

## F. University 1571

### Chapter 1571: Changing the Landscape of Domestic Dramas\_2

As for the charging model, the official team for The Legend of Fairy Sword didn't disclose it, leaving a small mystery for the audience to personally uncover at 8 p.m. tonight.

Time ticked by second by second.

The viewers eagerly anticipating The Legend of Fairy Sword couldn't help but feel that time was dragging unbearably. At work, their minds were consumed with the thought that The Legend of Fairy Sword was about to go live soon, leaving them unwilling to focus on their tasks.

Finally.

Time reached 8 p.m.

Even before 8, the number of online users on the Feiyue Home streaming media platform had been displaying a rapid growth trend.

For instance, at 6 p.m., there were just over one million users online. By a little past 7 p.m., the online audience had swiftly surpassed three million, marching confidently toward the five million mark.

By 8 p.m., when The Legend of Fairy Sword officially premiered on Feiyue Home, the number of online users had already exceeded five million.

What does it mean for simultaneous online users to exceed five million?

It's worth noting that prior to this, the daily active users of the Feiyue Home streaming platform barely reached over ten million.

On Feiyue Home's homepage, the featured banner for The Legend of Fairy Sword stood out, drawing many users directly into the show's viewing interface.

Drama: The Legend of Fairy Sword

Genre: Classical Xianxia

Episodes: 34 episodes (complete)

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That's right, all the users who clicked into The Legend of Fairy Sword viewing page were utterly stunned to discover that all 34 episodes of the series were released at once.

The entire series!

This was entirely different from the serialized, daily-update model typically used by Penguin Video and AiYi Video!

The excruciating wait for updates—truly unbearable—was no longer an issue on the Feiyue Home streaming platform. Here, you could jump straight into binge-watching the entire series.

Releasing an entire new drama in one go upon launch? This was the first time this had ever happened domestically!

"Holy shit! I can binge the entire series in one go?"

"Did the admin make a mistake backstage with the episode count?"

"Isn't it two episodes for the premiere, with extra for VIP members or something?"

"Hahaha, this is way too awesome!"

"Amazing! The whole series is available!"

"31 yuan?"

"31 yuan isn't pricey at all."

"You can watch the first three episodes for free, and if you calculate it, it's just one yuan per episode. The entire series is priced at 31 yuan—a truly conscientious price!"

"31 yuan wouldn't even cover premium early-access episodes on Penguin Video!"

"Feiyue Home is so considerate!"

"I'm watching all 34 episodes today!"

"Bro, you think you can watch all 34 episodes in one day?"

"Buy, buy, buy!"

The viewers and netizens, realizing the situation, were incredibly excited.

Seriously, releasing an entire new series all at once? This was almost unimaginable on platforms like Penguin Video and AiYi Video. But on Feiyue Home streaming platform, it was happening, and it seemed this would likely become their strategy going forward—allowing viewers to purchase and binge-watch the whole series right after a show's launch.

Now that's a healthy ecosystem for TV dramas.

Some even exclaimed that Feiyue Home streaming platform's move in releasing *The Legend of Fairy Sword* had fundamentally shifted the landscape of domestic TV dramas!

Feiyue Home streaming platform and *The Legend of Fairy Sword* had become a refreshing force in the realm of domestic dramas and online platforms.

In a short amount of time, Feiyue Home streaming media platform had gained a stellar reputation among netizens.

Now, the platform's reputation was growing steadily.

The next test, though, was whether The Legend of Fairy Sword could also earn favorable reviews.

Since The Legend of Fairy Sword had just premiered at 8 p.m., it would take some time before viewers could start sharing their opinions—the earliest reactions wouldn't appear until they had watched a few episodes.

At Mist City Arts and Science University at the moment.

Ding Yue had "clocked out" and returned to his apartment.

"Big White, turn on the projector."

Ding Yue instructed the AI assistant robot, Big White, next to him.

Beep!

Big White immediately activated its projection mode, positioning the display at a perfect spot so Ding Yue could comfortably lie on his soft bed and watch.

"Access Feiyue Home. I want to watch The Legend of Fairy Sword."

Ding Yue rested his hands behind his head, leaning back on the bed in complete relaxation, ready to indulge in the show.

Although Ding Yue had watched the classic Xianxia drama The Legend of Fairy Sword countless times on his previous life's Earth, this adaptation was performed by a completely new cast.

No Hu, no Liu Yifei. The female lead this time was a fellow student from Mist City Arts and Science University, selected through a painstaking audition process—Zhang Yu.

Zhang Yu had undergone rigorous training to improve her acting skills just to prepare for this role. All credit to her hard work, the director even remarked that Zhang Yu's grasp of subtle details was

commendable. Her portrayal of Zhao Ling'er as a naïve and cheerful girl at the beginning of the series was truly spot-on.

Hearing such praise from the director reassured Ding Yue.

Zhang Yu certainly hadn't let him down.

When the opening theme of The Legend of Fairy Sword appeared on the screen, along with the familiar melody, Ding Yue felt as though he had traveled back to his previous life on Earth.

This nostalgic sensation was one Ding Yue had experienced before.

However, now that he had settled into this Parallel World, he didn't dwell on his previous life on Earth too much anymore.

"That familiar feeling, that familiar flavor. The question is how this fresh set of actors and the director's skills will measure up," Ding Yue mused with anticipation.

Since Ding Yue had been busy before, he hadn't had the chance to watch the final cut of The Legend of Fairy Sword prior to its release. Unlike other movies and animations, which he would typically review before they premiered, this time he hadn't watched it beforehand.

Now Ding Yue only had one thought—that The Legend of Fairy Sword must not flop.

A flop would inevitably affect the reputation of both Feiyue Media and the Feiyue Home streaming platform to some extent.

But.

Ding Yue remained confident in The Legend of Fairy Sword, believing it wouldn't disappoint him or the audience.

With The Legend of Fairy Sword already underway, Ding Yue decided to put such concerns aside for now.

He would simply enjoy watching the show in peace.

And so, as Ding Yue watched the series, he became deeply immersed, almost as if embodying Li Xiaoyao's character himself.

Before he realized it, one episode had followed another, and by the time Ding Yue snapped out of it, it was already past 1 a.m.

Seeing Ding Yue shake off his binge-watching daze, Big White softly reminded him, "Principal, moderation in binge-watching is good for your health."

"Hahahaha, got it, Big White," Ding Yue chuckled, stretching lazily.

After binging for over five hours non-stop, he felt quite exhausted. What made it even more intense was that the five hours were entirely seamless—no ads, no opening or closing credits, offering a truly uninterrupted experience.

Feiyue Home's "seamless binge-watching" mode was indeed brilliantly designed.

You could configure your settings to choose the "seamless binge-watching" mode, and with that, the entire series would play continuously, skipping all opening and closing segments after each episode, making the viewing experience unbelievably smooth!

Stretching out, Ding Yue decided not to keep watching for now. Instead, he picked up his phone to check on the audience reviews for The Legend of Fairy Sword.

Chapter 1572: Skyrocketing Viewership, Igniting a Xianxia Craze

Douban!

As the most authoritative domestic platform for TV and film ratings, many movies and dramas open their scoring system on Douban after release, allowing viewers to rate them.

Of course.

Some films or TV dramas may delay opening their scores because they fear negative ratings.

But Feiyue Media's "The Legend of Fairy Sword" was different. The official team activated Douban's rating system at the first moment. However, in the first couple of hours, there weren't many viewers scoring the drama on Douban.

Why was that?

