

# GLOBAL OUTLOOK

## 全球視野

**Phoenix Satellite Television Company Limited (“Phoenix TV”) is a Chinese-language media entity with international coverage, its programmes are characterized by global vision and its dedication is to provide the Chinese-speaking audience with real-time news and information from around the world.**

**In 2018, Phoenix TV reported on many major news stories around the world and also participated in a number of important international events. The following provides a sense of Phoenix TV’s international role as a news reporter:**

鳳凰衛視有限公司（「鳳凰衛視」）作為覆蓋全球的華語媒體，節目極具全球視野，並致力於向華語觀眾提供即時全球新聞及資訊。

於2018年，鳳凰衛視報導多項全球新聞大事，亦參與不少國際重要事件。下列為鳳凰衛視作為新聞報導機構於世界各地進行的工作：



## GLOBAL OUTLOOK

## 全球視野

1. The situation on the Korean Peninsula has undergone earth-shaking changes in 2018. North Korea changed the tough stance it has taken in the past and attended the 2018 Olympic Winter Games held in Pyeongchang in February. The relationship between South and North Korea quickly improved, and leaders from both sides took part in the inter-Korean summit at Panmunjom in April. Kim Jong-un and Mun Jae-in, the President of South Korea, met again at Panmunjom in May, and Mun Jae-in even made a visit to Pyongyang in September. The United States-North Korea summit, which received worldwide attention, was held in June in Singapore with a joint statement issued afterwards. Phoenix TV followed the evolving situation on the Korean Peninsula and sent multiple teams of journalists to North Korea, South Korea and Singapore in order to report the latest developments as they occurred.

半島局勢於2018年出現翻天覆地的變化，朝鮮一改過往強硬立場，於2月參加平昌冬奧會，韓朝關係迅速解凍，雙方領導人更於4月板門店舉行峰會。金正恩和韓國總統文在寅於5月再度在板門店會面，文在寅於9月更到平壤訪問。而備受全球矚目的美朝峰會，也於6月在新加坡舉行，會後發表聯合聲明。鳳凰衛視全程追蹤報道半島最新局勢，更派出多支採訪隊伍，先後前往朝鮮、韓國及新加坡，以第一時間報道最新局勢發展。



2. In September 2018, Super Typhoon Mangkhut struck Southern China after causing serious casualties in the Philippines, and did extensive damage to Hong Kong, Macau and the coastal areas of Guangdong. In the face of this natural disaster, our reporters in Hong Kong and Shenzhen were put on full alert. They ran a live coverage of the typhoon's damage and impact and reported the latest news of the typhoon's movement on 16 September, the day on which it landed.

超級颱風山竹於2018年9月在菲律賓造成嚴重傷亡，其後直撲華南地區，並對香港、澳門和廣東沿岸造成巨大損失。面對此自然災害，香港和深圳站的記者也嚴陣以待，於9月16日颱風來襲當天，全程直擊風災帶來的破壞和影響，以及颱風動向的最新消息。



3. Russia held its presidential election in March 2018. While it was certain that Putin would serve another term, the election still captured the attention of the world, especially on whether the tense relationship between Russia and the United States as well as the European Union would continue, and whether the friendly relationship between China and Russia would further deepen. Our reporters stationed in Moscow covered the whole election process, and the experienced commentators we sent to Moscow analysed the subtle changes in Russia and the international environment using first-hand information.

俄羅斯於2018年3月舉行總統選舉。雖然普京篤定可以連任，但這次選舉仍備受全球關注，尤其是俄羅斯與美國、歐盟的緊張關係此後會否持續，中俄友好的關係能否進一步深化。莫斯科站記者全程報道了整個選舉過程，本台並派出資深評論員前赴莫斯科，以第一手資料分析俄羅斯以及國際局勢出現的微妙變化。

## GLOBAL OUTLOOK

### 全球視野

4. US Secretary of State, Pompeo made his first visit to China since his appointment as the Secretary of State in June 2018. That was the time when the United States-North Korea summit was about to be held, and the world's attention fell entirely on America's attitude towards North Korea and the development of China-U.S. relations. During this particular period, Phoenix TV reporter in Washington D.C Bingru Wang, managed to hold an exclusive interview with Pompeo, the contents of which were referenced and reported by various media agents. This clearly demonstrated the influence of Phoenix TV on global media.

