

## F. University 231

Chapter 231: I Understand Now, I Want This Kind of Immortal Brother Too

This is absolutely unacceptable.

In this case, Principal Ding is not that kind of person, which further strengthens Director Xiao's belief that Principal Ding is a very pragmatic person.

A pragmatic principal leading the development of a school is quite commendable.

Looking at the unremarkable dishes in front of him, Director Xiao Wenxing took a bite and found the taste to be quite pleasing!

The rich flavor of home-cooked dishes immediately reminded Director Xiao Wenxing of the meals his wife made for him.

"Director Xiao, does the food suit your taste?"

Ding Yue observed the expression on Director Xiao's face and asked him with a faint smile on his lips.

"Hmm, the flavor is authentic home-cooked food. Nice!" Director Xiao answered, nodding in satisfaction.

The word "nice" has been spoken many times by Director Xiao since his arrival at Mist City Arts and Science University.

It shows how satisfied Director Xiao is with his inspection of Mist City Arts and Science University.

The other officials from Mist City's Education Bureau also expressed their appreciation for the flavor of the dishes after tasting them.

This lunch was very enjoyable for Director Xiao Wenxing and the others. The cost was also quite reasonable, with the total price for everyone's meal not exceeding fifty yuan.

This meal was originally offered by Ding Yue on behalf of Mist City Arts and Science University.

But Director Xiao Wenxing insisted, "You're a privately-run university. Although we're here for an inspection, eating here and paying for it are separate matters. Who heard of not paying for a meal?"

From this action, Ding Yue could tell that Director Xiao Wenxing was indeed an excellent character.

After lunch, in the afternoon, Ding Yue continued the tour with Director Xiao and the others, taking them for a turn around the library of Mist City Arts and Science University.

The fully occupied library gave Director Xiao Wenxing an understanding of the positive learning environment at Mist City Arts and Science University.

In such a short period of time, they have fostered such a good learning environment for their students.

What level of teaching prowess does that indicate?

No wonder they're building a magnificent new library at Mist City Arts and Science University. As Director Zhang reported previously, the current library cannot meet student needs!

Hence, with the students in mind, Mist City Arts and Science University immediately invested a substantial amount to build the Bookship Library, which won the Hop Cup Best Creative Award.

The construction of this library reportedly cost 150 million yuan, with an expected usage rate of over ninety-nine percent!

Such a library is undoubtedly a fantastic addition for the students of Mist City Arts and Science University.

If it were any other privately run university, no one would care whether students have enough resources in their libraries, let alone invest 150 million yuan to build a new library.

Mist City Arts and Science University clearly shows consideration for its students from all angles. This sincere approach to education is something Director Xiao Wenxing deeply admires and supports!

Around five in the afternoon.

Finally, Director Xiao Wenxing completed his inspection of Mist City Arts and Science University.

"Principal Ding, I must say, this inspection of your university is the most satisfying one I have conducted in recent years. Every aspect of your school is well done. Although your school is still young and cannot yet compare with the traditional universities in Mist City, I believe that with your serious attitude, Mist City Arts and Science University will continue to grow and thrive!"

Before he left, Director Xiao Wenxing earnestly told Ding Yue: "I hope to see Mist City Arts and Science University become a key private institution one day!"

A key private institution!

It seems that Director Xiao has high expectations for Mist City Arts and Science University.

There are only a few private universities in Xia Country that can be considered key institutions, such as Chang'an University, Hehai University, and Donghua University.

"Director Xiao, Mist City Arts and Science University will continue to strive. Please take care on your way back."

Ding Yue saw off Director Xiao's black sedan.

After this day, Ding Yue managed to satisfy Director Xiao, who came for an inspection, with the typical state of Mist City Arts and Science University.

Official approval and support from the Mist City Education Bureau was obtained.

However.

The online discussion about Ding Xiaoyou's decision to reject Qinghua and Yancheng University and choose Mist City Arts and Science University continues to draw attention.

In Director Xiao's black sedan.

"Xiao Chen, have the publicity department write a brief report about the inspection of Mist City Arts and Science University. Make sure it's truthful, then we can disseminate it through our official media."

After some thought, Director Xiao Wenxing instructed.

Mist City Arts and Science University's role and ability in this incident where Ding Xiaoyou rejected Qinghua and Yancheng University have been severely underestimated by netizens.

Based on Director Xiao Wenxing's inspection, the comprehensive strength of Mist City Arts and Science University is formidable, and its future development potential is enormous.

Therefore, he decided to have the publicity department of Mist City Education Bureau write a realistic report based on today's inspection and disseminate it through official media, allowing more people to understand the true Mist City Arts and Science University.

"Yes, Director Xiao!"

Xiao Chen nodded and immediately contacted the publicity department.

In the evening.

Online, many netizens continued to express their misunderstanding about this trending topic regarding Ding Xiaoyou's choice.

It wasn't until a tweet from Mist City Arts and Science University and an official tweet from the Mist City Education Bureau that the puzzled netizens understood what was going on.

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The official Twitter account of Mist City Arts and Science University posted an update saying that the university had been in contact with Imperial Polytechnic University abroad and would soon buy and introduce the world's most advanced set of experimental equipment in the field of energy chemistry, valued at over 120 million. It also stated that Ding Xiaoyou chose Mist City Arts and Science University to better study her favourite subject, Energy Chemistry!

As soon as this tweet was released, netizens went wild.

So that's what was going on!

No wonder the top science student of the College Entrance Examination in Mist City refused Qinghua, Yancheng University, and Fudan University, choosing Mist City Arts and Science University instead. This revelation made netizens express understanding.