It was obvious — many viewers were deeply engrossed in binge-watching "The Legend of Fairy Sword." The seamless episodes kept people hooked. Originally intending to watch two episodes before rating, many accidentally ended up watching multiple episodes, staying up past midnight.

Sure enough, it wasn't until around midnight that Douban started to see more ratings and reviews trickling in.

"Five stars! It's rare to see a show as heartfelt as this."

"The light of domestic dramas!"

"Outstanding!"

"Good filming. I'll give it four stars though — the actors seem a bit inexperienced."

"Surprisingly, there are quite a few veteran actors here. The new-generation cast also does well — especially the female lead, who has incredible charm."

"So good! It didn't disappoint me at all."

"A drama that has redefined domestic productions! I binge-watched so many episodes in one go. Amazing!"

"From now on, I'll become an advocate for 'The Legend of Fairy Sword.'"

"I've already started aggressively recommending this drama to my friends."

"Feels like it'll score at least 8 points!"

"A quality drama worthy of five stars!"

"Be confident — I think it deserves at least a nine. It's worth it!"

On Douban, viewers were actively rating and reviewing "The Legend of Fairy Sword." Judging by the comments, the drama's reception was excellent, with its initial score hitting 8.6 points.

To put it in perspective, for a domestic drama to start with a score above eight is already a big achievement. Throughout the year, very few domestic productions manage this feat — a rarity indeed. And "The Legend of Fairy Sword" opened directly with an 8.6 score.

However.

When Ding Yue refreshed the Douban page, he found the rating for "The Legend of Fairy Sword" had increased from 8.6 to 8.7.

What does this mean?

It means "The Legend of Fairy Sword" is receiving even more positive feedback — it's on the trajectory to become a drama with upward-trending ratings.

Typically, domestic dramas peak at their initial scores. Afterward, as more people watch them, the rating tends to drop slightly.

Truly strong domestic dramas usually don't drop too much.

For example, an exceptional drama might start with a peak score of 8.5, then eventually stabilize at around 8.3 as more ratings come in, thanks to a solid viewer base.

If the drama is average quality and its initial score is artificially high, its rating might see a significant decline over time — starting at 8 but eventually dropping to something closer to 7.



Ding Yue refreshed the Douban page for "The Legend of Fairy Sword" again.

Drama: The Legend of Fairy Sword

Douban Rating: 8.9 points!

Another increase!

The score had risen from 8.7 to 8.9!

Number of ratings: 73,016 people

Over seventy thousand viewers had already rated "The Legend of Fairy Sword" on Douban. Ultimately, Ding Yue estimated that more than one million people would rate it, and by then, "The Legend of Fairy Sword" was likely to surpass a score of nine.

It seems the launch of "The Legend of Fairy Sword" was a resounding success!

Thinking of this, Ding Yue felt genuinely happy for Feiyue Media and for everyone at Mist City Arts and Science University's film academy who participated in the drama's production. Their hard work and dedication were finally paying off.

"Whew, not bad. Time for bed,"

After reading through the Douban comments and ratings for "The Legend of Fairy Sword," Ding Yue began to feel sleepy and decided to turn in for the night.

"Big White, turn off the TV. I'm going to sleep,"

Ding Yue said to Big White.

"Got it, Principal."

Big White responded, then turned off the projection of "The Legend of Fairy Sword."

Though Ding Yue went to sleep, many people from the production team weren't resting yet.

Tonight was just too important for them.

After all, this was their first-ever drama production. Among the crew, many were students recently graduated from Mist City Arts and Science University's film academy — and it was their very first project.

Seeing the skyrocketing data for "The Legend of Fairy Sword," how could they possibly sleep?

Each and every one of them was brimming with excitement.

Viewership numbers surged from an initial one million to ten million, then rapidly broke through one hundred million. Likewise, purchases climbed from tens of thousands to over three million, then surpassed five million and headed towards ten million.

Chapter 1573: Skyrocketing Viewership, Igniting a Xianxia Craze\_2

Every single data point was exciting for the team behind "The Legend of Fairy Sword."

If sales exceed ten million purchases, with each costing 31 yuan, ten million sales would mean more than 310 million yuan.

The production team for "The Legend of Fairy Sword" had calculated that if revenues exceeded 100 million yuan, they'd already start turning a profit. Now, forget 100 million—sales have already hit 310 million.

And that's just counting the revenue from sales. There's also the audience traffic brought to the Feiyue Home streaming media platform, generating streaming revenue for the platform.

Keep in mind, in this era of traffic data, metrics like viewership while audiences watch TV can also be converted into financial income.

What's more, the 310 million yuan in sales seems far from reaching its limit. Even in the wee hours of two or three a.m., sales of "The Legend of Fairy Sword" on Feiyue Home streaming media platform continued to climb—ceaselessly. Every minute, plenty of these little cash transactions from fans buying "The Legend of Fairy Sword" rolled in.

On Twitter and other social media platforms, countless netizens were self-promoting and recommending "The Legend of Fairy Sword," this homegrown Xianxia-style drama.

Twitter especially showed signs of going viral, with posts flooding people's feeds.

Usually, only phenomenally successful films or shows achieve something like this. The last time Feiyue Media's work went viral on Twitter was Feiyue Animation Studio's production of the animated series "Love, Death, and Robots."

Now, "The Legend of Fairy Sword" is once again going viral in the same way. Many people unfamiliar with its creators were left astounded: "Wow, it's Feiyue Media again?"

Is Feiyue Media really that incredible?

From the early days of "Super Combat Team," to the sci-fi hit "Wandering Earth," and now the animated masterpiece "Love, Death, and Robots"—all top-tier domestic creations from Feiyue Media.

"I'm literally obsessed with the CP pairing of Xiao Yao and Ling'er—it's killing me!"

"Ahhhhhhh, my Li Xiaoyao is so handsome!"

"Who's the actress playing Zhao Ling'er? She's stunning—looks so pure and innocent, with an ethereal charm. Is she a fairy?"

"I've been watching since 8 p.m. last night, and it's now 3:30 a.m."

"Damn! It's already 3:30 a.m.? No way, no way—I can't keep going; I have work tomorrow!"

"Good Lord, that binge was satisfying! If I didn't have work tomorrow, I'd keep watching."

"I've already requested leave from my boss."

"It's 4 a.m. now; I'll freshen up, watch two more episodes over breakfast, then head to work."

"Guys, are you really this intense with your drama binges?"

A lot of viewers got so engrossed as they binge-watched the show, thanks to seamless streaming playback, that they unintentionally stayed up until three or four a.m.—only to realize they still had work the next day, which led to sighs and chuckles.

All night long, discussions around "The Legend of Fairy Sword" kept escalating in popularity. It didn't matter that it was three or four, even five or six in the morning—people were still talking about it. These young folks shouldn't be underestimated when it comes to staying up late, especially for drama binges.

On Twitter's trending list, topics related to "The Legend of Fairy Sword" remained firmly in the top ten rankings.

Meanwhile, on Douban, the number of ratings kept climbing. By the next morning, ratings had surpassed 150,000, with the show's score reaching a new high: 9 points.

A 9-point drama—what does that mean on Douban?

It means near-legendary status, at the very least making it the best domestic drama of the year. Judging by this trend, "The Legend of Fairy Sword" might see its rating climb even higher.

...

a.m.

Penguin Group.

A senior executive at Penguin Video, upon receiving news about the massive success of Feiyue Media's "The Legend of Fairy Sword," was furious beyond words.

