

## Editorial 編輯

Editorial navigated a tough environment during 2012, as the necessity of migrating increased manpower towards a new, more digitally capable newsroom became more evident. While the economics of the paper still rest heavily in print, our focus has been to ensure the highest quality journalism can now be experienced regardless of where or how our readers wish to consume our content. At ground level, this means significantly extra work and optimal efficiencies to maintain a 24/7 news flow, multiple different platform formats and the ability to support more graphics, pictures, reader interaction and styles of journalism.

Editor-in-Chief Wang Xiangwei was appointed in January, and made quick work of boosting his editorial leadership team with important operational hires for both the print and digital parts of the newsroom. Further changes in the newsroom included extensive training and retraining of staff to operate in a more digital space, both in technological savvy and editorial style.

The digital editorial team was developed under the leadership of Wang Feng, former Editor of Reuters Chinese news service, whose timely hire in April ensured we were able to gear up operations for the new *scmp.com* relaunch. Joining in September to further bolster the team was the hire of Sarah Graham as Online Managing Editor, previously 14 year veteran of the Daily Mail Online.

To support the print operation, Wang Xiangwei also hired 16-year Reuters veteran Brian Rhoads to take over as Managing Editor. Brian had previously served in various senior positions at Reuters including as Bureau Chief in Beijing for seven years, as well as Americas Managing Editor in New York and Asia Managing Editor, based in Hong Kong.

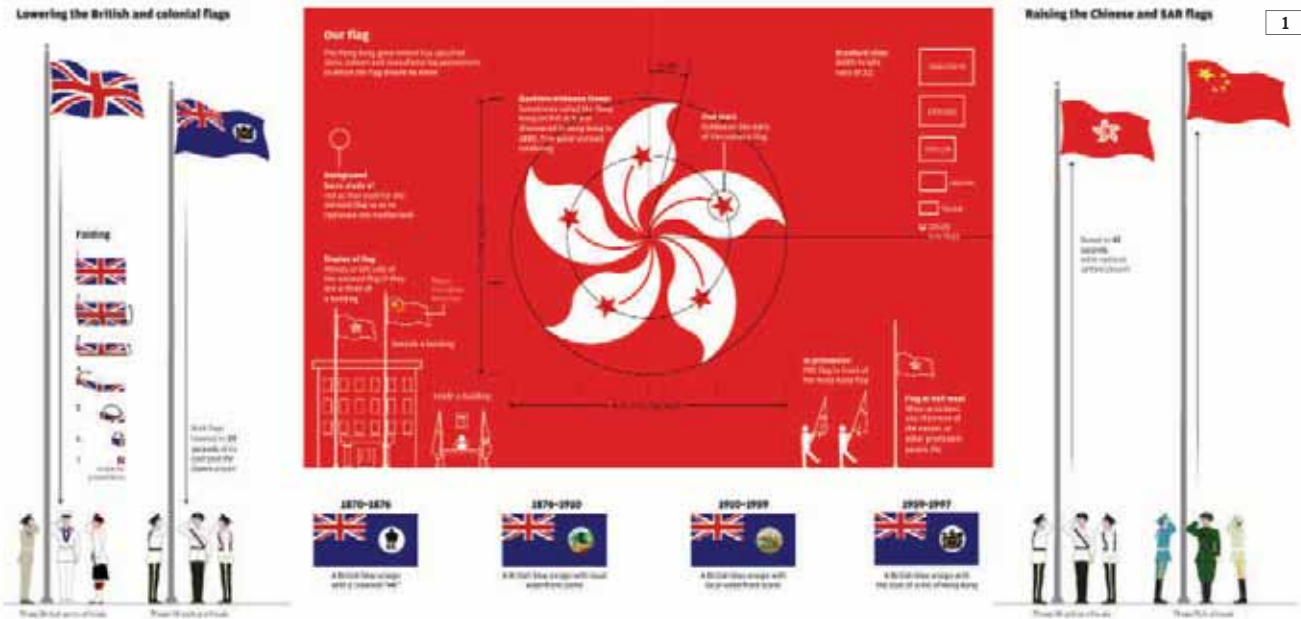
After 18 months of planning, scoping, design, development and testing, the new *scmp.com* was rolled out in two phases. At the end of August 2012, it was launched with a continuation of the closed paywall, and in mid October, the metered paywall allowing up to eight free articles to be accessed was implemented.