"What kind of fairy-tale big brother is this? He just bought the world's most advanced research equipment worth 120 million!"

"Wow! He's totally obsessed with spoiling his little sister!"

"I finally understand why Ding Xiaoyou didn't go to Qinghua or Yancheng University."

"I want a great big brother like that, too!"

"I knew there had to be more to it. Ding Xiaoyou, the super straight-A student who loves energy chemistry, would have a certain gap compared to Cambridge, Imperial Polytechnic, and the Nanyang Technological University abroad. Principal Ding is really awesome for buying the world's most advanced experimental equipment for energy chemistry!"

"Shocking! To support his little sister's study in her favorite field of energy chemistry, the university-running big brother spends 120 million!"

"Maybe that's how rich people think. No wonder we couldn't understand it at first."

"Hehe, I hope Ding Xiaoyou can make great achievements in the field of energy chemistry, bringing Xia Country's energy chemical industry to world-class standards!"

"Yes, yes, yes, talking about energy chemical industry, like solar energy, tidal energy, battery technology, Cambridge, Imperial Polytechnic, Singapore National University, and Nanyang Technological University are much stronger. Also, there's the Technical University of Denmark, sounds like a vocational college, hahaha, but they're actually very strong!"

The online excitement only increased!

However, the direction of the netizens' discussions finally shifted from suspicion to envying Ding Xiaoyou for having such a wonderful big brother.

Many people expressed, "I also want a fairy-tale big brother just like that!"

However!

In this world, there is only one adorable older brother like Ding Yue, one of a kind!

Want one?

Impossible!

Apart from the tweet from Mist City Arts and Science University, Mist City's Department of Education also strategically released a tweet stating that Director Xiao had inspected Mist City Arts and Science University, respected Ding Xiaoyou's university choice, and looked forward to the future development of Mist City Arts and Science University.

With this Twitter update from Mist City Arts and Science University, plus the one from the official Mist City Department of Education account, netizens finally realized that Mist City Arts and Science University is about to become a privately-run university that's heavily funded by Mist City Department of Education.

Ding Xiaoyou's choice to study her favorite subject of energy chemistry at her older brother's university was beyond reproach.

It was her own choice, and what could the netizens say after their initial lack of understanding?

Especially since Mist City Arts and Science University would soon become the university with the most advanced experimental equipment for energy chemistry research in the country.

Thus.

The sentiment of the online comments gradually took a positive turn.

The excitement lasted for a whole day and night.

The next morning, when Ding Yue saw that the hype was starting to deflate and the sentiment had normalized, he finally breathed a sigh of relief for his little sister, Ding Xiaoyou.

Once his little sister Ding Xiaoyou was officially admitted to Mist City Arts and Science University, Ding Yue was determined to give her the best learning boost.

What kind of chemical reaction would occur with such a super straight-A student and the learning boost that Ding Yue could provide from the system?

Ding Yue was quite looking forward to it!

"Principal Ding, we have great news!!!"

Just as Ding Yue was about to open the system mall interface, the secretary Wen Ruohan ran into the office excitedly and shouted joyfully.

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Seeing how excited and happy Wen Ruohan is, it seems there must be some good news.

But.

Ding Yue could not think of any good news at the moment.

Logically, the fact that the trending comments on yesterday's headline news were turning positive for Ding Yue and Mist City Arts and Science University was good news indeed.

This morning, the official Twitter accounts of Qinghua University and Yanjing University posted tweets congratulating the science champion of the College Entrance Examination from Mist City for choosing her desired university, and wishing Ding Xiaoyou a bright future.

Qinghua and Yancheng University are quite excellent, although both ultimately failed to admit Ding Xiaoyou, the smart and hardworking student.

But their congratulations and well-wishes showed the generosity of both universities.

"Wen Ruohan, what's the good news that makes you so happy?"

Ding Yue asked with a smile as he looked at Wen Ruohan.



"Heehee, it's good news for our school. Just now, Director Zhu from our Film and Media Studies Department told me that someone from the NTS had contacted our department, wanting to negotiate the broadcasting rights for 'A Bite of Xia Country'."

Wen Ruohan answered with a broad smile.

Ding Yue was quite fond of Wen Ruohan, his cheerful secretary. Her constant optimism and smile could always lift Ding Yue's spirits.

"What? The NTS?"

Ding Yue was rather surprised upon hearing this.

After all, the NTS is the national television station of Xia Country, similar to CCTV in the previous world.

"Wen Ruohan, do you mean the NTS wants broadcasting rights to the 'A Bite of Xia Country' documentary?"

Ding Yue asked curiously.

"To be precise, they want exclusive broadcasting rights," Wen Ruohan quickly nodded, "That's what Director Zhu of the Film and Media Studies Department told me."

"Quick, get Director Zhu to come to my office!" Ding Yue immediately said excitedly.

If the food documentary 'A Bite of Xia Country,' produced by the Film and Media Studies Department of Mist City Arts and Science University, could be aired on the NTS, its influence would be tremendously upgraded.

After all, the NTS is the highest-level television station in Xia Country. Isn't that much better than broadcasting it on Bilibili?

On Bilibili, one could only hope for several million to tens of millions of views.

But broadcasting on the NTS is a completely different matter.

"Alright, Principal Ding, I'll go get Director Zhu now!"

Wen Ruohan nodded energetically, then went back to her own desk, took her phone, and dialed the number for Zhu Youzhao, the Director of the Film and Media Studies Department.

...

Yancheng.

CXTV Building.

CXTV is the NTS, the national television station of Xia Country in this parallel world. The building's design is unique. It's not like CCTV's in the past world but it's still a landmark building in Yancheng.