Originally, Penguin Video had planned to acquire the rights to stream "The Legend of Fairy Sword," as one of this year's domestic hits. Who'd have thought Feiyue Media outright dismissed the offer, refusing to give them the rights or cave to Penguin Video's demands?

And now, seeing how wildly popular "The Legend of Fairy Sword" has gotten—on course to become this year's blockbuster—it's only natural that Zhang Wu, the head of Penguin Video, would be seething.

As Zhang Wu raged, a call came in from Chen Xueming, the chairman of Q Entertainment Group.

"Mr. Chen."

Zhang Wu picked up the call.

"Mr. Zhang, I'm sure you've heard by now. Look at Feiyue Media; they've produced yet another hit drama. What's going on with Penguin Video? It's already April, and you haven't managed to deliver a single quality drama worth bragging about. What exactly are you people doing over there?"

On the call, Chen Xueming spoke in a fit of rage.

After all, Chen Xueming had lost to Feiyue Media numerous times before. Several films financed by Q Entertainment Media were defeated by Feiyue productions, like "Super Combat Team" and "Wandering Earth." Chen Xueming couldn't stomach this humiliation.

Now that Feiyue Media has made its move into the domestic drama industry, a critical pillar for future survival in China's entertainment landscape, the threat to Penguin Group's dominance was undeniable.

This is why Chen Xueming was berating Zhang Wu on the call.

"Mr. Chen, from last year to this year, none of the dramas we released have delivered satisfactory results. We... we really don't have much choice in the matter. These days, it seems viewers have stopped caring for dramas starring young male stars. Mr. Chen, perhaps we should shift strategies for now—drop the flow-star-based approach in favor of casting veteran actors and develop deeper, well-written scripts to see if this works?"

Zhang Wu replied helplessly, offering a suggestion.

Truth be told, Zhang Wu had a solid grasp of the challenges facing China's domestic drama scene. Why were domestic productions, particularly those backed by Penguin Video and AiYi Video, failing to resonate?

The glaring issue is production quality—from casting to scripts—nothing goes through rigorous refinement. Everything is rushed to release once filmed. Initially, hyping projects with flow stars might yield seemingly successful works, but over time, audiences stop buying in.

Now, Penguin Video was slowly losing users. And where had these users gone?

Unquestionably, they've migrated to Feiyue Home streaming media platform, where they can find dramas they genuinely enjoy.

"Mr. Zhang, what's that supposed to mean? Are you implying our grand entertainment strategy was flawed? Do you really think our self-developed stars can't hold their own?"

Chen Xueming snapped at Zhang Wu over the call.

"No, no, Mr. Chen, I mean... I..."

For a moment, Zhang Wu was at a loss for words.

If Q Entertainment Media's executives refuse to rethink their reliance on flow stars, Zhang Wu believed it'd be nearly impossible to reverse fortunes in the drama sector.

Meanwhile, Feiyue Media was busy cultivating top-tier talent—actors known for real substance. They've already laid a strong foundation, even forming ties with domestic veteran actors. If, in the future, Q Entertainment Media tried to shift gears and collaborate with seasoned actors, they might struggle to find willing partners.

Chapter 1574: Crackdown on Black Segments? Netizens' Eyes Are Sharp!

Zhang Wu, though possessing a commendable vision for the future, understanding that the entertainment industry could no longer rely solely on flow-star celebrities and young male stars, found himself at odds with the views of the Group's chairman, Chen Xueming.

Over at Q Entertainment Media Group, they had always adhered to the path set by Chen Xueming to cultivate top-tier superstars.

Even now, Q Entertainment Media pours vast amounts of funds annually into producing idol talent shows. Programs like "Idol 101" and "Create Trainee" demand hefty investments in promotion and marketing.

But truth be told, while Q Entertainment Media has indeed created a batch of seemingly top-tier young male stars over the years, these stars are paper tigers—superficially impressive but lacking real substance. Their appeal is mostly confined to hardcore fans, earning virtually no favor among casual viewers and often provoking widespread disdain due to over-marketing.

Thanks to these self-cultivated top-tier young stars, the casts of nearly all Q Entertainment Media's productions are overwhelmingly populated by their own flow-stars, occasionally paired with a few veteran actors. However, instead of drawing attention to the veteran actors, these poor-quality productions have tarnished their reputations.

"Mr. Zhang, you must remember—I've said this not just once, but countless times: What drives this era? It's flow. Whoever controls flow commands the key to wealth; this principle applies to celebrities too!"

Chen Xueming was giving Zhang Wu yet another "lesson."

"Yes, yes, Mr. Chen, you're absolutely right," Zhang Wu concurred.

Zhang Wu knew his words would never sway Mr. Chen's fixed mindset. He had no choice but to agree and go along.

"Feiyue Media, Feiyue Media—you better not think you'll have it easy this time. I'll personally handle the situation regarding The Legend of Fairy Sword." Chen Xueming declared through gritted teeth, "Mr. Zhang, make sure your Penguin Video releases several blockbuster dramas soon. Even if it means buying copyrights, I don't want to see Penguin Video languishing in mediocrity again this year!"

"Got it, Mr. Chen, I'll do my utmost," Zhang Wu replied.

Though his response was affirmative, deep down, Zhang Wu was already contemplating an escape plan. From his perspective, if Penguin Video—and even Q Entertainment Media—continued down their current path, the end was inevitable.

Rather than enduring constant frustration within Penguin Group, it might be better to start plotting a new personal course sooner.

But where could he possibly go?

AiYi Video?

Obviously not. AiYi Video was also partially owned by Penguin Group—it was essentially under Q Entertainment Media's influence as well. Bilibili was similarly out of the question; its shareholder structure mirrored AiYi Video's, with Penguin Group holding stakes.

Considering this, most video streaming platforms domestically were already inextricably linked to Penguin Group's shadow.

But after a moment's reflection, Zhang Wu thought of one company.

A video platform entirely unaffiliated with Q Entertainment Media, one that was, in fact, a direct competitor.

That's right.

At that moment, the company Zhang Wu had in mind was none other than Feiyue Media's Feiyue Home streaming media platform.

Zhang Wu had previously experienced Feiyue Home streaming media platform using an alternate account. From a user's perspective, it was truly exceptional. Moreover, Feiyue Home streaming media embraced methods akin to overseas platforms. Unlike foreign platforms that might display advertisements, Feiyue Home was entirely ad-free.



It was rumored that Feiyue Home streaming media didn't even have an advertising department.

Actually, two years ago, Zhang Wu once suggested to the senior leadership at Q Entertainment Media Group to develop a major platform akin to Feiyue Home streaming media, integrating games, music, film, and various cultural entertainment sectors to enhance competitiveness while providing users with a better experience.

However, the top executives of Q Entertainment Media dismissed his suggestions. Their reasoning centered on the fragmented nature of Penguin Music, Penguin Video, and Penguin Games, which made unification not only impractical due to inter-departmental rivalries but also detrimental to their ability to squeeze profits from Leek Users.

If consolidation were achieved, wouldn't Leek Users only need a single VIP subscription?

But with Penguin Music, Penguin Video, and Penguin Games operating separately, Leek Users were forced to subscribe to multiple VIP services. This way, funneling profits from the Leeks' wallets was immensely gratifying.

While Zhang Wu considered Feiyue Media, he couldn't help but feel uneasy.

Would Feiyue Media even consider hiring him?

After all, he was the head of Penguin Video and had been the opponent of Feiyue Media for so many years.

But for the sake of his future and his dream of fostering the rise of domestic film and television, Zhang Wu, after thorough deliberation, decided that if the chance arose, he might attempt to reach out to Feiyue Media.

