

Honorary Doctor of Letters

Mr LIU Changle

Citation written and delivered by Professor Frances F YAO

Chancellor:

I am very honoured to introduce the famous Chinese media entrepreneur and professional Mr Liu Changle and read his honorary doctoral degree accolades to you.

Mr Liu graduated from the Communication University of China in the early 1980s and joined China's Central People's Radio Station where he worked as a reporter, editor, news commentator and senior manager for several years. In 1988, he emigrated to pursue business interests. In March 1996, he co-founded Phoenix Satellite Television Company Limited and he has been Chairman of the Board and the CEO ever since. He is now a substantial shareholder in Asia Television Limited.

Phoenix's informative and educational TV programmes have been very popular with Chinese audiences across the world ever since the first broadcast in 1996. Ten years ago, it was a single channel TV station, barely a blip on the radar screen among the global TV networks. Today, under the leadership of Mr Liu, the company has five channels covering more than 150 countries and regions, publishes its own weekly magazine and runs its own website. Currently, Phoenix has an estimated 200 million Chinese viewers across the globe. Financially, Mr Liu has realized the initial target of "breaking even within three years and going public within four". With \$1.1 billion in revenue in 2004, Phoenix pocketed a handsome profit exceeding \$150 million.

These outstanding achievements have earned Mr Liu international fame and respect. He is currently a director of the US International Academy of Television Arts and Sciences. He was appointed Chairman of both the 2005 and 2006 iEMMYs Festival by the Academy in 2004. In July 2004, he was made a Justice of the Peace by the Government of the Hong Kong Special Administrative Region. In March 2005, he was appointed a member of the Tenth National Committee of Chinese People's Political Consultative Conference. In November 2005, the

Government of the Hong Kong Special Administrative Region invited him to join the Commission on Strategic Development.

Mr Liu has led a very unusual life. He has been a worker, a peasant, a merchant, a student and even a soldier. His stint in the army cultivated deep within him an undaunted pride and spiritual delight in enduring hardship. During his time in the military, he risked his life several times rescuing people and their property in areas afflicted by natural disasters. All these years, his greatest pleasure is reading and writing. Whether he is in the army, or in commerce, or returning to campus to study, or plunging into a career in the media, his best companion has always been books.

In 1995, with a unique foresight, Mr Liu won the bidding for a satellite TV channel and founded Phoenix, beginning to realize his long cherished dream for a global Chinese TV station. Under Mr Liu's careful planning, Phoenix has grown rapidly. Within only a few years, it has reached the expected target: it has not only ushered the Chinese language into the world media and promoted Chinese culture, but it has also brought together Chinese viewers across the globe. Recently Phoenix has been the first to report on international news events, thereby earning international recognition. In terms of programme orientation, Phoenix pursues a style that is clear and concise, highly innovative with an emphasis on originality, while at the same time insisting that the values of humanities be conveyed with integrity. Under no circumstances has the station taken a populist line purely for commercial gain.

In recent years, Mr Liu has won many accolades from various organizations, including awards such as Intellect of the Media; China's Entrepreneur Leader; Asia Pacific's Most Creative Chinese Business Leader; and Leader of the Global Chinese TV Programme Providers. In addition, *Yazhou Zhoukan* has listed Phoenix among the Asia 500 leading Chinese enterprises for the past five years. For four straight years, it was named "one of China's most respectable enterprises" and "one of the most valuable brand names among China's 500" in 2004. In 2006, Phoenix even earned the title "one of the most valuable brand names among Asia 500".

Phoenix is a magical bird and out of the ordinary. Whether in Chinese traditional culture or world mythology, the phoenix remains a miraculous bird. To Mr Liu, the phoenix is a great spirit, representative of self-renewal and self-betterment. He thus encourages his staff to make every effort to improve their performance from good to excellent, and he exhorts each to become, in their own

way, like the magical bird. And, needless to say, the phoenix matches Mr Liu's extraordinary spirit, talent and vision.

Mr Chancellor, on behalf of City University of Hong Kong, it is my honour to ask you to confer the Honorary Doctor of Letters to Mr Liu Changle, Chairman and CEO of the Phoenix TV, to mark his contributions to journalism, the media and culture.