Inside the CXTV Building, every staff member is busy working.

In the office of the deputy director of the NTS's first channel.

"Xiao Wang, how are the talks going with the crew of 'A Bite of Xia Country'?" Deputy Director Liu Mei asked another staff member.

"Vice Director Liu, we are in active communication, but Mist City Arts and Science University has not replied yet."

"Three days, we only give them three days. If it doesn't work, we'll switch to another documentary," Liu Mei shook her head and said.

The reason why the NTS's first channel is seeking a documentary this time is not only because of the requirements from their superiors but also because the channel's

documentary team is currently shooting abroad. Even if they were to produce a complete film, it would have to wait until the second half of this year.

But when the summer vacation starts, the task assigned to the first channel requires them to have a documentary for the 12 a.m. slot.

This posed a problem for the first channel. They couldn't possibly use the documentaries from the doc channel, right?

That would be inappropriate because those documentaries have already been aired, and it's obvious that the requirement this time is for a new film.

Normally, when the station urgently needs a piece of programming that is difficult to allocate resources for, they would find a high-quality documentary from a provincial station and purchase its exclusive broadcasting rights.

Just so happens.

A food documentary has been very popular online recently, and it fits the NTS's orientation perfectly, presenting the charm of Xia Country in the form of a documentary.

Obviously, the recently popular food documentary 'A Bite of Xia Country' fits the NTS's orientation perfectly.

And the first episode, which was aired as a pilot, received excellent feedback.

This 'A Bite of Xia Country,' surprisingly, wasn't produced by a provincial or even city-level TV station.

It wasn't even created by a renowned domestic media school but was instead produced by the student group of the Film and Media Studies Department at Mist City Arts and Science University.

Upon learning this, Liu Mei immediately contacted the Film and Media Studies Department of Mist City Arts and Science University.

As Liu Mei thinks very highly of the 'A Bite of Xia Country' food documentary. Her personal evaluation is excellent, and after showing it to the head of channel one, he also rated it very high.

So the head of the channel assigned Liu Mei, the deputy director, to handle this matter.

Although the first episode of 'A Bite of Xia Country' has already been uploaded on Bilibili, if they can buy the exclusive broadcasting rights to 'A Bite of Xia Country', they can request Mist City Arts and Science University to temporarily take down the previously uploaded first episode.

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Then, NTS will broadcast this whole program during its corresponding time slot.

Of course.

The prerequisite for this is that Mist City Arts and Science University has or is about to complete the production of the food documentary "A Bite of Xia Country".

If it gets dragged out to the second half of the year before it can be completed, Liu Mei thought that it would be better to wait for the station's team or the documentary channel team to shoot a new documentary in a slightly rushed time.

"Alright, Vice Director Liu, we'll keep actively contacting them over here." A member of Xiao Wang's team has already been in touch with Mr Zhu Youzhao, the head of the Film and Television School at Mist City Arts and Science University, on behalf of NTS.

However, Zhu Youzhao said he couldn't make that decision.

Because the copyright of "A Bite of Xia Country" doesn't belong to the Film and Television School's team but is the property of Mist City Arts and Science University, in other words, it belongs to Principal Ding Yue.

This is because all of the filming expenses are covered by the university, and since Mist City Arts and Science University is a privately-run university, the school's money is essentially Principal Ding's.

So Zhu Youzhao needs to consult Principal Ding.

However, Principal Ding seems to have a lot on his plate in the past couple of days, dealing with his sister's issues and the visit of the head of the Education Bureau.

So Zhu Youzhao first reported this to Principal Ding's personal secretary, Wen Ruohan.

And then.

Early this morning.

Ruohan came to find Principal Ding with this good news.

Principal's office, Administration Building, Mist City Arts and Science University.

Director Zhu Youzhao from the Film and Television School soon arrived.

"Director Zhu, take a seat. How is the filming progress of our Film and Television School's 'A Bite of Xia Country'?"

As soon as Principal Ding saw Director Zhu Youzhao, he asked about the progress of the food documentary "A Bite of Xia Country".

"Principal Ding, the progress is going quite swiftly at the moment. The second, third and fourth episodes have already been produced. Post-production for the fifth episode is ongoing while the sixth episode is near the end of its shooting."

Zhu Youzhao promptly reported the filming progress of "A Bite of Xia Country" to Principal Ding.

Principal Ding has been quite busy lately, so he didn't actively ask about the filming of the show.

Based on the current situation, the teams of the Film and Television School were quite diligent over the last month or so.

The second, third, and fourth episodes have already been made, the fifth is nearly done, and the sixth one is about to end. Only post-production remains.

If they are quicker, they might be able to finish all six episodes of "A Bite of Xia Country" within a week or two.

The reason Principal Ding asked this question was because he was worried that NTS would want to buy exclusive broadcasting rights for "A Bite of Xia Country" assuming the university had already completed the production.

However, there seems to be no issue at the moment. As they would likely finish the production of all six episodes of "A Bite of Xia Country" during their negotiation with NTS.

"Tell me about the situation at NTS."

Principal Ding looked at Zhu Youzhao with satisfaction.

Zhu Youzhao nodded slightly and replied: "Principal Ding, NTS got in touch with our Film and Television School yesterday afternoon. They want to discuss the exclusive broadcasting rights of 'A Bite of Xia Country'. Apparently, they urgently need a documentary to fill in a certain time slot and after seeing the first episode of our documentary on Bilibili, they contacted us."

Zhu Youzhao updated Principal Ding about the general situation.

