

AWARDS AND RECOGNITION

獎項及殊榮

4 APRIL
月 22 日

Hovering over Macau (short version), a programme of Phoenix Satellite Television Company Limited ("Phoenix TV"), won the bronze prize of the New York Festivals International TV & Films Award Gala 2020 in the Craft: Promotion/Open & ID: Camerawork category. *Hovering over Macau* is an official promotional video made by Phoenix TV jointly with the government of the Macau Special Administrative Region. With full effort, it sent a number of film crews for the shooting of Macau to celebrate the 20th anniversary of its return. While allowing the audience to a bird's eye view the skyline of Macau, the short video also guides the audience through the modern and traditional landscapes, exploring the "new" Macau from various perspectives. In addition, Phoenix TV's documentary *The Body Transporter* was nominated as a finalist for the Documentary: Human Concerns category award. As the award presenting ceremony of New York Festivals International TV & Films Award Gala was cancelled due to the pandemic this year, the list of awardees was released on its official website.



於 2020 紐約國際電影電視節，鳳凰衛視有限公司（「鳳凰衛視」）節目《航拍澳門》（短版）榮獲技術類銅獎。《航拍澳門》是由鳳凰衛視與澳門特別行政區政府合作，集全台之力，派出數個攝制組赴澳門，為正值回歸 20 週年的澳門拍攝官方宣傳片。短片中讓觀眾俯瞰澳門天際線的同時，也將觀眾引導穿梭於現代和傳統景觀之中，用不同的角度去探索「新」澳門。另外鳳凰衛視紀錄片《接屍人》也入圍紀錄片類人文關懷紀錄片單元。紐約國際電影電視節頒獎禮本年因疫情取消，得獎名單在其官網公佈。

4 APRIL
月 30 日



The cloud awards ceremony for the 5th Academy Awards of China Online Video was held online. In the category of Anti-pandemic Special Contribution, the *Letters from Wuhan* (《武漢來信》) produced by Phoenix TV's *Celebrity Face to Face* team received the Anti-pandemic Special Contribution Award (抗疫特別貢獻獎). After one month of assessment and selection through collection online, selection and recommendation by video platforms/MCN agencies/film companies and big data screening, a total of nearly 500 candidates were nominated to enter into competition for 25 awards in the 5th Academy Awards of China Online Video.

第五屆中國網絡視頻學院獎雲頒獎禮在線召開。在抗疫特別貢獻單元，由鳳凰衛視《名人面對面》團隊製作的《武漢來信》獲「抗疫特別貢獻獎」。第五屆中國網絡視頻學院獎評選歷時一個月，通過網絡徵集、視頻平台/MCN機構/影視公司選送、大數據篩選，共有近 500 個對象被提名，角逐 25 項大獎。

6 JUNE
月 15 日

The award ceremony for Weibo Starlight Awards organised by Sina Weibo was held online. As always, Weibo selected top ten foreign companies and media of Weibo Starlight in 2019 by summarising Weibo data in the previous year, with focus on Hong Kong and Taiwan, Japan, South Korea, Southeast Asia, North America, Europe, Australia and New Zealand, to commend the efforts of the awardees in the past year. Based on the degree of activity and interaction on Weibo, Phoenix TV received the Top Ten Influential Foreign Media 2019 award, and ETtoday新聞雲, the_television, 大公報-大公網 and Nikkei Chinese website also won the award.

由新浪微博舉辦之《微博星耀盛典》頒獎禮線上公佈結果。一如以往，微博通過總結過去一年的微博數據，圍繞港台地區、日韓、東南亞、北美、歐洲及澳新等地，評選 2019 年微博星耀十大境外企業及媒體，嘉許得獎者過去一年的努力。根據媒體在微博上的活躍度及互動量，鳳凰衛視榮獲「2019 年十大影響力境外媒體」獎，同獲該獎的媒體包括 ETtoday 新聞雲、the_television、大公報-大公網及日經中文網等。



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8 AUGUST
月5日

At the 17th World Brand Summit organised by the World Brand Lab in Beijing, an analysis report for China's 500 Most Valuable Brands 2020 was released. In this annual report, with analysis based on financial data, brand strength and consumer behavior, Phoenix TV entered the list for the 17th consecutive year, and was ranked among the top four of China's 500 Most Valuable Brands 2020, together with CCTV, People's Daily and Hunan Broadcasting and Film Group Co., Ltd. in the media industry.