The site is a huge leap forward not just functionally, but also editorially. It now allows more rapid updates and social interaction, and engaging our readers in our content in a way never previously possible. The result of the upgrades has been encouraging. Unique users to the site have increased fourfold and pageviews have more than doubled, as has traffic on our newly introduced mobile site. Engagement has also dramatically increased; since the relaunch, readers have made more than 5,000 comments. Daily polls have been well received - one of which has generated more than 8,500 votes.

Social media interactivity has also spiked. Traffic from social media sites such as Facebook, Twitter and Sina Weibo all increased significantly after the revamp. The *scmp.com* revamp is, however, a continuous



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- 1 15-year handover anniversary infographic  
香港回歸十五周年紀念新聞圖表
- 2 scmp.com relaunch party  
scmp.com 改版發佈酒會
- 3 Harry Harrison's 15-year handover poster  
Harry Harrison 創作之香港回歸十五周年紀念海報
- 4 Our popular Good Eating magazine  
南華早報大受歡迎的《Good Eating》雜誌



process; features and functions, such as interactive infographics and integrated mobile apps will roll out in 2013 along with new content designed to suit today's digital reader appetites.

The *South China Morning Post* continues to demonstrate its strength in news coverage, rising to the challenge of a world hungry for quality China news. Landmark stories included the downfall of Bo Xilai, the disgraced former Chongqing Party Chief in November, and the uprising of village farmers in Wukan against corrupt village officials, to the advent of the 18th Party Congress and China's leadership transition. A variety of local regional stories covered in detail by the *SCMP* also stoked world interest, from the ongoing tensions over territory in the South and East China seas, to the dramatic election of the new Hong Kong Chief Executive, C.Y. Leung, and the scandals that beset his opponent Henry Tang.

Particularly notable was the *South China Morning Post's* series on China's leadership transition, much of which will culminate a published book on the subject during 2013. With unparalleled coverage of the 18th

Party Congress, the *SCMP* published more than 60 preview stories charting the upcoming leadership changes. We also garnered a series of significant scoops ahead of all international media, such as the coverage of a Ferrari accident that killed the son of Ling Jihua, chief aide to Hu Jintao, who saw his political wings clipped by scandal over the ensuing cover up. In addition to the Ling Jihua saga, the newspaper's coverage correctly predicted the new leaders who would join Xi Jinping on the seven-member Politburo Standing Committee at the top of the Communist Party and that Hu Jintao would retire from all of his posts including the military chairmanship despite rumours he might hold onto the job for a while longer.

Another significant piece of content focus was the celebration of the 15th Anniversary of Hong Kong's handover to Chinese rule. The editorial department created a notable series of reflective and analytical pieces over the course of a month, which culminated in a glossy pull out supplement and a commemorative pull-out poster by *SCMP* cartoonist Harry Harrison to mark the anniversary.

Online, the new site enabled virality in a way never seen before, and the most heavily retrieved story of the year was the tragic Lamma ferry accident in which 39 Hong Kong people died. Other highly viewed stories included the 18th Party Congress, and the more light-hearted offer by tycoon Cecil Chao of \$500 million for any man who could woo and eventually marry his lesbian daughter.



- 1 Former Chongqing Party Secretary Bo Xilai at a news conference at the annual session of the National People's Congress, China's parliament, in Beijing.  
前重慶市委書記薄熙來攝於北京全國人民代表大會年度會議。
- 2 Hotel attendants at the Great Hall of the People at the close of the 18th CPC National Congress.  
在人民大會堂舉行的第18屆全國代表大會閉幕式中的服務員。
- 3 (L-R) Lisa Kuo Yu-chin and her husband former Chief Secretary Henry Tang Ying-yan leave airport in Chek Lap Kok after returning from Chinese People's Political Consultative Conference in Beijing.  
(左至右) 郭妤淺及其丈夫前政務司司長唐英年於北京舉行之中國人民政治協商會議回港後離開赤鱘角機場。
- 4 The HK Electric ferry which is submerged in the water off Lamma Island after the collision.  
撞船後香港電燈輪船沉沒南丫島水底。



由於需調配更多人力資源至全新、更為數碼化之新聞報導工作，編輯部於二零一二年面對艱巨之環境。儘管報章之營運仍取決於其印刷業務，本集團致力確保讀者無論在何地或以何種方式也能閱覽最優質之新聞報導內容。這意味著需要大量額外工作及最佳效率，以維持24/7無間斷新聞報導，多個不同平台模式，以及支援更多圖像、圖片、讀者互動及不同新聞風格之功能。

於一月，王向偉先生獲委任為總編輯，並迅速聘用報章及數碼化新聞報導之重要編採人員，以提升編輯領導團隊之實力。編輯部亦為員工提供大量有關技術知識及編輯風格之培訓及再培訓，在更趨數碼化之環境中為員工作出裝備。