The specific details are still in discussion, such as the price NTS is willing to pay for exclusive broadcasting rights and what Mist City Arts and Science University needs to do and so forth.

"Who did you speak to at NTS?" Ding Yue asked.

"I was told that this matter is being handled by Ms. Liu Mei, the vice director of NTS's first channel. But I haven't had the chance to communicate with Vice Director Liu yet."

Zhu Youzhao continued to answer truthfully.

"Alright, leave this matter to me. I'll see if I can get in touch with Ms. Liu Mei."

After Ding Yue finished speaking, he glanced at Zhu Youzhao.

Zhu Youzhao instantly understood Principal Ding's meaning and approached him to hand over NTS's phone number.

After all, the rights to "A Bite of Xia Country" indeed belongs to Principal Ding, so Zhu Youzhao couldn't go and discuss it with NTS without informing him.

Since Principal Ding wants to handle it personally, then Zhu Youzhao should let him do it.

Principal Ding isn't particularly busy right now, and more importantly, he can use this opportunity to have a thorough discussion with NTS.

The future development of Mist City Arts and Science University will undoubtedly be connected to NTS.

Just as Principal Ding previously considered, inviting Professor Luo Xiang to appear on a program with a legal robot. The law program they appeared on was a NTS legal channel's show.

After receiving the phone number, Principal Ding made the call.

However, the person answering the call was obviously not Vice Director Liu Mei from NTS. Because as Zhu Youzhao said, he hadn't had a chance to communicate with Vice Director Liu yet.

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"Hello, I'm the principal of Mist City Arts and Science University, also the copyright holder of the food documentary 'A Bite of Xia Country' your channel is interested in."

After connecting the call, Ding Yue introduced himself.

The person at the other end of the line, upon hearing this, quickly and politely responded, "Principal Ding, I wonder if your university has any plans to sell the exclusive broadcast rights to 'A Bite of Xia Country' to us?"

"Sure, is Vice Director Liu in charge of this matter? Can I speak directly with Vice Director Liu?"

Ding Yue asked.

The Vice Director of the first channel of NTS. This is a relatively high position, but after all, Ding Yue is the Principal of Mist City Arts and Science University, the copyright holder of the film 'A Bite of Xia Country'.

If they truly want to purchase exclusive broadcasting rights.

Then Ding Yue conjectured that Vice Director Liu should wish to communicate with him, right?

Meanwhile, at the Yancheng CXTV Building.

In the office of the Vice Director of the first channel.

"Vice Director Liu, Principal Ding from Mist City Arts and Science University wishes to personally negotiate with you about the exclusive broadcasting rights for 'A Bite of Xia Country'. He says the copyright to this film is in his hands."

The middle-aged woman who was just on the phone with Ding Yue came up and reported to Vice Director Liu Mei.



"Alright, give me the phone."

Upon hearing this, Liu Mei pondered briefly and agreed to the phone call with the Principal of Mist City Arts and Science University.

Shortly afterwards,

The call was connected.

"Hello, this is Liu Hongmei, the Vice Director of the first channel at NTS."

As soon as the call was connected, each party introduced themselves again.

"Director Liu, your interest in our documentary from Mist City Arts and Science University did take me by surprise," said Ding Yue with modesty in his tone.

"Principal Ding, your food documentary is indeed very well done. Both shooting and post-production are very professional. Our channel is currently in dire need of a film, so we approached you," Vice Director Liu Mei stated quite straightforwardly all that should be clarified.

"I see. So Director Liu, if you want our film, what requirements do you have?" Ding Yue asked.

This was a critical question. If Mist City Arts and Science University could not meet the requirements of the first channel of NTS, then there was basically no need for further discussion.

Particularly regarding the 'urgent need' as mentioned by Vice Director Liu Mei.

Just how urgent is it?

"I don't believe there will be any problems with the quality. Can you guarantee that the quality of each upcoming episode will be on par with the first one?"

Liu Mei asked.

"Absolutely."

"Secondly, has the shooting of your film been completed? It isn't just the first episode, is it?" Liu Mei asked urgently.

This was very important for Liu Mei. If there was only one episode available, it wouldn't be worth negotiating further.

Certainly, NTS could not air a food documentary consisting of only one episode. At the very least, there needed to be five episodes or more.

This was because the air time was intended to fill a summer time slot.

"Vice Director Liu, as of now, there is certainly more than one episode of our food documentary 'A Bite of Xia Country'. The second, third, and fourth episodes are already done and completed. The fifth episode is under final post-production and will soon be released. The filming of the sixth episode is almost finished, making a total of six episodes."

"Oh, I see."

Upon hearing this, Liu Mei felt reassured.

With the first four completed episodes, and the fifth episode soon to be released—  
additionally, with the sixth episode's filming almost finished—

It seemed there shouldn't be any major problems.

While the first episodes were being aired, the yet-to-be-filmed final episode could be finished and aired smoothly.

This was already quite satisfactory.

What Liu Mei truly feared was running into a situation that would leave her in limbo, where only one or two episodes were ready and the subsequent episodes would still take time to be produced. Then Liu Mei wouldn't choose it finally.

Both in terms of progress and quality, Liu Mei was satisfied with this food documentary, 'A Bite of Xia Country', produced by Mist City Arts and Science University.

"Director Liu, do you have any other requirements?" Ding Yue continued to ask.

"Not really. Your film is very good and fits perfectly into the timeslot on our channel," Liu Mei satisfactorily replied.

One reason Liu Mei favored the food documentary 'A Bite of Xia Country', produced by the Film and Television Academy of Mist City Arts and Science University, was that this film was to be aired at midnight.