蓬佩奧在出任美國國務卿後，於2018年6月首度訪問中國，當時正是美朝即將舉行峰會之際，外界高度關注美國對朝立場，以及中美關係的發展。鳳凰衛視駐華盛頓記者王冰汝就在此時獨家專訪了蓬佩奧，專訪內容經各大媒體轉載報道，充分展現出鳳凰衛視的全球影響力。



5. Shinzo Abe, the Prime Minister of Japan, visited China in 2018, seven years after his previous visit, and this was clearly an event of great importance. Before the visit, Abe gave an exclusive interview to Li Miao, Phoenix TV's chief reporter in Japan, during which he discussed his views on topics including Sino-Japanese relations, the Belt and Road Initiative and North Korea at length. The exclusive interview was widely reported on and published by the media after being broadcast by Phoenix TV.

日本首相安倍晉三事隔7年後，於2018年再度訪華，其重要性不言而喻。鳳凰衛視駐日本首席記者李淼在他訪華前，獨家專訪了安倍，在訪問中，安倍詳談他對中日關係、一帶一路、朝鮮等問題的看法，專訪播出後，引起各大媒體爭相轉載。

6. The United States Midterm Elections in November 2018 were considered to be the most attention-grabbing midterm elections in history, owing to the fact that they represented the first report card on the Trump presidency. Meanwhile, the development of China-U.S. relations after the elections was also closely watched by the world. During the election, our US correspondent office dispatched all its team of reporters to a number of geographical locations, producing in-depth reports with complete perspectives on the election process. In addition to live streaming throughout the day of the elections, the election terrain and its impact were also extensively analysed in special programmes broadcast before and after the elections, reflecting the distinctive character of "Watch Phoenix TV for Major Events".

2018年11月的美國中期選舉，可說是歷來最受矚目的中期選舉，不但因為這是總統特朗普上台後的首份成績單，全球也密切關注選後中美關係的走向。美國記者站在選舉前後，出動了所有的記者，在多個地點，全方位深入報道選情。除了在選舉當天全程直播，也在選前選後的特備節目中，全面分析選舉形勢和影響，充分顯示出「大事看鳳凰」的特色。

7. Taiwan's nine-in-one elections at the end of 2018 were a major test of public opinion for the Taiwanese President Tsai Ing-wen. The Taipei correspondent office closely monitored the electoral situation before the election. On the day of the election, it covered first-hand reports of the election while witnessing the sweeping change in Taiwan's political scene, together with the Chinese audience around the world.

2018年年底舉行的台灣九合一選舉正是對台灣總統蔡英文的民意大考驗。台北記者站在選前已密切關注選情走勢，而在選舉當天，直擊報道選舉的情況，與全球華人觀眾一起見證了台灣政局的大變動。



## GLOBAL OUTLOOK

## 全球視野

8. 2018 marked the 40th anniversary of China's reform and opening-up. China had undergone dramatic changes during this period, and the world had also become somewhat different due to the influence of China's reforms. In a year of such importance, we released an extensive series of reports on the 40 years of reform and opening-up. Our correspondent offices around the globe were mobilised to produce 40 reports, which included interviews with important leaders and renowned scholars, reviews on China's remarkable achievements and important contributions to the world, as well as stories on how other countries benefitted from learning China's experience on reforms.
9. The first China International Import Expo ("CIIE") was held in Shanghai in November 2018. The CIIE is a major initiative of China in supporting trade liberalisation and economic globalisation, as well as proactively opening-up its market to the world. Amid rising global unilateralism, China's position on promoting trade liberalisation earned great support from many countries. As such, the first CIIE attracted the participation of 82 nations for the Country Exhibition, and more than 3,000 companies from over 130 countries signed up to participate in the Enterprise and Business Exhibition. Teams of reporters from Phoenix TV's Shanghai, Beijing and Hong Kong correspondent offices were sent to the venue and set up equipment for live broadcasting onsite and produced comprehensive reports on the spectacular success of the CIIE.

2018年是中國改革開放40周年，中國經歷了翻天覆地的改變，世界也因中國的改革而變得不一樣。在這個重要的一年，本台推出了改革開放40年大型系列報道，發動全球記者站製作共40個報道，採訪各國重要領導人和著名學者，回顧中國驚人的成就及其對世界的重大貢獻，以及其他國家如何借鑒中國的改革經驗而獲益。

首屆中國國際進口博覽會（「進博會」）於2018年11月在上海舉行。進博會是堅定支持貿易自由化和經濟全球化、主動向世界開放市場的重大舉措。在全球單邊主義抬頭的形勢下，中國推動貿易自由化的主張，深得多國支持。因此，首屆進博會的國家展吸引了82個國家參與，企業商業展共有來自130多個國家的3,000多家公司簽約參展。鳳凰衛視上海站、北京站及香港站分別派出多路記者，並在會場搭建直播棚，全面報道進博會的盛況。