Meanwhile, over at Q Entertainment Media Group, after his call with Zhang Wu, Chen Xueming immediately instructed his subordinates to take certain actions aimed at the current breakout success of Feiyue Media's Xianxia drama The Legend of Fairy Sword.

Q Entertainment Media's tactics against The Legend of Fairy Sword were utterly despicable. They deployed internet trolls to smear the drama, and even used trolls on Douban to lower The Legend of Fairy Sword's ratings, hoping to drag down its score and reputation.

## Chapter 1575: Crackdown on the Dark Side? Netizens' Eyes Are Sharp!\_2

This kind of thing, Q Entertainment Media Group has done it more than once before, they're practically experts at it—this is their bread and butter.

Sure enough.

Starting the afternoon after The Legend of Fairy Sword premiered, negative reviews about the show began gradually appearing online. Not only that, the rating on Douban, which had initially surpassed 200,000 votes and reached an impressive high of 9.1, suddenly got 150,000 more votes in just one afternoon, but the score began to drop.

Among these 150,000 new Douban reviews, some were five-star ratings, a small portion gave four stars—after all, not every viewer thinks The Legend of Fairy Sword is a flawless masterpiece. Douban users are generally pretty grounded—even for a legendary drama or a god-tier movie, it's impossible for it to get exclusively five-star ratings.

But that afternoon, the influx of one-star and two-star ratings suddenly shot up. In fact, calling it "shot up" doesn't do it justice. What happened was an outright explosion.

Before this, there might have been just a tiny fraction of one-star or two-star reviews on Douban—possibly because The Legend of Fairy Sword didn't align with their particular tastes or they felt cheated after paying to watch it. Such users feeling dissatisfied and leaving a one- or two-star review is understandable. After all, this is an extremely small minority, and their low ratings didn't really affect the show's overall reputation.

But this time.

The one-star and two-star ratings on Douban skyrocketed directly from a mere few hundred to tens of thousands, even into the tens of thousands.

Soon, some sharp-eyed netizens and viewers started to catch on.

"Why are so many people suddenly giving one-star ratings?"

"Malicious low ratings?"

"Who's behind this malicious tanking campaign?"

"Damn, why is the score dropping?"

"It's gone down from 9.1 to 8.9 now—what's going on?"

"Could it be that the plot is falling apart later in the drama?"

"I've been watching all along and finished all 34 episodes of The Legend of Fairy Sword already! No spoilers, but this drama is truly excellent!"

"I suspect someone is tanking the scores on purpose to smear The Legend of Fairy Sword."

"Guys, we can't let such a great domestic Xianxia drama get ruined by some bad actors!"

"I think this show is likely to become a classic! Even a 9.3 wouldn't be excessive—how has it dropped from 9.1 to 8.9? That's just unreasonable!"

Netizens were well aware that it was rare for such a quality domestic drama to emerge. If this masterpiece were to be sabotaged by competitors, what hope would the domestic entertainment industry have in the future?

If things kept going this way, who would dare to produce high-quality TV shows anymore? Everyone might as well just churn out trash for easy cash, and the audience would have nothing of substance left to watch.

So, the netizens took matters into their own hands, rallying together to boost The Legend of Fairy Sword's momentum.

Meanwhile, back at Mist City Arts and Science University.

Ding Yue was still basking in the excitement of The Legend of Fairy Sword's overwhelmingly successful launch. He was already beginning to plan a celebration party for the cast and production team of The Legend of Fairy Sword.

After all, whether it was Mist City Arts and Science University or any other project under Feiyue Group, whenever a major success occurred, Ding Yue would typically organize a celebratory banquet.

It was also an opportunity to hand out bonuses to the cast and production crew of The Legend of Fairy Sword.

Ding Yue had learned that this drama only had a production cost of a few tens of million yuan. But now, with its current success, The Legend of Fairy Sword had already sold over 300 million yuan, approaching 400 million. As its positive word-of-mouth continued spreading, future sales were bound to grow even further—not to mention the additional revenue generated by the show's surrounding merchandise and the immense buzz it created.

All in all, The Legend of Fairy Sword was bound to make a few hundred million yuan in net profits. This kind of success was owed to the tireless work of the cast and production crew, so naturally, they deserved a reward.

However, just as Ding Yue was mentally planning this celebratory banquet, his secretary Wen Ruohan suddenly came to him with unexpected news.

"Principal Ding, The Legend of Fairy Sword's score has dropped! It's now down to 8.8!"

"What?"

Ding Yue froze upon hearing this.

How was this possible?

The score had been steadily climbing—it had even reached 9.1. How could it suddenly drop, and so drastically, from 9.1 to 8.8? That's a drop of 0.3 points—this couldn't be normal.

The first thought that crossed Ding Yue's mind was whether the later episodes of The Legend of Fairy Sword weren't up to par, leading to a decline in its reputation. Since if he did the math, viewers who kept up with the show would have reached the final episodes of The Legend of Fairy Sword by now.

But Ding Yue was watching the show, too—he hadn't noticed anything off from beginning to end. Although the ending had a bit of that "bittersweet" tone, it wasn't sudden or misplaced. Instead, it elevated the love story between Li Xiaoyao and Zhao Ling'er to a whole new height.

This kind of storyline couldn't possibly cause The Legend of Fairy Sword's Douban score to plummet so heavily—from 9.1 to 8.8. Something else must be at play here.

Could someone be deliberately trying to stir things up?

Ding Yue immediately turned to his secretary Wen Ruohan and asked, "What's really going on here?"

After asking, Ding Yue had Big White open the Douban app. He was determined to see for himself what was causing this sudden drop in The Legend of Fairy Sword's score.

Looking at the Douban app, aside from the numerous five-star ratings, one-star ratings had suddenly become conspicuously abundant.

"Big White, check what's going on with those one-star ratings."

Ding Yue was too furious to scroll through the app manually. He directly projected the page and had Big White operate the Douban app.

Having access to an AI assistant like this really was a game-changer.

"Principal, over 80% of these one-star ratings only contain comments like 'not good.'" Big White analyzed the data from the one-star comments and reported the findings to its owner.

"That's absurd! There's no way so many people would leave such simple comments. Even if you think it's 'not good,' you should at least provide a reasonable explanation," Ding Yue retorted,

shaking his head before his gaze hardened. "Something fishy is definitely going on—could someone be targeting The Legend of Fairy Sword?"

"Principal Ding, that's not entirely impossible," Wen Ruohan nodded in agreement.

"Then who could it be?"

Ding Yue pondered the question. In truth, he already had a list of suspects in mind.

Within the country, who held a grudge against Feiyue Media?

Whose interests were threatened by the explosive success of The Legend of Fairy Sword?

And, who might've been offended recently by The Legend of Fairy Sword?

Once these questions were considered together, the answer was almost obvious. Ding Yue felt like he might as well rename himself Sherlock Holmes.

But suspicion alone wasn't enough; evidence was needed. Only once they had evidence could they retaliate against this malicious attempt to tarnish The Legend of Fairy Sword and tank its ratings.

"Xiao Wen, contact Miss An and the team. Have them reach out to Douban—it's clear that something's off with these reviews. Ask Douban to investigate this." Ding Yue instructed his secretary Wen Ruohan.

"Got it, Principal Ding!"

Wen Ruohan, seeing that Principal Ding had a plan, responded with enthusiasm.

Wen Ruohan was also a fan of The Legend of Fairy Sword. As an audience member herself, she didn't want such an excellent Xianxia drama to be ruined by malicious low ratings.