Considering the fit with the timing, one could either choose a documentary of the mysterious scientific genre or a food documentary like 'A Bite of Xia Country'.

Because late at night, what is most likely to evoke audience responses is either the eerie, terrifying effects of midnight or the tempting effect of late-night food porn.

Since the former was hard to find, Liu Mei chose the latter.

"Principal Ding, we want to purchase the exclusive broadcasting rights to 'A Bite of Xia Country', a food documentary produced by Mist City Arts and Science University. Under normal circumstances, we will be airing it for a year. Our standard price at NTS for acquiring a single episode is two million yuan, for no more than ten episodes. If you have six episodes, that would sum up to twelve million yuan."

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Liu Mei explained the price of exclusive broadcasting rights on NTS to Ding Yue.

The price is actually not high for NTS. The first channel's advertisement slots alone, even during the non-peak hours, can cost up to a hundred million yuan. The Golden

Time slots cost billions. Any advertisements that appear on NTS are big-budget businesses.

Therefore.

When NTS purchases drama series or programs like this, the price offer will not be low.

After all, NTS is state-owned!

"Okay, no problem." Ding Yue agreed right away.

Two million yuan per episode is fine, even one million yuan is acceptable.

Though the initial production cost for each episode was almost a million yuan, after the film and television college teams filmed and produced it earnestly, it was found that the cost did not exceed five million yuan, it was even less than anticipated.

Now, NTS is buying exclusive broadcasting rights for twelve million yuan.

And after NTS uses up this batch of exclusive broadcasting rights, Mist City Arts and Sciences University can continue to use them. The rights they're buying are for broadcasting only, so the university can still make subsequent seasons of "A Bite of Xia Country". This won't be affected at all.

The crucial point is!

Ding Yue doesn't actually care about the purchase price of twelve million yuan.

Being broadcasted on NTS, even during a non-peak time slot, is quite a good deal. For Mist City Arts and Sciences University, it means another round of excellent reputation.

The status of the film and television college will also be enhanced because of this.

After all, it's quite impressive to have a production from the film and television college broadcasted on NTS!

Ding Yue will certainly not be at a loss.

"Alright, for the specific matters, would it be alright for my subordinates to negotiate with Mist City Arts and Sciences University? After we reach an agreement, we need to sign the exclusive broadcasting rights authorization agreement as soon as possible. We're in a bit of a rush. Also, the fifth and sixth episodes of this documentary series from your university need to be produced as quickly as possible. However, remember not to rush the production and compromise the quality."

After seeing Principal Ding agreed, Liu Mei then went over the final important matters.

It's clear that Vice Director Liu does not need to deal with the exact signing process of the exclusive broadcasting rights authorization agreement.

"Alright, Vice Director Liu, rest assured."

Ding Yue assured her there would be no issues.

Once the leaders of both sides had finalized the agreement, the finer points and details were left to their subordinates to handle.

After hanging up, a joyous smile appeared on Ding Yue's face.

"Principal Ding, what's going on?"

Wen Ruohan was curious.

She wasn't sure how Principal Ding's negotiation with the Vice Director of NTS was going.

With a slight smile, Ding Yue said, "We've finalized the deal. NTS is buying the exclusive broadcasting rights of our food documentary, 'A Bite of Xia Country', for twelve million yuan!"

"Wow, twelve million!"

Hearing this price, Wen Ruohan was both astonished and delighted.

While it was unclear exactly why she was excited, it was likely because the documentary produced by the school's film and television college was collaborating with NTS, which is highly beneficial to the university.

"Oh my god!"

Zhu Youzhao exclaims in disbelief: "The total production cost of 'A Bite of Xia Country' is only four million one hundred and seventy thousand yuan, but we managed to sell it for twelve million. And it's NTS nonetheless!"

Zhu Youzhao found it unbelievable!

With this, the film and television college made a remarkable rise!

From now on, they can proudly mention the record-breaking success of the film and television college to other department directors — that their documentary was broadcasted on NTS!

Speaking of this does make them seem quite impressive!

Zhu Youzhao, the director of the film and television department, had finally led the students to fight a fierce and successful battle.

However, seeing Zhu Youzhao's excitement and happiness, Ding Yue's expression suddenly turned serious: "Director Zhu, don't celebrate too early yet..."

## Chapter 237: The Flying Wheat Cake Couldn't Possibly be a Silly Little Sister, Could It?

When Zhu Youzhao heard Principal Ding say this,

His initially relieved expression gradually froze, then he carefully looked at Principal Ding and asked, "Principal Ding, do you mean...?"

"Vice Director Liu of NTS has said that they need it urgently. If you have already filmed and produced 'A Bite of Xia Country', it would be fine, but you haven't yet actually finished producing it, have you?"

Ding Yue responded with a shrug.

"So, Principal Ding, what... what should we do?" Zhu Youzhao became suddenly flustered.

He had thought that this was an opportunity for the School of Film and Television to turn around, but after hearing what Principal Ding said, it became doubtful because the fifth and sixth episodes were not yet finished. Was this a big gamble?

"Vice Director Liu suggested that you should seize the time to produce it quickly. At the latest, it should be provided to NTS after the broadcast of the first four episodes, of course, the sooner the better."

Ding Yue conveyed Vice Director Liu Mei's requirements to Zhu Youzhao.

A moment later, Ding Yue added, "Oh yes, and if you are rushing the production, the quality of the finished product must not be compromised. The quality of each episode of 'A Bite of Xia Country' must be maintained throughout the season, understand?"

This was the requirement for the School of Film and Television to turn around this time.

The time was a bit tight, but the quality could not be compromised.