由世界品牌實驗室主辦的第十七屆世界品牌大會在北京舉行，會上發佈了2020年《中國500最具價值品牌》分析報告。在這份基於財務數據、品牌強度和消費者行為分析的年度報告中，鳳凰衛視連續第17年榮登該榜單，與CCTV、人民日報、湖南廣播影視集團有限公司，名列2020年「中國500最具價值品牌」傳媒行業前四名。

9 SEPTEMBER
月22日

At the 15th Asia Brand Summit organised by the World Brand Lab in Shanghai, the ranking of Asia's 500 Most Influential Brands 2020 was released. In this annual report, with analysis based on market share, brand loyalty and leadership in Asia, Phoenix TV entered the list for the 15th consecutive year, and once again ranked among the top four of the most influential television brands in Asia.

由世界品牌實驗室主辦的第十五屆亞洲品牌大會在上海召開，會上發佈了2020年「亞洲品牌500強」排行榜。在這份基於市場佔有率、品牌忠誠度和亞洲領導力的年度報告中，鳳凰衛視連續15年蟬聯該榜單，再次入選亞洲電視十大品牌四強。

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12 DECEMBER
月3日



Phoenix TV's documentary *C'est La Vie: COVID-19 Pandemic Special* received the National Award of Best Current Affairs Programme or Series of Asian Academy Creative Award (AAA) 2020. AAA, being the most well-known creative award across the Asia-Pacific region, is held in Singapore every December. Outstanding players in the content industry from 16 countries and regions gathered in the Lion City to participate in the ceremony in which the best content and best creative awards were presented.

鳳凰衛視《冷暖人生》新冠肺炎疫情特別專題系列，榮獲「2020亞洲影藝創意大獎」最佳專題系列（國家獎）。「亞洲影藝創意大獎」是亞太區最負盛名的創意獎項，每年12月在新加坡舉辦，來自16個國家和地區的內容行業佼佼者齊聚獅城，共享授予最佳內容和最佳創意榮譽的盛會。



12 DECEMBER
月12日

At the 26th Chinese Documentary Festival and the 13th Shenzhen Youth Film Festival held in Shenzhen, Phoenix TV's *C'est La Vie* was recognised as one of the 26th Chinese Documentary Top Ten Programmes.

第二十六屆中國紀錄片學術盛典暨第十三屆深圳青年影像節在深圳舉行，鳳凰衛視《冷暖人生》獲評為第二十六屆中國紀錄片十佳欄目。





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12 DECEMBER
月 15 日

The Theme Event of Witnessing the Great Spirit in Fighting the Pandemic – Documentary Video on China’s Battle against the Pandemic 2020, with guidance provided by the China Television Artists Association, the Publicity Department of the National Health Commission and the National Library of China, was held in Zhongshan, Guangdong. Phoenix TV’s *Face Mask Global Shortage: Supply and Demand Analysis* received the Outstanding Work Award.

由中國電視藝術家協會、國家衛健委宣傳司、中國國家圖書館指導的「2020·見證偉大的抗疫精神 – 中國同心戰疫紀實影像主題活動」在廣東中山市舉行，鳳凰衛視《一罩何求 – 全球口罩供需全解析》榮獲本次活動的優秀作品獎。



12 DECEMBER
月 22 日

The list of the (8th) World’s 500 Largest Media Companies in 2020, compiled jointly by World Media Lab and the World Executive Group, was released in New York, U.S.A. Phoenix TV entered the list for the 8th consecutive year and was ranked as the 269th among the world’s top 500 media companies. At the World Executive Conference and the Press Conference of World’s 500 Largest Media Companies in 2020 held in Beijing, World Brand Lab presented honorary certificates to representatives of participating media organisations which had been selected as the World’s 500 Largest Media Companies.

由世界媒體實驗室和世界經理人集團聯合編制的2020年度(第八屆)「世界媒體500強」在美國紐約揭曉，鳳凰衛視連續第八年榮登榜單，在全球500強媒體機構中排名第269位。「2020世界經理人峰會暨世界媒體500強發佈會」在北京舉行，世界品牌實驗室向與會媒體機構代表頒發入選世界媒體500強的榮譽證書。