The truth had to be uncovered—she had to find out who was acting like a rat in the shadows!

Chapter 1576: Abandon the Darkness for the Light!

Feiyue Group's CEO, An Yujia, personally represented Feiyue Media in discussions with Douban.

However.

The outcome of the discussion was far from ideal.

An Yujia's request was straightforward: just as Principal Ding had suggested, she wanted Douban to investigate the users who maliciously gave low scores to "The Legend of Fairy Sword." This should have been something Douban was capable of doing.

Yet Douban refused to comply with Feiyue Media's request, stating that its users have the freedom to rate as they wish. Douban, as a platform, has no right to interfere with user ratings, nor could it disclose the identities of those rating the show—even for Feiyue Media.

It was evident that Douban was unwilling to cooperate with Feiyue Media.

In response, An Yujia found herself at an impasse.

After all, Feiyue Media had no collaboration or relationship with Douban, nor did Feiyue Group. If that was the case, how could they force Douban to comply? Even if they wanted to, they couldn't impose such demands.

No options left.

An Yujia could only report the outcome of the discussion to Principal Ding.

"Hmph, Douban is truly abusing its position now,"

Ding Yue sneered upon hearing the result. "Over the years, Douban's reputation has been declining, to the point where people who've never even watched a series can maliciously give low scores. Look at what Douban has become."

"Principal Ding, according to our information, Douban appears to have some investment backing from Penguin Group,"

An Yujia explained.

"I've known that for a long time."

Ding Yue nodded slightly and said, "If that's the case, then let's develop our own professional scoring system. Right on the Feiyue Home streaming media platform, we can have viewers submit ratings after they've actually watched the content. Why should we care about Douban's biases anymore?"

"Principal Ding is absolutely right,"

An Yujia agreed wholeheartedly. "I've been thinking the same. If Douban won't provide a fair environment for users to rate content, then we should build a system that genuinely stands for fairness."

"Alright, this task will be entrusted to you, Miss An."

Ding Yue agreed. "But remember, Miss An, we cannot show favoritism just because it's our own platform. If we're letting viewers rate content, the system must uphold fairness and impartiality."

"Of course, I will ensure that remains the case."

An Yujia nodded firmly, her tone resolute.

"By the way, Principal Ding, there's another matter I believe might be important, and I'd like to discuss it with you,"

An Yujia suddenly thought of something and immediately mentioned it to Ding Yue.

"Oh? What is it?"

Ding Yue asked curiously.



"A few days ago, Zhang Wu, the General Manager of Penguin Video under Q Entertainment Media, reached out to me through certain connections. He said he wanted to discuss something with Feiyue Media,"

An Yujia promptly reported.

"Hmm?"

Upon hearing it involved Q Entertainment Media, Ding Yue immediately asked, "What business could they possibly discuss with us?"

At present, Feiyue Media and Q Entertainment Media were practically sworn enemies. The two had no cooperative ties whatsoever and were engaged entirely in competition. Even their prior partnership with Bilibili had dissolved entirely—now there was absolutely no connection. Moreover, Feiyue Media's Feiyue Home streaming media platform posed a significant threat to Bilibili.

Bilibili primarily focused on original videos, while the Feiyue Home streaming media platform had attracted numerous creators of original content—including many students from Mist City Arts and Science University who had become content creators on the platform. On top of that, Feiyue Home featured several blockbuster dramas, making original materials readily available. However, due to copyright issues, Bilibili couldn't use these licensed works from Feiyue Home to create videos or mash-ups.

"Principal Ding, it's not what you think. Mr. Zhang Wu seems to be looking to switch sides,"

An Yujia clarified, shaking her head.

"Switch sides?"

Ding Yue's interest was immediately piqued, and he smiled. "So he wants to leave the dark and move toward the light, huh?"

For someone from Penguin Video, leaving their company and defecting to Feiyue Media was equivalent to abandoning darkness for the light, wasn't it?

After all, anyone with insight could see—what had Penguin Video become now?

Contrast that with Feiyue Media and the Feiyue Home streaming media platform, which were steadily advancing toward a bright future!

"I believe that's the case. But I think Mr. Zhang Wu is only trying to gauge what opportunities Feiyue Media could offer—perhaps securing himself a backup plan,"

An Yujia analyzed thoughtfully.

"A backup plan?"

Ding Yue stroked his chin, pondered for a moment, then suddenly chuckled coldly and said, "It seems that Mr. Zhang Wu's vision is much sharper than that of Q Entertainment Media's Chairman Chen Xueming."

"Why do you say that, Principal Ding?"

An Yujia asked, puzzled.

But moments later, she caught on.

After all, An Yujia was a clever woman—she only needed a moment's reflection to grasp the reasoning.

## Chapter 1577: Abandon the Darkness for the Light!\_2

Imagine the general manager of Penguin Video, why would he suddenly think of paving a way out for himself?

The reasoning is simple: Zhang Wu could clearly see that the future of Penguin Video and even Q Entertainment Media isn't very bright. The achievements in film and television over these years have shown quite a bit. The high-quality productions by Feiyue Media, the skilled actors, and talented singers have all become favorites of netizens and audiences—this is what real popularity looks like.

The so-called top stars created by Q Entertainment Media can only be said to be superficial.

Zhang Wu understood this and figured he needed to look out for his own future, planning to leave Penguin Video and embrace Feiyue Media.

"Does this Zhang Wu have any skills? Let's call him over to chat and find out. Miss An, could you contact him, please? Arrange a time when I can meet him personally," Ding Yue thought for a moment and decided to meet this general manager of Penguin Video in person.

Even though Feiyue Media and Penguin Video are still rivals, if Mr. Zhang Wu is indeed a talented industry elite, Ding Yue is still willing to cherish talent, and bygones can be bygones.

Besides, Ding Yue has no personal vendetta against Mr. Zhang Wu; he was just following the arrangements of Q Entertainment Media above him. The one with a grudge against Ding Yue is Mr. Chen Xueming, the chairman of Q Entertainment Media.

"Sure, Principal Ding."

An Yujia responded and immediately took out her phone, preparing to contact Zhang Wu.

"Wait a moment, maybe it's inconvenient for Mr. Zhang to come see me. Ask him if he has time for a video chat with me, so we can talk," Ding Yue thought for a moment and decided to have a video chat first.

After all, if Zhang Wu were to come to Mist City, it might arouse some suspicion from Q Entertainment Media, and Zhang Wu might not have the opportunity or time either, as he is also a senior executive in Q Entertainment Media.

"Mm-hmm."

An Yujia nodded, then found Zhang Wu's number on her phone and dialed.

It rang about seven or eight times before the call was answered.

"Hello, is this Mr. Zhang Wu?"

An Yujia asked.

"Yes, Miss An?"

Over the phone, Zhang Wu asked somewhat excitedly, "So, Miss An, are you willing to talk to me?"

"This matter has to be decided by our Principal Ding."

An Yujia said calmly.

"Oh yes, of course, the real boss behind Feiyue Group is this Principal Ding. So, is Principal Ding willing to talk to me?" Zhang Wu asked cautiously.

This Principal Ding is known to Zhang Wu, being the man behind Feiyue Group.

In general, all matters of Feiyue Group are handled by An Yujia, but for any major decisions, it's got to be Principal Ding making the call.

This time, Principal Ding wanted to have a chat with him?

Seems like he's taking him seriously.

"Yes, I wonder if Mr. Zhang has time now to have a video or voice chat with our Principal Ding?"

An Yujia asked.