Upon hearing this, Zhu Youzhao quickly nodded his head and said, "Okay, okay, okay, Principal Ding, rest assured. When I go back, I will make sure to supervise the production team of the sixth episode to finish their work as quickly as possible and ensure the quality of the shooting. The quality of the post-production will also be guaranteed!"

When Zhu Youzhao said this, there was a look of determination in his eyes.

It could be said that he was putting the honor and disgrace of his position as director of the School of Film and Television, and the rise and fall of the School of Film and Television on a par.

If it really could turn around by airing 'A Bite of Xia Country' on NTS, that would be naturally wonderful.

But if not, then he, as the director of the School of Film and Television, would inevitably be the butt of jokes from other institute directors.

In Mist City Arts and Science University, being considered important by the university and prioritized for development would definitely elevate the institute director's status to some extent.

For example, Chen Ping from the School of Architecture, Bai Liwei from the Medical College; Jiang Xiuli from the Art Department, Jian Zihao from the E-sports College; and Cao Guowei from Mechanical Engineering and Liu Wei from Computer Science, etc.

Their status in Mist City Arts and Science University was clearly higher, and they almost became the frontline figures in Mist City Arts and Science University alongside several professors.

However, many institute directors who hadn't brought honor and achievement to Mist City Arts and Science University were unknown and had very few opportunities for publicity.

Zhu Youzhao was on the verge of having the opportunity to join the ranks of frontline institute directors.



He absolutely mustn't miss this!

"Alright then, after you go back, keep a close eye on it." Ding Yue nodded and then didn't say much more to Zhu Youzhao.

He had said all he needed to say.

Now it remained to be seen if Zhu Youzhao could lead the team from the School of Film and Television to complete the job.

If they couldn't, it would mean that the School of Film and Television had missed this opportunity, and who knew when such an opportunity would come again.

At least, if the School of Film and Television were not successful this time, Ding Yue would be more cautious before investing in the School of Film and Television in the future.

"Principal Ding, I'm going back now." Zhu Youzhao got up, ready to return to the School of Film and Television to keep a close eye on the production of the fifth episode and the filming of the sixth episode.

"Alright."

After Director Zhu Youzhao left, Ding Yue looked at Wen Ruohan, "Wen Ruohan, it's your job to sign the exclusivity agreement for the broadcasting rights for 'A Bite of Xia Country' with NTS."

"Sure, Principal Ding, I promise to complete the task!"

Wen Ruohan happily accepted the task assigned by Principal Ding.

Just as Ding Yue was about to praise Wen Ruohan, his phone suddenly rang. It was a voice message in the Whatsapp group created by the team that made Big White robots in the Department of Mechanical Engineering.

For the team, Ding Yue had Tong Yihang create a Whatsapp group so they could easily communicate if needed.

Ding Yue immediately connected to the voice message.

"Principal Ding has connected the voice message."

"Has it been completed?"

"Principal Ding, we have finished making all eleven Big White robots. Do you have time to come and check?"

The voice of student Tong Yihang came over the voice message in the Whatsapp group.

It turned out that they had completed the manufacture of eleven Big White robots for the Department of Mechanical Engineering.

Last time, after Wen Ruohan asked, they said they could finish it in this period of time.

It seemed.

The manufacturing efficiency of Tong Yihang's team was quite high. This was earlier than Ding Yue had originally expected.

"Alright, in the Mechanical Engineering laboratory, right? I'll be right there!" Ding Yue said, and then got up straight away with his phone in his hand.

"Principal Ding, where are you going?"

"To the Mechanical Engineering laboratory. They have already produced the eleven Big White robots we need."

Ding Yue explained to Wen Ruohan, and then headed for the door of the office.

Seeing this, Wen Ruohan hurriedly followed.

Over at the Mechanical Engineering building.

Tong Yihang and Liu Tiefei had already called over Yang Jie and Teacher Li Shengbin.

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Today, all eleven Big White robots have been completed and are ready for delivery.

Tong Yihang and his team have also temporarily completed their task, looking forward to the global luxury cruise trip awarded by the school as a summer holiday reward.

As for the technical guidance on the production line of the Big White robots, it's still early, as the production line hasn't been set up yet.

Devices and equipments are still under procurement.

Inside the mechanical engineering laboratory, eleven red boxes are neatly arranged against the wall.

Ten of them bear the logo of the Mist City Central Hospital, indicating that these ten are provided to the hospital for pilot trials.

Another one also has a special logo, it is the one to be given to the lucky draw winner on Twitter.

If memory serves,

The winner of the Twitter contest is "Flying Wheat Cake", a super cute girl.

"Principal Ding is here."

Soon, Tong Yihang saw Principal Ding at the door of the lab, putting on shoe covers.

This experimental laboratory of the Mechanical Engineering Department can only be classified as a manufacturing type of lab. Nevertheless, shoe covers are required in and out to prevent the manufacturing environment from being affected by external matter.

"Principal Ding, all eleven Big White robots have been completed." Teacher Li Shengbin rushed to report to Principal Ding.

"Not bad, the efficiency is quite high."

Ding Yue nodded in satisfaction.

Then Ding Yue immediately spotted the neatly lined red boxes against the wall.

Each red box reminded Ding Yue of the first time he saw the Big White robot Tong Yihang and his team had made.

Although, the careful Ding Yue noticed the special logos on the red boxes, with ten of them different from the other one.

Ding Yue realized that ten must be the ones for the pilot trials at Mist City Central Hospital, the other one for the Twitter giveaway.

"Where's the earliest Big White?"

Ding Yue curiously asked.