數碼編輯團隊在前路透社中文新聞部主編王豐先生之領導下發展，其於四月適時獲聘，為重新推出全面革新之 *scmp.com* 作好準備。曾於 Daily Mail Online 任職14年之資深傳媒人 Sarah Graham 女士於九月獲聘為網站行政編輯，進一步鞏固團隊之實力。

為鞏固報章印刷業務，王向偉先生亦聘用於路透社任職16年之資深傳媒人 Brian Rhoads 先生接任行政總編輯。Brian 曾於路透社出任多個高級職位，包括於北京擔任分社社長七年，以及分別於紐約及香港擔任美洲區總編輯及亞洲區總編輯。

經過18個月之規劃、探究、設計、開發及測試，全面革新之 *scmp.com* 網站分兩個階段推出。於二零一二年八月底，該網站繼續以封閉式收費模式推出，而於十月中，推行按量收費模式，容許讀者閱覽最多八篇免費文章。

該網站不僅在功能上大幅躍進，在新聞內容上亦然。其現正提供更多快速更新及社交互動，並以前所未有之方式讓讀者參與新聞報導內容。此等升級功能取得滿意成效。自新推出之流動電話網站啟用以來，到訪該網站之用戶已增加四倍，而網頁瀏覽人次已超過兩倍增長。讀者參與度亦急劇提升；自網站重新推出以來，讀者已作出超過5,000次評論。每日調查反應良好—其中一項調查獲得超過8,500人次投票。

社交媒體之互動性亦有所上升。社交網站如 Facebook、Twitter 以及新浪微博等之瀏覽量明顯增加。然而，*scmp.com* 將持續進行改革；互動信息圖像及綜合流動電話應用程式等特色及功能，將於二零一三年與迎合時下數碼產品讀者口味之新增



內容同步推出。

《南華早報》繼續展示其於新聞報導方面之實力，滿足世界對優質中國新聞之渴求。重大新聞事件包括十一月前重慶市委書記薄熙來下台及烏坎村村民對抗貪腐之村幹部，以及第18屆黨代表大會召開及中國領導層換屆。由《南華早報》詳細報導之多則地區新聞亦引起世界關注，包括南海及東海之持續緊張局勢，以至梁振英戲劇性當選新任香港行政長官及困擾其對手唐英年之醜聞。

《南華早報》有關中國領導層換屆之新聞系列更為矚目，其大部分內容將於二零一三年結集成書。透過有關第18屆黨代表大會之空前報導，《南華早報》刊載超過60則預測報導，分析未來之領導層變動。亦較所有國際媒體優先刊載一系列之重大獨家新聞，如報導胡錦濤之親信令計劃在其兒子於法拉利意外中身亡，令其政治生涯因隨後有關掩飾真相之醜聞而受阻。除令計劃事件外，《南華早報》之新聞報導亦正確預測將會加入以習近平為首，由七名成員組成之中共中央政治局常委會之新領導班子，以及在盛傳胡錦濤可能會留任軍委會主席職務一段時間之各種傳言下，正確預測其將辭任包括軍委會主席在內之所有職務。

另一項值得注意之新聞焦點乃慶祝香港回歸中國15週年之報導。編輯部於一個月內編製了一系列值得關注之反思及分析文章，並由《南華早報》之漫畫家 Harry Harrison 結集成休閒活頁增刊及具紀念價值之活頁海報，以誌紀念。

就網上新聞報導而言，新網站產生空前之網絡效應，而本年度檢索次數最多之新聞為造成39名港人死亡之南丫島撞船慘劇。其他熱門新聞包括第18屆黨代表大會，以及趙世曾懸賞500百萬港元以招募能追求及迎娶其同性戀女兒之男士。

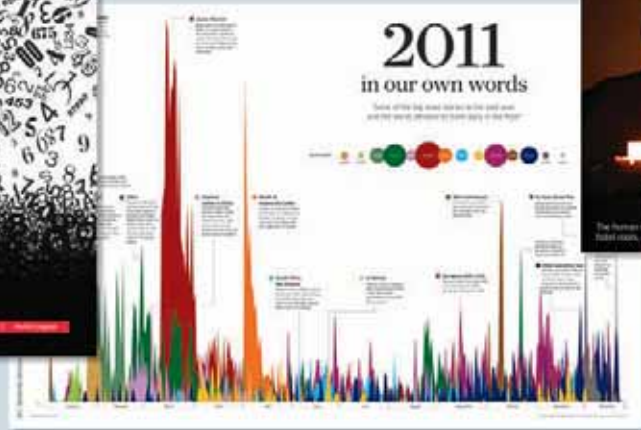


Getting rich on low pay

- The Newspaper Society of Hong Kong
- Hong Kong News Awards 2011 - 1st Runner-up in Best Business News Writing (English)
- 香港報業公會2011年香港最佳新聞獎 - 最佳經濟新聞寫作 (英文組) 亞軍