"Now?"

"Yes, right now."

"Alright, could you wait a moment?" Zhang Wu asked.

"Of course."

An Yujia responded, then hung up the phone, informing Principal Ding to wait a moment for the video call from Zhang Wu.

Ding Yue waited calmly for a while, guessing that Zhang Wu needed to prepare to ensure he was alone for the video call.

About a minute later, Zhang Wu directly made a video call to An Yujia's phone, not using Whatsapp video, but the phone's own video function.

"Principal Ding, Mr. Zhang Wu is calling through video now."

Seeing this, An Yujia quickly handed her phone over to Principal Ding.

After taking the phone, Ding Yue connected to the video call with Zhang Wu.

"Hello, Principal Ding."

"Hello, Mr. Zhang."

After the video call began, they exchanged greetings.

"I heard that Mr. Zhang is interested in developing with our Feiyue Media, is that right?" Ding Yue quickly got to the point.

"Principal Ding, you are indeed direct. Yes, I think the development momentum of your Feiyue Media is quite good, a great place to stay," Zhang Wu said with a smile. "I wonder if Principal Ding would consider leaving a branch for me to perch?"

"Oh?"

Ding Yue also smiled calmly and said, "Mr. Zhang, wanting to come to Feiyue Media is not such an easy task."

"What do you mean?"

Zhang Wu asked.

"Without capability, we at Feiyue Group would certainly not take them in. While Mr. Zhang is the general manager of Penguin Video, surely you should have some awareness of how Penguin Video has been developing over these years?"

Ding Yue asked calmly.

"Sigh."

Zhang Wu sighed helplessly at the words, then said, "Indeed, Penguin Video, even Q Entertainment Media, is on the decline now."

"Mr. Zhang, what are your insights?"

Ding Yue asked.

Ding Yue wanted to see whether Zhang Wu understood the situation, knew the reasons behind Q Entertainment Media's decline, and Feiyue Media's rise during this period.

"Principal Ding, I personally think that a model like your Feiyue Media's is the way to go further, and that's the right path for the future. The cultural and entertainment appreciation capabilities of netizens are gradually improving. The era dominated by traffic is about to be over. The real traffic will be those actors and singers with skills and talents. Films and TV dramas are the same; productions that are crafted with quality and care are what audiences ultimately love."

Zhang Wu analyzed and said, "Those film and television works built on so-called traffic stars will eventually be buried in the dust of history. Not only that, they might also become the subject of ridicule among netizens in the future."

"Mm, continue."

After listening, Ding Yue thought that Zhang Wu did have some substance.

At least, in this aspect, his views are essentially the same as Ding Yue's.

"Society is restless, but what is the reason for this restlessness? It's nothing more than various rhythms and anxieties, and in fact, these rhythms and anxieties are inseparable from the Penguin Group."

Zhang Wu said helplessly, "Fan circles, from tearing each other down to blackmail, all of these trivial pursuits are products of Q Entertainment Media."

"Since you see things so clearly, Mr. Zhang, why don't you steer Q Entertainment Media onto the right path, to save Penguin Video in your hands?" Ding Yue asked again.

"If I had a significant say, I wouldn't be here looking to talk to you, Principal Ding."

Zhang Wu laughed coldly and said.

This guy, he's quite straightforward.

It makes sense. If Zhang Wu's views and suggestions could truly be adopted by Q Entertainment Media, he wouldn't have come to him, wanting to turn to Feiyue Media in search of a place to stay.

It seems that Mr. Chen Xueming of Q Entertainment Media is truly short-sighted.

Despite having a talent like Zhang Wu with foresight under his command, he refuses to take his opinions into account. No wonder Q Entertainment Media has begun its decline.

"Mr. Zhang, you do speak candidly. Being straightforward, I personally admire you. If there comes a day when you no longer wish to stay at Penguin Video, Feiyue Media can open its doors for you. But Mr. Zhang, if you come to Feiyue Media, be prepared to truly integrate with us."

Ding Yue said seriously.

"Then, thank you, Principal Ding."

Zhang Wu's tone suddenly grew solemn: "To thank Principal Ding for providing such an opportunity, let me kindly remind you that Mr. Chen from Q Entertainment Media is not an easy opponent. He will resort to any underhanded tactics. As they say, it's easy to dodge an open spear but hard to guard against a hidden arrow—Principal Ding, be careful."

"Oh?"

Upon hearing this, it seemed Ding Yue had confirmed a suspicion in his mind.

Though Zhang Wu didn't state it plainly, it basically confirmed that it was Mr. Chen from Q Entertainment Media's handiwork that led to the malicious low rating of Feiyue Media's "The Legend of Fairy Sword" on Douban.

Chapter 1578: The Backstab from Justice!

Ding Yue chatted with Zhang Wu for almost an hour.

From Zhang Wu's remarks, it was clear that he was indeed a rare talent. His strategic vision and insights were far superior to Q Entertainment Media's Mr. Chen Xueming. Fundamentally, his development philosophy aligned perfectly with Feiyue Media's trajectory.

Such a talent staying at Q Entertainment Media's Penguin Video seemed to be a waste of his abilities.

Since Zhang Wu was intent on joining Feiyue Media, how could Ding Yue turn him away? Thus, Ding Yue left an "open door" for Zhang Wu, assuring him that if he ever decided to leave Penguin Video, Feiyue Media would readily welcome him.

Moreover, Zhang Wu, in gratitude for Principal Ding's acceptance, revealed to him that the recent malicious low scores aimed at Feiyue Media's "The Legend of Fairy Sword" on Douban were, in fact, orchestrated by Q Entertainment Media's Mr. Chen.



Although Zhang Wu didn't explicitly state it, Ding Yue clearly understood the implication.

"Alright then, Mr. Zhang, if fate allows us a chance in the future, we'll be family," Ding Yue said.

After wrapping up his conversation with Zhang Wu, Ding Yue ended the video call.

"Principal Ding, do you think Zhang Wu genuinely wants to develop his career at Feiyue Media?"

An Yujia stepped forward with a look of doubt and asked.

After all, Zhang Wu was one of the senior executives at Q Entertainment Media. Joining Feiyue Media felt a little unusual and strange. There was even a possibility he might be coming as an undercover agent, given that Penguin Video and Feiyue Media's Feiyue Home streaming media platform were fierce competitors.

"There's no need to doubt this."

Ding Yue smiled, shook his head, and replied, "From my conversation with Zhang Wu, it's clear that Mr. Zhang's talents are underappreciated at Penguin Video. His ideas align closely with Feiyue Group's approach to cultural entertainment. Moreover, Zhang Wu is a seasoned elite with years of experience in the industry—he's definitely worth bringing onboard. What do you think, Miss An?"

"Hmm, if we can confirm that Mr. Zhang doesn't have any issues, he absolutely would be a good addition. Feiyue Media needs elites like him," An Yujia nodded firmly.

There was no reason to question Zhang Wu's abilities, given his long tenure as General Manager of Penguin Video. Furthermore, Principal Ding had mentioned that his vision for entertainment development perfectly coincided with Feiyue Media's. In that case, there was no need to hesitate.

"With Zhang Wu onboard, Feiyue Media's operational development should become much smoother, wouldn't it?"

Ding Yue shrugged casually and said matter-of-factly.

"Indeed. By the way, Principal Ding, could what Zhang Wu mentioned earlier really mean that Q Entertainment Media's Chen Xueming is behind those despicable antics of giving maliciously low ratings to our 'The Legend of Fairy Sword'?"

An Yujia asked suddenly.