"Principal Ding, over here." Upon hearing this, Tong Yihang took Principal Ding a few steps forward, pointing to the red box on the operating table not far in front.

On top of the red box, there is a special logo of the number ① in a flashy light pattern.

This means it is the first manufactured robot Big White No. ①.

"Whenever we have free time, we will upgrade and optimize our No. ① Big White."

Tong Yihang explained.

"Has the scratch that happened at the National Science and Technology Innovation Exhibition been repaired?" Ding Yue looked at Tong Yihang and asked.

He still remembered the minor accident that happened at the exhibition last time.

Big White was accidentally scratched with a nail clipper, causing a gas leak, but at that time it was stopped with a special leak-proof tape.

After they returned, Ding Yue had instructed Tong Yihang and his team to remember to repair the scratch on Big White.

The repair should not be difficult, because the cost of the polyvinyl alcohol fiber material Big White is made from is not high.

"Yes, Principal Ding, the scratch on Big White has been repaired." Tong Yihang nodded and answered, then shouted to the red box on the operating table: "No. ① Big White."

"I am here."

A familiar voice of Big White came from inside the red box.

Then, the red box opened automatically, and Big White inside began to inflate with a "zzz" sound.

Hearing the "zzz" inflation sound, Ding Yue was filled with a familiar sense of intimacy.

In no time,

Big White, post inflation, stood up.

"Why do I feel that Big White's inflation speed has become faster?" Ding Yue asked curiously.

"Yes, Principal Ding, we have improved and upgraded Big White's inflation system. The inflation speed is now nearly twice as fast as before!"

Tong Yihang explained in response.

"Big White, come here."

Ding Yue called Big White.

Sure enough, Big White walked out of the red box on the operating table.

Then it scanned the surrounding situation and realized it was on an operating table a few dozen centimeters off the ground.

Therefore, with a careful air, Big White jumped off the operating table.

Due to the height of a few dozen centimeters, and Big White's exterior being made of polyvinyl alcohol fiber, which is quite elastic,

Big White bounced a bit when it landed on the ground, making it look incredibly cute.

Standing on the ground, Big White is about the same height as the average person. Just now when it was on the operating table, Ding Yue had to look up to see it.

Ding Yue stepped forward, checked the scratch on Big White No. ①, and found that it had indeed been repaired.

There was no trace left.

"Not bad, we should keep this Big White." Ding Yue couldn't help but smile and said nodding his head.

This Big White, will be used for future intelligent chip upgrades as well as Big White's appearance and equipment upgrades.

After all, this is Big White No. ①, and Ding Yue has a deep affection for it.

"Principal Ding, should we start the eleventh Big White?"

Liu Tiefei came to the neatly arranged eleventh Big White red box by the wall, then asked Principal Ding.

"Hmm, sure."

Ding Yue nodded in response.

Then Liu Tiefei started up Big White one by one in order.

The startup of these eleven Big Whites was different from that of No. ① Big White just now.

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Big White No. 1 was activated by Tong Yihang directly using voice commands, meaning that they had upgraded Big White No. 1 with a voice-activated feature.

However, these other 11 Big Whites don't have this feature and can only be activated using a controller or by pressing the button on their red boxes manually.

After all, these 11 Big Whites are meant for trial testing at Mist City Central Hospital and for Twitter drawing fans. Keeping the existing features is enough.

Meanwhile, Big White No. 1 is being persistently upgraded and optimized by Tong Yihang and the team, its features will naturally become more abundant.

*Zzz~*

The laboratory is filled with the sound of inflation.

The inflation speed of these 11 Big Whites is the same as before, slower than Big White No. 1 a bit.

Clearly, the inflation system upgrade in Big White No. 1 must have been completed after the creation of these 11 Big Whites.

Ding Yue inspected these 11 Big Whites, each of them was warm and adorable.

Gently, Ding Yue stretched out his hand to poke one of the Big Whites in the stomach. The elasticity was impressive.

Indeed, it was as familiar as it could be.

"Secretary Wen."

Ding Yue suddenly turned around and called Secretary Wen Ruohan.

"Eh, Principal Ding, I'm here."

"Contact Mist City Central Hospital and tell them the ten medical health robots are ready, they can pick them up at any time."

Declared Ding Yue proudly.

These ten medical health robots are among the first batch of Big Whites going to be commercially used in the world.

As for the remaining one.



It will be the first that belongs to a private user worldwide.

"Okay, Principal Ding."

Wen Ruohan nodded her head in agreement, then stepped aside, took out her phone and started contacting Mist City Central Hospital.

"Oh right, as of right now, it's just robot Big White without programming for medical chips, right?"

Ding Yue suddenly remembered.

No worries.

A week ago, Xu Bin had told Ding Yue that all medical chips required for the 11 Big Whites had been completed.

So, Ding Yue took out his phone and called Bin: "Bin, bring the 11 medical chips over, we're at the Department of Mechanical Engineering laboratory."

After hanging up, looking at the 11 robot Big Whites, Ding Yue felt a deep sense of accomplishment.

"Not counting the manufacturing costs at the beginning, how much does it cost us to produce one Big White now?"

Ding Yue asked Tong Yihang and his team.

"Given there is already a mature manufacturing system, the cost per unit, considering only material and manufacturing costs, is merely 20 or 30 thousand yuan." Tong Yihang answered.

The fact that it only costs 20 to 30 thousand yuan to produce a robot in the lab is much lower than our initial estimate. If mass produced on the production line, the price may be even lower.

Oh right!

I almost forgot to calculate the medical chip cost.

If we add this to the total, the cost will likely increase by nearly ten thousand yuan.

