

Awards and Recognition

獎項及殊榮

22 APRIL

4月22日



The 5th Business Journalism Awards of the Hang Seng University of Hong Kong recently announced that Phoenix TV's program *Visionaries – Adrian Cheng: Build a “New World” for New World Development* was awarded The Best Business & Finance Profile Interview (Video and Audio) Gold Award.

第五屆恒大商業新聞獎近日公佈，鳳凰衛視節目《領航者》作品《鄭志剛：為新世界打開「新世界」》榮獲最佳商業財經人物專訪獎（影像及聲音組）金獎。

The annual event Weibo Starlight Awards was held online. Weibo selected artists, verified VIP, MCN, media and companies of Weibo Starlight in 2020 by summarising the data in the previous year and basing on the degree of activity and interactions on Weibo, with focus on Hong Kong and Taiwan, Japan, South Korea, Southeast Asia, North America, Europe, Australia and New Zealand, to commend the efforts of each award-winning unit in the past year. With its communication strength and influence on the Sina Weibo platform, Phoenix TV once again won the Weibo's Top Ten Influential Foreign Media award.

年度盛事微博星耀盛典在線上舉行，微博總結過去一年的數據，根據在微博上的活躍度及互動量，圍繞港台地區、日韓、東南亞、北美、歐洲及澳新等地，評選出2020微博星耀藝人、經認證的名人（俗稱「大V」）、MCN、媒體和企業，嘉許各得獎單位過去一年的努力。鳳凰衛視憑著新浪微博平台上的傳播力與影響力，再度蟬聯「微博十大影響力境外媒體」。

23 MAY

5月23日



22 JUNE

6月22日



The World Brand Lab released China's 500 Most Valuable Brands Billboard 2021 in Beijing, the value of brands on the list exceeded 27 trillion dollars in Renminbi, and the average brand value significantly increased in comparison with last year. Among which, Phoenix TV ranked 76th, ranked as the 4th in media industry and was on the list for 18 consecutive years.

世界品牌實驗室在北京發佈了2021年《中國500最具價值品牌》排行榜，榜單品牌價值超過27萬億元人民幣，平均品牌價值較去年明顯提升。其中，鳳凰衛視排名第76位，在傳媒行業位列第四，連續18年上榜。

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The Asia Brand Summit organised by the World Brand Lab was held in Shanghai, with the theme “How Asian Brands Cultivate Global Leadership”. Asia’s 500 Most Influential Brands for 2021 was released at the summit. The selection criterion for Asia’s 500 Most Influential Brands was the brand’s influence in Asia, which included the ability of the brand in exploring new markets, occupying market share and making profits. Phoenix TV has been listed for 16 consecutive years and was rated as Top 4 television brands in Asia, proving the international influence of Chinese media.

由世界品牌實驗室主辦的「亞洲品牌大會」在上海召開，大會主題是「亞洲品牌如何培養全球領導力」。會上發佈了2021年「亞洲品牌500強」排行榜。「亞洲品牌500強」的評判標準是品牌的亞洲影響力，包括品牌開拓市場、佔領市場並獲得利潤的能力。鳳凰衛視連續16年榮登榜單，並蟬聯亞洲四大電視品牌，體現了中國媒體的國際影響力。

23 SEPTEMBER

9月23日



12 OCTOBER

10月12日



The New York Festivals International TV & Film Awards Gala held a virtual award presenting ceremony, during which it announced that Phoenix TV’s program *Golden Lotus Shuttle Through Macau* (also known as *Hovering over Macau (Golden Lotus version)*) won the silver prize.

紐約國際電影電視節舉行虛擬頒獎典禮，大會公佈，鳳凰衛視節目《航拍澳門（金蓮花版）》榮獲銀獎。

Phoenix TV’s *Chief Editor’s Time* promotional trailer and *Phoenix Morning Express* promotional trailer won respectively the gold prize and silver prize in Best News/Current Affairs Promo of Promax UK Awards at Promax Asia 2021.

鳳凰衛視《總編輯時間》宣傳片及《鳳凰早班車》宣傳片分別榮獲Promax Asia 2021之Promax UK Awards最佳新聞/時事宣傳片類金、銀兩獎。

19 NOVEMBER

11月19日



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28 NOVEMBER

11月28日



The news film *Fashion Industry in Vietnam under the Pandemic* produced by Phoenix TV's correspondent station in Vietnam won the consolation prize at the 7th Vietnam External News Awards. Prime Minister of Vietnam Phạm Minh Chính attended and delivered a speech at the award ceremony which was broadcast live nationwide. This is the first time Phoenix TV participated in such award competition, and its entry work summarised the development of Vietnam's fashion industry, the current condition as well as the difficulties encountered by industry players under the pandemic, thus allow Chinese audience to have a better understanding of Vietnam's fashion industry.

鳳凰衛視越南記者站製作的新聞片《疫情下的越南時裝業》榮獲第七屆越南對外新聞獎的鼓勵獎。越南總理范明政出席發表講話。頒獎禮向全國直播。這是鳳凰衛視首次參獎，送獎作品概括了越南時裝業的成長之路，目前的發展情況以及疫情下業者面臨的困難，讓中國觀眾對越南時裝業有更清晰的瞭解。

Asian Academy Creative Award (AAA) announced that Phoenix TV was crowned with four national awards, including *Hong Kong Perspectives: Species unique to Hong Kong* was awarded the Best Lifestyle Programme; *Save Our Planet, Save Our Children's Future* was awarded the Best Promo or Trailer; *Phoenix Panorama: When the World was Young – Chinese in the International Column* was awarded the Best Documentary Series; *C'est La Vie: A Nian* was awarded the Best Documentary Programme (One-off).

亞洲影藝創意大獎(AAA)公佈，鳳凰衛視榮獲4項國家獎，包括：《香港新視點：香港生態資源豐富品種他方難求》獲最佳生活類節目；《善待地球就是善待孩子的未來》獲最佳宣傳片/預告片；鳳凰大視野《當世界年輕的時候 – 國際縱隊裏的中國人》獲最佳系列紀錄片；《冷暖人生 – 阿念》獲最佳單集紀錄片。

2 to 3 DECEMBER

12月2日至3日



12 DECEMBER

12月12日

The winners of Faith Makes Great – 100 Years of Red Flag Fluttering and the 27th Chinese Documentary Top Ten Programmes were announced at the 27th Chinese Documentary Festival in Shenzhen, Phoenix TV's *Premium Spectacular* was recognised as one of the 27th Chinese Documentary Top Ten Programmes; *Hong Kong's Red History* won the excellent work of Faith Makes Great – Commemorating the Centennial of the Founding of the Communist Party of China; *100 Years Journey and 100 People* won the Good Short Documentary.

「理想照耀中國 – 紅旗飄飄100年」和「第27屆中國紀錄片十佳十優」在深圳「第27屆中國紀錄片學術盛典」公佈獲獎名單，鳳凰衛視《皇牌大放送》榮獲「第27屆中國紀錄片」十優欄目；《香港紅色往事》榮獲理想照耀中國 – 紀念中國共產黨建黨百年優秀作品；《百年行 百人志》榮獲微紀錄好作品。



The World of Live Streamers of Phoenix TV's weekly documentary programme *C'est La Vie* was crowned the Best Documentary Programme (One off/Special) of 2021 Asian Television Awards.

鳳凰衛視周播紀實類節目《冷暖人生》中《主播江湖》一期，榮獲2021亞洲電視大獎最佳單集紀錄片。

13 DECEMBER

12月13日