"Who else could it be? Only a select few people are capable of resorting to such disgraceful tactics," Ding Yue responded with a cold laugh. "I've suspected this before. Now, hearing it from Zhang Wu essentially confirms it—it's that Chen Xueming fellow. Instead of focusing on running Q Entertainment Media properly, he keeps using these lowly tricks. No wonder his future looks bleak and his business is going nowhere."

"So, Principal Ding... how should we prepare to deal with this?"

An Yujia pondered for a moment. While they already knew the malicious low scores on Douban were a dirty trick by Q Entertainment Media, how should they respond? They couldn't just idly watch as their opponent kept mobilizing hired trolls to continuously give low ratings.

"Let's observe. From what I see, there appears to be a growing wave of resistance among netizens against these malicious low ratings, isn't there?"

Ding Yue admitted he couldn't think of a better solution.

It all depended on whether the netizens would rally and upvote legitimate scores to counteract the malicious ones.

"Currently, the rating stands at 8.8, with nearly 300,000 ratings already in."

An Yujia frowned and said, "Once the base number becomes this large, trying to raise the score further won't be easy at all."

"Exactly," Ding Yue muttered while stroking his chin. "It seems like we'll need to ignite a wave of public attention. We have to let the netizens see the ugly reality of Q Entertainment Media."

"Principal Ding's absolutely right."

An Yujia wholeheartedly agreed. Since Q Entertainment Media had stooped so low, Feiyue Media couldn't just sit back and do nothing.

"Actually, the best thing would be for Zhang Wu to step forward and expose the ugly tactics of Q Entertainment Media," Ding Yue mused after reflecting for a moment. That would be the ideal approach.

If Zhang Wu was willing to step forward and reveal the malicious manipulation by Q Entertainment Media, it would surely throw the company into a major crisis. In doing so, "The Legend of Fairy Sword" could garner solid public support from a broad base of netizens.

"Then... Principal Ding, should I get in touch with Mr. Zhang as soon as possible and offer him a high salary? If Mr. Zhang decides to leave Penguin Video, he might be willing to expose Q Entertainment Media's dirty tactics," An Yujia suggested.

"Yes, absolutely," Ding Yue nodded and endorsed An Yujia's suggestion directly.

If they wanted Zhang Wu to expose the malicious scoring manipulations by Q Entertainment Media, they needed to provide him with a solid fallback plan. Otherwise, Zhang Wu surely wouldn't agree to such a risky move.

And the best fallback plan for Zhang Wu would be for Feiyue Media to take him in while offering him a salary no worse than what he was earning at Penguin Group.

Chapter 1579: The Backstab from Justice!\_2

"Then I'll go right away."

After obtaining Principal Ding's approval, An Yujia immediately went to contact Zhang Wu again.

At this moment, Ding Yue took another look at the ratings and comments for "The Legend of Fairy Sword" on Douban.

The ratings had been hovering around 8.8 and 8.9, occasionally climbing to 9.0, but quickly dropping back down again, which clearly showed that Q Entertainment Media was still persistently hiring trolls to maliciously give "The Legend of Fairy Sword" low scores.

In fact, many netizens on Douban had already noticed this trend of malicious downvoting, but they could do nothing about it. All they could do was rant about Douban online while discussing the matter to generate heat.

With the heat generated, more netizens inevitably began paying attention.

Those who were deeply fond of "The Legend of Fairy Sword," along with fans who were enthusiastically recommending the show and organically promoting it, were all condemning the behavior of malicious downvoting. Yet, they still had no idea who was behind the scenes doing this.

In response to this malicious downvoting, netizens took action, calling on fans of "The Legend of Fairy Sword" to give it their support.

Even many casual viewers, after seeing the situation themselves, were filled with righteous indignation and rushed to show their support for "The Legend of Fairy Sword."

Thanks to this wave of attention, coupled with the already large fan base for "The Legend of Fairy Sword," sales of the series on the Feiyue Home streaming media platform continued to skyrocket. Both sales and viewership numbers had far exceeded the expectations of the production team, making it undeniably the breakout domestic drama of the year.

If no other drama surpasses it later in the year, "The Legend of Fairy Sword" is likely to end up as the best domestic drama of the year.

Ding Yue, seeing how netizens were spontaneously supporting "The Legend of Fairy Sword" and so many people giving it five-star reviews, felt deeply moved.

A drama of such quality deserved this level of excitement from viewers.

Resolving that his Feiyue Media would continue to produce more high-quality films and TV shows in the future, Ding Yue wanted to give back to the audience and netizens.

There was no denying that this time netizens had sharp eyes. The vast majority of them were all backing "The Legend of Fairy Sword," leaving only a few trolls trying to stir up trouble—but their efforts couldn't make much of a splash.

About two days later.

The rating for "The Legend of Fairy Sword" stabilized at around 9.0, despite daily instances of malicious downvoting. Thanks to the overwhelming support from netizens, the score held steady at 9.0 and didn't drop further.

This was largely thanks to the netizens' steadfast support. Without their efforts, it's likely "The Legend of Fairy Sword's" score would have fallen below 8.8 and kept on declining—leading to a situation where its rating and reputation could have been irreparably harmed by such despicable tactics.

At this moment, An Yujia brought a piece of good news.

"Principal Ding, after my secret negotiations with Mr. Zhang Zhang Wu, he's already prepared to leave Penguin Video. We'll pay the penalty for contract violation and hire him into our Feiyue Media film and TV department as a manager. The deal is set. As long as you approve, Principal Ding, Zhang Wu can expose the ugly truths about Q Entertainment Media at any time."

An Yujia reported to Principal Ding.

"Excellent!"

Upon hearing the news, Ding Yue immediately said, "Let Zhang Wu expose the vile actions of Q Entertainment Media now!"

"Understood, Principal Ding!"

An Yujia replied.

And so.

Over at Q Entertainment Media Group, Chen Xueming was unexpectedly handed a resignation letter from the general manager of Penguin Video, Zhang Wu.

"What? Zhang Wu is resigning?"

Looking at the resignation letter, Chen Xueming was in utter disbelief.

After all, Zhang Wu had been doing well as Penguin Video's general manager. Why was he suddenly planning to resign?

Could it be because the pressure he placed on Zhang Wu last time was too much? But that pressure was brought on by Feiyue Media—it's hard to ignore the fact that Feiyue Media has been releasing excellent TV dramas year after year, while Penguin Video had been steadily declining. This wasn't something that could be overlooked.

"Mr. Chen, Zhang Wu has always had strategic disagreements with the group at various levels. Could it be related to this?"

One of Chen Xueming's managers analyzed the situation.

"That's possible. I'll ask Zhang Wu about it personally."

With that, Chen Xueming dialed Zhang Wu's number.

"Hello, Mr. Zhang, what's the meaning behind your resignation letter?" Having reached Zhang Wu, Chen Xueming asked straightaway.

"Mr. Chen, my mind is made up; I'm leaving Penguin Video. Thank you to the group for nurturing me all these years," Zhang Wu calmly replied.

"What do you mean by this? Where are you going after leaving Penguin Video? AiYi Video? Bilibili?"

Chen Xueming inquired.

"None of those."

Zhang Wu denied: "Mr. Chen, I don't need to report my next steps to you, do I?"

Chen Xueming understood that, with Zhang Wu's current status and wealth, paying the penalty for contract violations was no issue at all. Keeping him wouldn't be feasible—his decision to leave was firm.

"Zhang Wu, hasn't Q Entertainment Media treated you well all these years?"