When calculated, the cost of a Big White medical health robot is upwards of 30,000 yuan, which is not low.

But for now, Ding Yue isn't worried about this.

After all, there's still time before Big White is produced and sold, let's wait for the trial at Mist City Central Hospital to succeed, and then successfully obtain the medical device qualification.

"Principal Ding, I have contacted the Mist City Central Hospital. President Jiang Zhongbo asked when we could deliver Big White for trial testing?"

After calling, Wen Ruohan came to Principal Ding and asked.

"Anytime is fine." Ding Yue nodded, then thought of something, "However, we have to send at least one technical guidance personnel for trial testing at the Central Hospital, right?"

As Ding Yue finished speaking, he glanced at Tong Yihang and his team out of the corner of his eye.

But I'd surely promised Yihang and his team that after the manufacture of the 11 Big Whites, I'd reward them with a global luxury cruise. Tickets were already booked.

"Principal Ding, how about I stay for the technical guidance?" At this time, Tong Yihang stood up consciously and volunteered enthusiastically.

"How can that be? I have promised that when you guys complete these 11 Big Whites, I will let you guys enjoy a global luxury cruise. The tickets are all bought."

Ding Yue shook his head and said.

"Principal Ding, why don't we do this. Our team has added two more members recently. They aren't here today because they have classes. We can use the time before departure to train them on the technical guidance of Big White, I think it's manageable."

Liu Tiefei stood out and said.

The manufacturing team in the Department of Mechanical Engineering had expanded once before. Two competent students from the department joined the team.

However, their capability is lesser than Tong Yihang, Liu Tiefei and Yang Jie.

If Tong Yihang and his team represent top-tier abilities, these two students would be one level below.

However, those two students have taken part in the manufacturing process of Big White. If given proper technical guidance training by Tong Yihang and Liu Tiefei, they should be able to catch on quickly.

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"Sounds good, you'll have to work hard training those two students in technical guidance. Then in mid-July, you can forget everything and joyfully enjoy a luxury world cruise!"

Ding Yue agreed with Liu Tiefei's suggestion.

"Also, Wen Ruohan, remember to contact the 'Flying Wheat Cake' who won the Twitter prize, it's called 'Flying Wheat Cake,' right?"

"Principal Ding, it's 'Flying Wheat Cake.'

"Oh yes, yes, 'Flying Wheat Cake,' contact her, we can send the prize now!" Ding Yue said, scratching his head awkwardly.

"Okay, Principal Ding." Wen Ruohan nodded, took out her phone, and contacted 'Flying Wheat Cake,' the Twitter prize winner.

She was a lovely woman. Wen Ruohan had added her on Whatsapp before, so she sent her a message directly: "Ms. 'Flying Wheat Cake,' are you there?"

'Flying Wheat Cake': I'm here (cute emoji)

"The thing is, the health care robot, Big White, that you've won, has been assembled. We're about to ship it, so please keep an eye on the delivery."

'Flying Wheat Cake': Wow, really? That's fantastic, I'm so excited!

"Hehe, congratulations, you're about to become the world's first individual user to own Big White!"

Wen Ruohan congratulated her.

'Flying Wheat Cake': (joyful dancing sticker)

"Oh right, it's summer vacation now, do you want to change the delivery address?"

'Flying Wheat Cake': No, I'm staying at school over summer break, you can use the school's address.

"Alright, if anything unexpected comes up, please remember to contact me at any time."

After Wen Ruohan finished chatting with 'Flying Wheat Cake' on Whatsapp, she called for the school's Shunfeng Express courier to prepare the shipment.

"Principal Ding, this robot, Big White, is a very valuable item. Is it appropriate to ship it via Shunfeng Express?"

Wen Ruohan cautiously asked Principal Ding.

Ding Yue pondered for a while and nodded: "It should be okay."

In fact, Big White's red box was not large, and it generally wouldn't encounter any problems if it was shipped as a valuable item through Shunfeng Express.

"Alright."

Seeing that Principal Ding had said so, Wen Ruohan called the school's Shunfeng Express courier.

Xu Bin happened to come by, carrying a small metal box in his hand.

Obviously, this little metal box contained eleven expensive medical chips.

"Principal Ding, the medical chips are here. Oh, eleven Big Whites have been made already? Good job, Tong Yihang. Your team is quite efficient."

When Xu Bin arrived and saw the eleven well-arranged Big Whites, he praised Tong Yihang's team.

"Thank you for your praise, Director Xu," replied Yang Jie with a smile.

"Principal Ding, we've actually provided a beginner's guide for each Big White." Li Shengbin, the teacher, walked over from the operation station with a 'Beginner's Guide for Operation' and handed it to Principal Ding.

After receiving the 'Beginner's Guide for Operation,' Ding Yue read over it. The guide was indeed detailed, providing clear graphic explanations for almost every step.

As long as 'Flying Wheat Cake' had some common sense and followed the 'Beginner's Guide for Operation,' she should have no problem at all.

"The chip loading process might be a bit difficult, so why don't we load the chip now?"

Ding Yue suggested.

Usually, Big White and the medical chips would be packed separately, and the chip would be loaded when it was officially needed.

But this operation might be a bit difficult for 'Flying Wheat Cake,' who had never dealt with Big White before.

"That works."

Xu Bin nodded, carrying the metal box over, preparing to load the medical chips into the Big White which had won the Twitter draw.

Just at that moment,

Wen Ruohan, the secretary standing next to Ding Yue, received another phone call.

"Hello, this is Wen Ruohan, what? What did you say!!!!!!!!!" Wen Ruohan answered the call and immediately turned pale!