展現海洋神秘的美與力量，進而感染及吸引觀眾對節目的興趣。《週末龍門陣》以國際著名華人武術家李小龍的名句「Be Water」為主線，借水之千變萬化來詮釋功夫無形無狀的至高境界，帶出本節目突破定論、自由暢談、思維如水清澈、包容和彈性的風格，打造暢所欲言不拘一格的節目形象。

## 10 April

### 4月10日

At the New York Festivals International TV & Films Award Gala 2018, which was held in Las Vegas, Phoenix TV received four awards for its programmes. These included *Decipher News* which won a Gold World Medal in the Best Lighting category, *The 20th Anniversary of the HKSAR Reunification Special* which won a Finalist Certificate in the Best Innovation category, *Filler-20 Hong Kong* which won a Finalist Certificate in the Best Production Design/Art Direction category, and *Syria: Between Ashes and Roses* which won a Finalist Certificate in the Best News Documentary/Special category.

「2018 紐約國際電視電影節」於美國拉斯維加斯舉行頒獎典禮。鳳凰衛視分別有四個節目獲獎，《英聞解碼》榮獲「最佳燈光 (Best Lighting) 金獎」；《香港回歸20周年特備節目》獲得「最佳創新 (Best Innovation) 入圍獎」；《香港回歸20周年航拍短片》獲得「最佳製作設計 (Best Production Design/Art Direction) 入圍獎」以及《敘利亞：不倒玫瑰》獲得「最佳新聞紀錄片 (Best News Documentary/Special) 入圍獎」。

## 18 May

### 5月18日

The Palace Museum and Phoenix TV jointly launched a high-tech interactive art exhibition *Life Along the Bian River During the Pure Brightness Festival* in Beijing. Shan Jixiang, director of the Palace Museum and Liu Changle, Chairman of the board and Chief Executive Officer of Phoenix TV attended the ceremony. Shan Jixiang indicated that the exhibition had showcased the synthesis of culture and technology and created endless possibilities. He also thanked Phoenix TV for its continuing support towards the development of the Palace Museum. Liu Changle pointed out that this exhibition was unprecedented in museums around the world and in the area of cultural creativity.

故宮博物院及鳳凰衛視合辦的高科技互動藝術展演「清明上河圖3.0數碼藝術展」在北京開幕。故宮博物院院長單霽翔、鳳凰衛視董事會主席兼行政總裁劉長樂出席了儀式。單霽翔表示，這次藝術展演體現了文化和科技的結合，創造了無限的可能。他又感謝鳳凰衛視一直以來對故宮博物院發展的支持。劉長樂則指出，這次展演在全球博物館和文創領域，都尚無先例。



## 29 August

### 8月29日

The list of Asia's 500 Most Influential Brands in 2018, compiled and published jointly by the World Brand Lab and World Executive Group, was released at the Asia Brand Summit in Hong Kong. Phoenix TV has been on the list of Asia's 500 Most Influential

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Brands for 13 consecutive years, and its ranking climbed 2 places up from last year to claim the 117th position, and was once again one of the four most influential television media brands in Asia. The Summit also announced the list of Hong Kong's 100 Most Influential Brands in 2018 where Phoenix TV was ranked number nine and became the only media corporation among the top 10.

由世界品牌實驗室和世界企業家集團共同編制和發佈的2018年「亞洲品牌500強」排行榜，在香港召開的亞洲品牌大會上揭曉。鳳凰衛視連續13年入榜「亞洲品牌500強」，總排名較去年上升2位至第117位，並再次入選亞洲電視傳媒品牌四強。大會還發佈了2018年「香港品牌100強」榜單，鳳凰衛視榮登第9位，成為唯一入選前10名的傳媒機構。



## 12 October

10月12日

The Chinese and Japanese governments formally announced that Prime Minister Shinzo Abe of Japan was going to visit China from 25 to 27 October. Before the visit, Abe met with Lu Ningsi, executive chief editor of Phoenix InfoNews Channel and Li Miao, Phoenix TV's chief reporter in Tokyo, in an exclusive interview at the Prime Minister's official residence in Tokyo.

中日兩國政府正式宣布，日本首相安倍晉三將在10月25至27日訪華。安倍出訪前在東京的首相官邸，接受了鳳凰衛視資訊台執行總編輯呂寧思和鳳凰衛視駐東京首席記者李淼的獨家專訪。



## 8 November

11月8日

The Phoenix TV Global Brand Conference 2019 was held at the Phoenix Centre in Beijing. The conference this year, with the theme "Of China, Of the World", attracted the participation of guests including representatives from government institutions and international organisations, entrepreneurs from China and overseas, as well as industry leaders and well-known scholars. Together, they discussed the path to globalization for the brands of Chinese enterprises, as well as ways to improve brand competitiveness and the international discourse power of Chinese enterprises.

2019鳳凰衛視全球品牌大會在北京鳳凰中心舉行。本屆大會以「中國的世界的」為主題，吸引來自政府機構和國際組織的代表、中外企業家、行業領袖、知名學者等嘉賓，共同探討中國企業的品牌全球化之路，提升中國企業的品牌競爭力和國際話語權。



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## 19 November

11月19日

The Company made an announcement that Phoenix TV entered into a strategic cooperation memorandum with 阿里巴巴(中國)有限公司 (Alibaba (China) Company Limited\*) ("Alibaba"). Pursuant to the memorandum, both parties will cooperate under the principles of "Complementary Advantages, Mutual Benefits and Co-Development". Through fair and friendly negotiation, the cooperating parties will pursue the objective of "Integrating Phoenix's Contents and Ali's Products" and take advantage of competitive resources from both parties, to deepen and extend new models and new scopes for the commercialisation of content products. With its advantage in the area of technologies such as cloud computing, big data and artificial intelligence, Alibaba will cooperate with Phoenix TV on all fronts to promote Phoenix TV's transformation towards digitalisation.

本公司發佈公告宣佈鳳凰衛視與阿里巴巴(中國)有限公司(「**阿里巴巴**」)簽署戰略合作備忘錄。根據備忘錄，雙方本著「優勢互補、互利共贏、共同發展」原則，經過平等友好協商，合作雙方將以「鳳凰的內容、阿里的產品」為合作宗旨，整合雙方的優勢資源，深化拓展內容產品商業化的新模式和新空間。阿里巴巴將發揮在雲計算、大數據、人工智慧等技術領域的優勢，與鳳凰衛視展開全方位合作，推動鳳凰衛視的數位化轉型。

*\*For identification purpose only*

## 27 December

12月27日

The list of The World's 500 Largest Media Companies in 2018 compiled exclusively by the World Media Lab was unveiled. The Company entered the list once again, and climbed a remarkable 12 places up from last year to 267th among the top 500 media companies in the world. The Company led the list of top 10 in Hong Kong by taking the 2nd place, while ifeng.com was ranked 7th. The World Media Lab held the 2018 World Executive Conference and Award Ceremony in Hong Kong, and the Group's Executive Vice President and the Group's Chief Financial Officer Yeung Ka Keung attended on behalf of the Company to receive the awards.

由世界媒體實驗室獨家編制的2018年「世界媒體500強」排行榜揭曉，本公司再次榮登榜單，在全球500強媒體機構中排名第267位，較去年上升12位，升幅顯著。在香港地區前十榜單中，本公司位居第2位，鳳凰網則排名第7位。世界媒體實驗室於香港舉行2018年世界企業家年會暨頒獎儀式，集團執行副總裁兼集團財務總監楊家強代表本公司出席領獎。