- 11th Asia Media Awards 2012 - Gold Award in Best in Design Award (Magazine Cover)
- 2012年國際報業與傳媒科技協會第11屆亞洲媒體獎 (最佳設計獎) 雜誌封面設計金獎



- 11th Asia Media Awards 2012 - Best in Infographics Award - Silver Award in Newspaper Infographics
- 2012年國際報業與傳媒科技協會第11屆亞洲媒體獎 - 最佳新聞圖表獎 - 報章新聞圖表銀獎



- 16th Annual Human Rights Press Awards - Prize in Feature
- 第16屆年度人權新聞獎 - 報章特寫大獎

## MILESTONE ACHIEVEMENTS

Every year the *South China Morning Post* receives international industry recognition for excellence in editorial, marketing, design and technical capability. Often these awards go to individuals, but 2012 also saw team awards in marketing, design and digital development.

This year is no exception with a record 64 awards, including 11 at the Society of Publishers in Asia Awards; 10 at the Human Rights Press Awards; nine in the Society for News Design Awards; and three marketing awards at the 77th INMA Awards Competition. The relaunched and revamped *scmp.com* received a gold award for best newspaper website at the WAN-IFRA Asian Digital Media Awards this year; while *ELLE*, which joined the SCMP fold in July, picked up a gold award for best magazine website.

### The Newspaper Society of Hong Kong Hong Kong News Awards 2011

6 awards including:

- **Winner - Photographic section (Features)**  
“Cloud cover” by Sam Tsang
- **Winner - Photographic section (Sport)**  
“Brothers in arms” by K. Y. Cheng
- **Merit - Photographic section (Sport)**  
“Rough and tumble” by Felix Wong
- **2nd Runner-up - Best Scoop**  
“Secret land deals” by Cheung Chi-fai
- **2nd Runner-up - Best News Reporting**  
“Mong Kok blaze” by Clifford Lo, Simpson Cheung, Jennifer Ngo, Lo Wei, Adrian Wan, Gary Cheung, Colleen Lee, Amy Nip, Yvonne Liu, Paggie Leung, Olga Wong, Ada Lee, Tanna Chong
- **1st Runner-up - Best Business News Writing (English)**  
“Getting rich on low pay” by Denise Tsang

### 16th Annual Human Rights Press Awards

10 awards including:

- **Photojournalism, Spot News**  
**Prize:** “People Power” by Felix Wong  
**Merit:** “Bloody Apple” by Felix Wong  
**Merit:** “Out of Control” by K. Y. Cheng
- **General News**  
**Prize:** “Touchstone of freedom Series, Test of Faith Series, Hu Jia Ordeal Series” by Verna Yu  
**Merit:** “Myanmar’s New Dawn” by Greg Torode  
**Merit:** “Making People Vanish Series” by Ng Tze Wei
- **Feature**  
**Prize:** “Beyond Belief, Silence of the Dissidents, Darkness at Noon, Dangerous Element” by Paul Mooney



- 16th Annual Human Rights Press Awards - Prize in General News
- 第16屆年度人權新聞獎 - 報章新聞大獎

- 16th Annual Human Rights Press Awards - Prize in Feature
- 第16屆年度人權新聞獎 - 報章特寫大獎

- The Newspaper Society of Hong Kong
- Hong Kong News Awards 2011 - 2nd Runner-up in Best News Reporting
- 香港報業公會2011年香港最佳新聞獎 - 最佳新聞報導季軍

- SOPA 2012 Awards - Honourable Mention in Excellence in Magazine Design
- 2012年度亞洲出版業協會卓越新聞獎 - 卓越雜誌設計優異獎

- **Magazines**  
Merit: "Curses of the Rare Earths" by Simon Parry
- **Cartoon and Illustration**  
Prize: "Zhao Lianhai's Following, Diversion, Blowing in the Wind, No Fly Zone, Hammer, Dust" by Harry Harrison  
Merit: "Life After Death?" by Martin Megino

**11th Asia Media Awards 2012 (WAN-IFRA)**

4 awards including:

