



With the establishment of Phoenix in 1996 China finally had a channel which could convey the real voice of the Chinese to the Chinese and to the entire world, says **Liu Changle**, founder and CEO of **Phoenix Satellite TV**. Liu has been named as one of the Top Ten Outstanding CEOs in China and under his direction Hong Kong based Phoenix has grown into an integrated multi-media group – the company went public in 2000. The next step, Liu says, is developing omni-media: what does he mean by that?

# GOING OMNI-MEDIA

Consider that the concept of “cross-media” is not adequate to describe the major development trends in world media, and I prefer the expression “omni-media”. The current process of the expansion of media in terms of concept and significance requires a concept of omni-media; secondly, when the media is becoming complete in terms of structure and organisation, Phoenix Satellite TV’s global network means that Phoenix can operate on the internet and generate and coordinate programming, including news content, and is able to select the news resources that are seen and heard; thirdly, regarding the omni-media of content resources, Phoenix has already become an omni-media group - besides six television channels, it also has an internet website, a magazine, radio broadcasting, a publication business, an education venture, a film-making business, and an urban LED advertising business, and these resources are in fact already very well integrated and

not only reduce the capital required but in fact on a large scale represent multiplication, not addition; and finally, we have the omni-media of all forms of products. The iPad and iPhone4 are in fact a form of omni-media but do not represent the full extent of omni-media, and we look forward to the appearance of an increasing number of omni-media products.

#### What are your editorial priorities?

I place great emphasis on the skills of individuals. We have a good platform, and a corporate culture that people admire, and this is all the product of the work of high quality media people who have the will to make the media a success.

#### Who are your viewers?

Phoenix covers over 150 nations and regions, our audience is global. So if you are anywhere where there are many Chinese, ask whether people have seen Phoenix and you will always get a positive answer. Our main audiences are Chinese people, and foreigners who understand Chinese.

**You are one of the few non-government related TV broadcasters available to the mainland Chinese audience – why is that?**

I have worked both inside and outside the Chinese system, and this is my advantage. People with that background are numerous in China now, but perhaps I have a stronger enthusiasm and love for the media business than they do.

**Phoenix is one of the foreign TV channels that enjoys the highest rankings in the PRC – what's the reason for this?**

I think we are unique! When we make programmes we want to offer “a different selection”, no matter whether that is related to style, form or content, and we have always sought to provide what the majority audience wants to hear and likes to watch, and which is different from everything else.

**What is the content that they can't get anywhere else?**

Hong Kong media places a lot of emphasis on local issues, and on the mainland there are a considerable number of restrictions, so I have not seen any television in China that, like Phoenix, does timely and on-the-spot reporting of hot spots around the world, and that at the same time can invite guests with different points of view to provide commentary and analysis.

**What about your online presence?**

Our TV mainly aims at the high levels of society, but our internet website (ifeng.com) attracts an even wider viewership. At present we have more than 300m viewers which makes it number one in terms of the TV and print media around the world, ahead of CNN, the BBC, the New York Times, the Wall Street Journal, CCTV and so on.

**What do you do in the mobile space?**

The mobile phone is a communication and reception tool that modern man cannot do without. The Phoenix mobile network on a daily average reaches over 100m viewers. In our

development strategy the mobile network was an important element.

Our cooperation with partners on mobile phone distribution is open. On the mainland we work with China Mobile as our representative operating business partner, and we also work with different mobile operating partners in Hong Kong and other locations. In terms of service providers we are covered by Apple, Google, Microsoft and other platforms. The mobile phone brands that receive our material include major international manufacturers including Samsung, Motorola, Nokia and Chinese brands Huawei and Lenovo. Our viewers can watch Phoenix programmes via mobile TV, mobile internet services, apps and other methods.

**What is your business model?**

Our resources and income have gradually become multi-faceted. When we were first established over 90% came from advertising, but now income is multi-dimensional. For example, our TV series “China Land” set a new revenue standard in programme sales when it was distributed last year. Apart from advertising income, Phoenix also enjoys considerable income as a content supplier. At present income from our television business probably represents about 57% of the Group's income, and this greatly reduces business risks.

**How is the media landscape evolving in your region?**

Hong Kong is a centre of international news and information media, with a free news environment, and a very vibrant media business. At present 50 newspapers are published every day, broadband covers 85% of the population, and there are also 9,000 Wi-Fi hotspots. The infrastructure of Hong Kong's construction and communications technology is very well developed, with great potential to develop mobile news services. It is probably one of the best places in the world for establishing a media base.

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Our series “China Land” set a new standard in programme sales  
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www.phoenixtv.com

**What's your personal media use?**

I go on the internet every morning to see what the main global developments are, and surf Sina Weibo and QQ. I also receive every day a news summary that includes items from the main websites, dozens of foreign and local news papers. I pay most attention to Phoenix TV, but also watch CCTV, CNN and BBC to make a comparison. Chinese people have the habit of sending lots of text messages on their mobiles, and I receive more text messages than anyone else in the company. And when going to the company offices or going to a meeting I often use the mobile phone TV service and internet to get a sense of the latest news and developments.

**What's next in Phoenix's evolution?**

The next step is to use our energies to develop the omni-media, using the commercial opportunities created by the prosperity of cultural business on the mainland, and prepare to make more multi-faceted investments. We hope that we can always be ahead of the times.

Thank you, LIU Changle.