Chen Xueming tried to appeal to morality.

"Our paths differ, so we can't work together!"

Zhang Wu simply responded with this one sentence.

Then, Zhang Wu hung up the call. From that day, he proceeded quickly through the resignation formalities with Q Entertainment Media's human resources department.

The very next day after Zhang Wu left Penguin Video, an article was published on Twitter.

This article starkly revealed how Q Entertainment Media had been breeding trolls for years, disrupting the entertainment industry, and using underhanded methods to attack competitors—including their recent targeting of "The Legend of Fairy Sword."

Once the article went out, it sparked an instant uproar!

"Holy crap!"

"Is this from a former senior executive at Penguin Video?"

"Q Entertainment Media is downright disgusting!"

"We've long suspected they were cultivating trolls."

"How vile—to think they were behind the low ratings for 'The Legend of Fairy Sword.'"

"Awful."

"This is a massive exposé."

"How many shady deeds has Q Entertainment Media been involved in over the years?"

"Their past smear campaigns against Feiyue Media must be related to them."

"Giving 'The Legend of Fairy Sword' low ratings—seriously?"

"Messing with my favorite 'The Legend of Fairy Sword?'"

"Q Entertainment Media is a cancer in the industry!"

"Over the years, how many authentic actors have been sidelined because of Q Entertainment Media's obsession with superficial celebrities and their exploitation of TV dramas and novel adaptations?"

"Boycott Q Entertainment Media!"

"This truly is a massive exposé—even the former general manager of their own team couldn't stand it."

Netizens, seeing Zhang Wu's article, were furious.

After all, who could have imagined that Q Entertainment Media, a giant in the domestic entertainment industry, was the force behind sabotaging the ratings of something as well-loved as "The Legend of Fairy Sword?"

Furthermore, Zhang Wu's exposé indicated that Q Entertainment Media had been using these dirty tactics to suppress competitors for years—utterly shameless.



With Zhang Wu's post going viral, retweets skyrocketed to unprecedented levels. Even Twitter attempted to suppress its visibility, but couldn't keep up with the overwhelming momentum as netizens kept pushing the topic's heat. It took the number one spot on the trending list as several related topics also blew up massively. Each of these topics could have been number one on its own on any other day.

As the scandal involving Q Entertainment Media brewed and exploded, it even caught the attention of relevant authorities.

Meanwhile, Chen Xueming was fuming: "Zhang Wu, Zhang Wu, you traitor!"

Chapter 1580: Backed by a Big Shot

Chen Xueming was absolutely livid.

He never expected that Zhang Wu, the guy who had just left Penguin Video, would turn around and sell both him and Q Entertainment Media out. He had wasted so many years valuing Zhang Wu, only to discover he was this kind of person.

"Mr. Chen, Zhang Wu is a traitor, he must be punished!"

One of his managers suggested to Chen Xueming.

"Hmpf."

Chen Xueming snorted coldly, his eyes ruthless as he said, "Make sure he pays the price. Also, notify the PR department immediately to suppress the heat of this matter. Whatever it costs, it must be suppressed!"

"But Mr. Chen, with the current level of heat, I'm afraid..."

It was clear to anyone with a discerning eye that the buzz generated by Zhang Wu's exposé was essentially impossible to suppress.

Even if Twitter could be made to remove the trending tag, the situation had already escalated on TikTok and other social media platforms, reaching a completely uncontrollable level.

The number of curious netizens was growing, and even official media outlets had started publishing articles about the matter.

After all, actions like those of Q Entertainment Media were already seriously impacting the healthy development of the domestic cultural and entertainment industry, calling for attention. Otherwise, wouldn't it amount to deliberate neglect?

"So what!"

Chen Xueming said venomously, "The high visibility doesn't matter. All we need to do is redirect this buzz. We'll pull the trending tag down, then sue Zhang Wu. Get news about the lawsuit against him trending instead!"

"Understood, Mr. Chen. Got it."

The manager immediately nodded, grasping the idea.

Truthfully, when it came to such maneuvers, Q Entertainment Media was more than adept. The strategy was essentially to muddle public perception and divert attention.

Currently, netizens were focused on and discussing Zhang Wu's revelations, exposing Q Entertainment Media's use of all kinds of despicable tactics to undermine competitors' film and television works. Recently, the massively popular "The Legend of Fairy Sword" was their prime target.

So, how to guide public perception and muddy the waters?

The answer was simple.

Since Zhang Wu was the central figure in this exposé, Q Entertainment Media would sue him, fabricating an illusion that Zhang Wu was spreading defamatory lies about the company. In reality, they would charge him with breach of contract for job-hopping and violating the terms of his original employment agreement, exaggerate the claims, and push this onto the trending list. Such actions could effectively create confusion among the public.

"Then get to work immediately!"

Chen Xueming nodded in agreement.

"Understood, Mr. Chen!"

...

In less than half a day, Q Entertainment Media responded to Zhang Wu's exposé, even sending him a lawyer's letter.

Their response was simple—deny everything Zhang Wu had revealed. It was all lies, all completely fabricated. Q Entertainment Media was innocent. They would never engage in such actions.

It was a blatant case of lying with a straight face.

On top of that, they heavily publicized the lawyer's letter to make it seem like Zhang Wu was indeed spreading false accusations against Q Entertainment Media.

However, when confronted with the lawyer's letter, Zhang Wu didn't show the slightest fear. He openly retorted, "Enough with the lawyer's letters. If you've got guts, sue me directly!"

Zhang Wu's response instantly riled up netizens, filling them with excitement.

Wow! Facing the immense domestic entertainment giant Q Entertainment Media, Zhang Wu still dared to stand tall. He wouldn't act so boldly unless he had some real dirt in his hands, right?

Soon, netizens started calling Zhang Wu "Gang Bro"!

Q Entertainment Media's reputation had long been tarnished over the years, and many netizens threw their support behind Zhang Wu, eagerly hoping he would expose even more dirt on the company to satisfy their gossip appetite.

"Hang in there, Mr. Zhang!"

"Q Entertainment Media loves pulling the lawyer's letter stunt."

"Hahaha, another lawyer's letter. Go ahead—sue him if you can."

"Gang Bro is hardcore!"

"Finally, someone dares to take on Q Entertainment Media head-on."

"This Zhang Wu was the general manager of Penguin Video, right? He probably holds a lot of inside information."

"I bet Q Entertainment Media won't let Zhang Wu off the hook this time."

"Garbage Q Entertainment Media, a sinking ship everyone wants to hammer!"

"Q Entertainment Media's tactics are so disgusting, it makes my skin crawl."

"I can't believe it was Q Entertainment Media targeting my favorite 'The Legend of Fairy Sword.' This is totally unacceptable."

Some netizens supported Zhang Wu, while others remained quietly on the sidelines observing the drama. Yet others condemned Q Entertainment Media's shameless methods of attacking "The Legend of Fairy Sword," including maliciously giving the show low scores on Douban.

As the scandals surrounding the low scores for "The Legend of Fairy Sword" and Zhang Wu's exposé continued to ferment, Feiyue Media seized the perfect opportunity to make an announcement through its Feiyue Home streaming media platform.

[Feiyue Home Streaming Media Platform]: Starting today, our platform officially launches a comprehensive rating system for its works. After viewing or utilizing our products, users will gain rating privileges to evaluate the works. Note: Non-viewers are not permitted to rate!

This announcement stirred wild excitement among Feiyue Home Streaming Media's users and those who disliked Douban.

Finally, Feiyue Home Streaming Media had introduced its own rating system.