- **Best in Design Award - Magazine Overall Design**  
Gold: *Post Magazine, South China Morning Post*
- **Best in Design Award - Magazine Cover Design**  
Gold: "City Limits" in *Post Magazine, South China Morning Post*
- **Best in Infographics Award - Newspaper Infographics**  
Silver: "2011 in our own words", *South China Morning Post*
- **Best in Newspaper Marketing**  
Bronze: "Make Every Day Matter", *South China Morning Post*

**Society of Publishers in Asia Awards 2012 (SOPA)**

11 awards including:

- **Honourable Mention - Excellence in Multimedia News Presentation**  
"90 Years of communism in China (*scmp.com*)" by Alex Nicoll, Stephen Case, Simon Scarr, Joe Lo
- **Honourable Mention - Excellence in Magazine Design**  
"9/11 - 10 years on (*Post Magazine*)" by Catherine Tai

- **Honourable Mention - Excellence in Lifestyle Coverage**  
"Poisoned chalices (*Health Post*)" by Jennifer Huang
- **Award for Excellence - Excellence in Business Reporting**  
"The Cost of Making It in Guangdong" by Denise Tsang
- **Award for Excellence - Excellence in Information Graphics**  
"7 Billion who shape the world" by Simon Scarr
- **Award for Excellence - Excellence in Reporting Breaking News**  
"The Wenzhou rail disaster" by Will Clem, Shi Jiangtao
- **Award for Excellence - Excellence in Editorial Cartooning**  
"Beijing spring" by Harry Harrison
- **Award for Excellence - Excellence in Reporting on the Environment**  
"Heavy Metals" by Shi Jiangtao, Paul Mooney
- **Honourable Mention - The Scoop Award**  
"Family Turmoil at the House of Ho" by Neil Gough
- **Honourable Mention - Excellence in Investigative Reporting**  
"Secret village land deals" by Cheung Chi-fai
- **Honourable Mention - Excellence in Reporting Breaking News**  
"The Mongkok fire tragedy" by Clifford Lo, Simpson Cheung, Jennifer Ngo, Lo Wei, Amy Nip, Olga Wong, Yvonne Liu

**WAN-IFRA - 2011 World Young Reader Prizes**

1 award:

- **Public Service**  
Jury Recommendation: Heritage Detectives series

- The Newspaper Society of Hong Kong
- Hong Kong News Awards 2011 -
- winner in Photographic section (Sport)
- 香港報業公會2011年香港最佳新聞獎
- — 圖片組 (體育) 冠軍



- The Newspaper Society of Hong Kong
- Hong Kong News Awards 2011 -
- winner in Photographic section (Features)
- 香港報業公會2011年香港最佳新聞獎
- — 圖片組 (特寫) 冠軍



- 16th Annual Human Rights Press Awards - Prize in
- Feature
- 第16屆年度人權新聞獎 — 報章特寫大獎



- SOPA 2012 Awards - Award for Excellence in
- Excellence in Reporting on the Environment
- 2012年度亞洲出版業協會卓越新聞獎 — 卓越環境報導卓越獎

### 20th Malofiej International Infographics Awards

3 awards including:

- Features
  - Silver Award: "Iraq withdrawal" by Simon Scarr
  - Bronze Award: "Space Shuttle's final mission" by Simon Scarr
- Portfolios
  - Bronze Award: "Simon Scarr Portfolio" by Simon Scarr

### State Street Institutional Press Awards 2012

1 award:

- Award for Best Newcomer  
Award winner: Lulu Chen

### WAN-IFRA Asian Digital Media Awards 2012

4 awards including:

- Best in Online Media
  - Gold Award (newspaper website): www.scmp.com
  - Gold Award (magazine website): www.elle.com.hk
- Best in Online Video
  - Gold Award: Helene Franchineau, Online Video Reporter
- Best in Online Infographics
  - Bronze Award: Pearl Harbour Anniversary

### 77th INMA Awards Competition 2012

3 awards including:

- Marketing Campaign with the Best Results
  - First place: "Jiu Jik Friends", *South China Morning Post*
- Readership/Usage of the Print Publication
  - First place: "Make Every Day Matter", *South China Morning Post*
- Public Relations and Community Service
  - Third place: "Heart of Hong Kong", *South China Morning Post*

### 2011 International ARC Awards 25th Annual Celebration of the World's Best Annual Reports

1 award:

- Silver Winner - Interior Design  
Media Company - Annual Report 2010

### Society for News Design Awards (SND) – 33rd Edition

9 awards including:

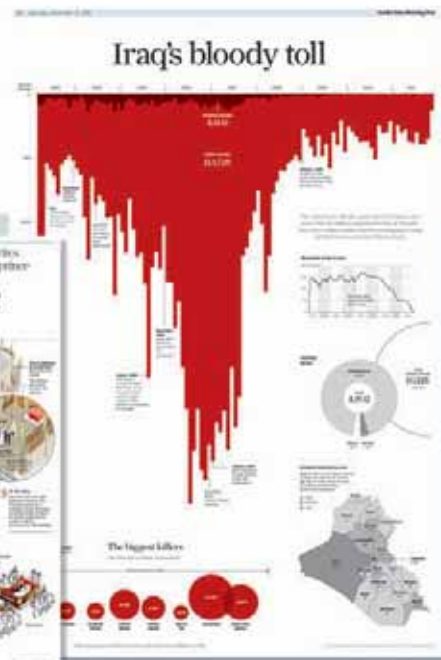
- Photography / Multiple Photos – Page Design
  - Award of Excellence: "Face off" by Yves Sieur, Jody Megson
  - Award of Excellence: "Humanity laid bare" by Yves Sieur
  - Award of Excellence: "I spy with my eye" by Yves Sieur, Troy Dunkley
- Feature Design Pages – Other / Broadsheet
  - Award of Excellence: "Iraq Withdrawal" by Simon Scarr
- Illustration – Single lead black-and-white
  - Award of Excellence: "Drugs are bad" by Brian Wang



20th Malofiej International Infographics Awards  
Bronze Award in Features  
第20屆Malofiej國際圖像獎 - 專題特寫銅獎



20th Malofiej International Infographics Awards - Bronze Award in Portfolios  
第20屆Malofiej國際圖像獎 - 作品集銅獎



Society for News Design Awards (SND) - 33rd Edition - Award of Excellence in Feature Design Pages - Other / Broadsheet  
第33屆國際新聞設計協會年度大獎 - 專題設計頁面 - 其他 / 大幅單面印刷卓越獎

Society for News Design Awards (SND) 33rd Edition  
Award of Excellence in Photography / Multiple Photos - Page Design  
第33屆國際新聞設計協會年度大獎 - 頁面設計 (攝影 / 多張照片) 卓越獎

- Information Graphics - Features  
Award of Excellence: "World population" by Simon Scarr  
Award of Excellence: "2011 in our own words" by Simon Scarr
- Information Graphics - News / Non-deadline  
Award of Excellence: "Iraq Withdrawal" by Simon Scarr
- Information Graphics / Portfolios - Combination (Individual)  
Award of Excellence: "Simon Scarr Portfolio" by Simon Scarr

**Hong Kong Press Photographers Association - Focus at the Frontline 2011**

10 awards including:

- 1st Runner-up - Spot News: Sam Tsang
- Honourable Mention - General News: Felix Wong
- 1st Runner-up - People Portraits: Sam Tsang
- Honourable Mention - People Portraits: Felix Wong
- Honourable Mention - Sports: Felix Wong
- Winner - Feature: David Wong
- 2nd Runner-up - Feature: David Wong
- Honourable Mention - Feature: May Tse
- Honourable Mention - Feature: May Tse
- 1st Runner-up - Nature & Environment: Felix Wong

**Lorenzo Natali Journalism Prize 2011**

1 award:

- Asia and Pacific Region  
First Prize: "Medicine's Wild East" by Fiona Tam



16th Annual Human Rights Press Awards Prize in Cartoon and Illustration  
第16屆年度人權新聞獎 - 漫畫大獎

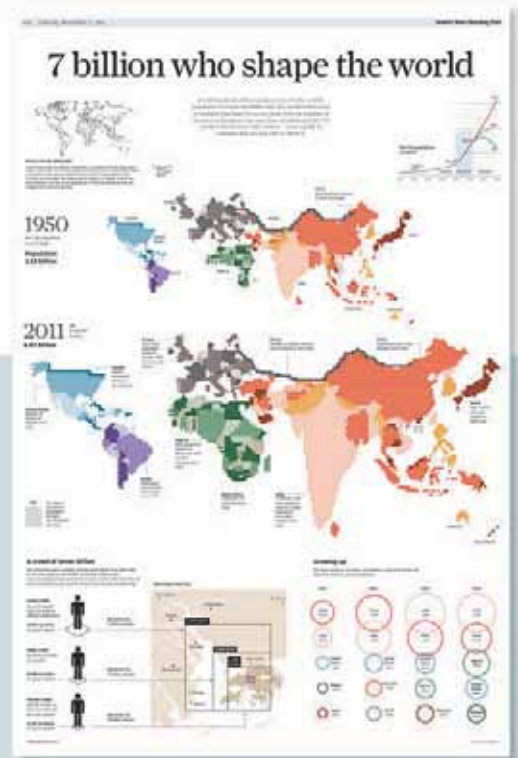


- ∴ SOPA 2012 Awards - Excellence in Information Graphics
- ∴ 2012年度亞洲出版業協會卓越新聞獎 - 卓越視覺展示卓越獎

## 卓越成就

《南華早報》每年均獲國際業界認可其卓越之編輯、市場推廣、設計及印刷技術。此等獎項過往由個人奪得，惟二零一二年於市場推廣、設計及數碼產品開發亦獲得團體獎項。

一如既往，《南華早報》於本年度共獲得64個獎項，包括於亞洲出版業協會卓越新聞獎獲得11個獎項；於人權新聞獎中贏得10個獎項；於國際新聞設計協會設計比賽中贏得九個獎項；及於第77屆國際報業行銷協會大獎中獲得三個市場推廣獎項。重新推出並全面革新之scmp.com網站於本年度WAN-IFRA Asian Digital Media Awards獲得最佳新聞報章網站金獎；而於七月加入本集團之《ELLE》則贏得最佳雜誌網站金獎。



### 香港報業公會 - 2011年香港最佳新聞獎

6個獎項包括：

- 冠軍—圖片組（特寫）「Cloud cover」— 曾國宗
- 冠軍—圖片組（體育）「Brothers in arms」— 鄭覺賢
- 優異—圖片組（體育）「Rough and tumble」— 王智強
- 季軍—最佳獨家新聞「Secret land deals」— 張志輝
- 季軍—最佳新聞報道「Mong Kok blaze」— 盧錦榮、張煒明、吳詠詩、盧璋、溫俊豪、張家偉、李潤恩、聶穎賢、廖彩芳、梁珮琪、黃綺湘、李海怡、莊丹娜
- 亞軍—最佳經濟新聞寫作（英文組）「Getting rich on low pay」— 曾佩儀

### 第16屆年度人權新聞獎

10個獎項包括：

- 新聞攝影，突發新聞
  - 大獎—「人民的力量」— 王智強
  - 優異獎—「血淚蘋果」— 王智強
  - 優異獎—「失控」— 鄭覺賢
- 報章新聞
  - 大獎—「自由試金石」系列、「測試信心」系列、「胡佳受苦」系列— 余詠恩
  - 優異獎—「緬甸新的黎明」— Greg Torode
  - 優異獎—「被失跡系列」— 吳子慧
- 報章特寫
  - 大獎—「信心以外，異見人士的沉默，午間漆黑，危險元素」— Paul Mooney
- 雜誌
  - 優異獎—「被咒詛的稀有土地」— Simon Parry
- 漫畫
  - 大獎—「趙連海接著，轉向，隨風而去，不得飛行地區，鐵鎚，塵」— Harry Harrison
  - 優異獎—「死而又生？」— Martin Megino

### WAN-IFRA - 2012年第11屆亞洲媒體獎

4個獎項包括：

- 最佳設計獎—雜誌整體設計
  - 金獎：《Post Magazine》，南華早報
- 最佳設計獎—雜誌封面設計
  - 金獎：「City Limits」— 《Post Magazine》，南華早報
- 最佳新聞圖表獎—報章新聞圖表
  - 銀獎：「2011 in our own words」，南華早報
- 最佳報章營銷
  - 銅獎：「Make Every Day Matter」，南華早報

### 2012年度亞洲出版業協會 - 卓越新聞獎

11個獎項包括：

- 優異獎—卓越多媒體新聞
  - 「90 Years of communism in China (scmp.com)」— Alex Nicoll、Stephen Case、Simon Scarr、勞祖能
- 優異獎—卓越雜誌設計
  - 「9/11 - 10 years on (Post Magazine)」— 戴懿珊
- 優異獎—卓越生活時尚報導
  - 「Poisoned chalices (Health Post)」— 黃嘉慧
- 卓越獎—卓越商業報導
  - 「The Cost of Making It in Guangdong」— 曾佩儀
- 卓越獎—卓越視覺展示
  - 「7 Billion who shape the world」— Simon Scarr
- 卓越獎—卓越突發性新聞
  - 「The Wenzhou rail disaster」— Will Clem、史江濤
- 卓越獎—卓越社論漫畫
  - 「Beijing spring」— Harry Harrison
- 卓越獎—卓越環境報導
  - 「Heavy Metals」— 史江濤、Paul Mooney
- 優異獎—最佳獨家新聞
  - 「Family Turmoil at the House of Ho」— Neil Gough
- 優異獎—卓越調查性報導
  - 「Secret village land deals」— 張志輝
- 優異獎—卓越突發性新聞
  - 「The Mongkok fire tragedy」— 盧錦榮、張煒明、吳詠詩、盧璋、聶穎賢、黃綺湘、廖彩芳

### WAN-IFRA - 2011年世界青年讀者獎

1個獎項：

- 公共服務類 **Jury Recommendation**: Heritage Detectives系列

### 第20屆Malofiej國際圖像獎

3個獎項包括：

- 專題特寫
  - 銀獎：「Iraq withdrawal」— Simon Scarr
  - 銅獎：「Space Shuttle's final mission」— Simon Scarr
- 作品集
  - 銅獎：「Simon Scarr Portfolio」— Simon Scarr

### 2012年State Street Institutional Press Awards

1個獎項：

- 最佳新人獎 大獎得主：陳伊倫



HK Press Photographers Association - Focus at the Frontline 2011 - Winner in (Feature)  
 香港攝影記者協會 - 前線·焦點2011攝影比賽 - 特寫冠軍



Society for News Design Award 33rd Edition 2011 - Award of Excellence in Photography/Multiple Photos (Page Design)  
 第33屆國際新聞設計協會年度大獎 - 頁面設計 (攝影/多張照片) 卓越獎



WAN-IFRA - 2011 World Young Reader Prizes  
 WAN-IFRA - 2011年世界青年讀者獎



HK Press Photographers Association - Focus at the Frontline 2011 - 1st Runner-up in People Portraits  
 香港攝影記者協會 - 前線·焦點2011攝影比賽 - 人物亞軍

### WAN-IFRA - 2012年Asian Digital Media Awards

4個獎項包括：

- 最佳網上媒體  
 金獎 (新聞報章網站) : [www.scmp.com](http://www.scmp.com)  
 金獎 (雜誌網站) : [www.elle.com.hk](http://www.elle.com.hk)
- 最佳網上短片  
 金獎 : 網絡錄像記者 Helene Franchineau
- 最佳網上資訊圖表  
 銅獎 : Pearl Harbour Anniversary

### 2012年第77屆INMA Awards Competition

3個獎項包括：

- 最佳市場推廣宣傳活動  
 第一名 : 「招職 - 大聲。攻」, 南華早報
- 印刷出版刊物讀者人數/使用量  
 第一名 : 「Make Every Day Matter」, 南華早報
- 公共關係及社區服務  
 第三名 : 「香港良心」, 南華早報

### 2011年國際年報比賽 第25屆Annual Celebration of the World's Best Annual Reports

1個獎項：

- 銀獎得主 - 內頁設計 : 媒體公司 - 2010年年報

### 第33屆國際新聞設計協會年度大獎

9個獎項包括：

- 攝影/多張照片 - 頁面設計  
 卓越獎 : 「Face off」 - Yves Sieur, Jody Megson  
 卓越獎 : 「Humanity laid bare」 - Yves Sieur  
 卓越獎 : 「I spy with my eye」 - Yves Sieur, Troy Dunkley
- 專題設計頁面 - 其他/大幅單面印刷  
 卓越獎 : 「Iraq Withdrawal」 - Simon Scarr
- 插圖 - 單鉛黑白  
 卓越獎 : 「Drugs are bad」 - 黃勇
- 新聞圖像 - 專題特寫  
 卓越獎 : 「World population」 - Simon Scarr  
 卓越獎 : 「2011 in our own words」 - Simon Scarr
- 新聞圖像 - 新聞/無截止日期  
 卓越獎 : 「Iraq Withdrawal」 - Simon Scarr
- 新聞圖像/作品集 - 組合 (個人)  
 卓越獎 : 「Simon Scarr Portfolio」 - Simon Scarr

### 香港攝影記者協會 - 前線·焦點2011攝影比賽

10個獎項包括：

- 突發新聞 亞軍 : 曾國宗
- 一般新聞 優異獎 : 王智強
- 人物 亞軍 : 曾國宗 優異獎 : 王智強
- 體育 優異獎 : 王智強
- 專題特寫 冠軍 : 汪志堅 季軍 : 汪志堅 優異獎 : 謝美芳 優異獎 : 謝美芳
- 自然與環境 亞軍 : 王智強

### 2011年度國際人權及民主報導大獎

1個獎項：

- 亞太區報導獎  
 「Medicine's Wild East」 - 譚小彌