

F. University 531

Chapter 531: Idealistic Student Pei

"Isn't there no class this morning?"

"What, a meeting with Principal Ding?"

A few voices could be heard coming from inside the dorm room.

Then the door to the dorm opened, and a young man in shorts appeared at the entrance, this was Wei, otherwise known as Wang Kaiwei, whom Pei Gou was referring to!

"Hurry up, Secretary Wen personally came to call us, we're going to see Principal Ding in his office soon!"

Pei Gou reminded Wang Kaiwei and then shouted to the other three inside the dorm room: "Move it!"

"Okay, okay!"

Wen Ruohan waited for about seven or eight minutes, which wasn't too long, before the eight of them were ready.

Compared to girls, this was incredibly quick.

After all, if it were girls, it would probably take at least half an hour to get ready to see Principal Ding.

As for the eight big boys like Pei Gou, they aren't as particular. But after seeing the beautiful Secretary Wen Ruohan, they seemed somewhat shy.

Most of the students majoring in game design and from the E-sports Game College were males, hence Pei Gou and the rest rarely got to meet such beautiful classmates like Wen Ruohan.

However, on the way to the Administration Building, Wen Ruohan did not engage much with Pei Gou and the others' small talk.

"Secretary Wen, did Principal Ding say why he wanted us over?" Pei Gou stepped forward and asked about the matter at hand.

"No."

Wen Ruohan shook her head and then suddenly her phone rang. She took it out and saw that Principal Ding had transferred 10,000 yuan to her and sent a Whatsapp message: "Student Wen Ruohan, this 10,000 yuan is Pei Gou and their team's prize money, please give it to them."

After reading Principal Ding's message, Wen Ruohan looked at Pei Gou and said, "Oh yeah, the 10,000 yuan prize money from the campus game design competition this time, I'll transfer it to you now. I'll transfer it to you, Student Pei Gou, and then you guys can distribute it yourselves. I'll use Whatsapp for the money transfer..."

"Okay, okay, okay..."

Right now, Ding Yue was waiting in his office for Secretary Wen Ruohan to bring Pei Gou and his team to his office so he could discuss important matters with them while concurrently bestowing them with the [Advanced Game Engine Manufacturing Technology].

Knock, knock, knock!

Then his office door knocked and Secretary Wen Ruohan came in.

"Principal Ding, I've brought them to you."

Following Wen Ruohan, eight male students walked in.

Ding Yue knew that Pei Gou's team had eight members because there were eight names listed as the designers of the mini-game "Big White's Great Escape".

The names were Pei Gou, Liu Lang, Zhang Tianming, Xu Hong, Wang Kaiwei, Peng Xing, Li Shu, and Chen Yunhui.

Of these eight names,

Ding Yue only remembered Pei Gou and Liu Lang, these two names were the easiest to remember.

"Hello Principal Ding!"

After entering the Principal's office, everyone greeted Principal Ding in unison.

"Hello, students!"

Ding Yue also greeted the students with a smile, showing a rather dignified demeanor.

Although Ding Yue was around the same age as Pei Gou and the others, he was, after all, the Principal. Moreover, after more than a year of training, Ding Yue had, to some extent managed to control his demeanor and present a steady image.

"Take a seat, everyone, sit down. The sofa should be big enough." Ding Yue gestured Pei Gou and the others to sit down.

Principal Ding's sofa was U-shaped and it was quite packed once all eight of them were seated. Wen Ruohan stood beside Principal Ding.

"The mini-game 'Big White's Great Escape' you guys developed for this campus game design contest is quite good, how did you come up with this idea? Why did you decide to use Big White as the main character?"

Ding Yue looked at the eight people from Pei Gou's team and asked curiously.

"Principal Ding, I proposed this. I thought about our school's 'Super Combat Team', which originated from the robot Big White, right? So, I thought about developing an adventure running game, and why not use Big White as the protagonist?"

Pei Gou raised his hand and carefully answered.

"Hmm, quite creative." Ding Yue nodded approvingly after hearing this.

Pei Gou continued, "Then, my friend Xu Hong works at Feiyue Animation, so I can get some graphic data from Feiyue Animation, which can help us reduce our workload a lot. At the same time, we construct the identical level of graphics through coding based on the graphic images from Feiyue Animation."

Although Pei Gou's words sounded very professional, Ding Yue understood his meaning after careful consideration.

"No wonder your 'Big White's Great Escape' looks so refined compared to the other twelve mini-games. So that's how it is. You guys are quite astute."

Ding Yue suddenly understood and said.

It must be said that Pei Gou and his team's approach and idea were indeed quite good. At least, they knew how to use resources efficiently.

Creating the animation for their game based on the animations from Feiyue Animation, although it might look like they were "taking it easy," it was actually very efficient.

In fact, the game engine is just a kind of a "labor-saving" tool,

Because the game engine is a set of machine-readable code instructions designed to run a specific type of game, it's like an engine controlling the operation of the game.

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A game work can be divided into the game engine and game resources. Game resources include images, sound, animation, etc. If we simply arrange it into a formula, it would be - Game = Engine (Code) + Resources (Images, Sound, Animation, etc). The game engine is used to call these resources in the order required by the game design.

"Principal Ding, actually, I was using the mindset of a game engine. In fact, compared to making games, I'd rather create a great game engine."

Pei Gou scratched his head, smiling as he spoke.

"Hmm?"

Upon hearing this, Ding Yue immediately brightened.

Was this Pei Gou talented, aiming to create a great game engine?

Hiss!

Wasn't his ideal perfectly aligned with Ding Yue's current [Advanced Game Engine Manufacturing Technology]?

What a coincidence.

Ding Yue had originally planned to endow this batch of fairly talented game design major students with [Advanced Game Engine Manufacturing Technology]. To his surprise, the leader, Pei Gou, aimed to create a great game engine.

"So, what kind of game engine do you want to create? Something like the Frostbite engine or the Unreal Engine?"

Ding Yue couldn't help but laugh before asking Pei Gou.

This university student with grand ambitions was just what Ding Yue wanted!

"Sure! The Frostbite engine or the Unreal Engine are foreign-made. Why can't our country have its own advanced game engine!"

Pei Gou spoke firmly.

From within Pei Gou's eyes, Ding Yue saw intense passion and determination. With such demeanor, it'd be difficult for him to not succeed.

Considering the learning buffs offered by Mist City Arts and Science University, and the cheats Ding Yue could potentially apply, how far he could go would depend on the grandness of Pei Gou's goals.

"You have quite the vision. But don't you think your idea is a bit wishful thinking, and not realistic enough?"

Ding Yue decided to "dampen" Pei Gou's spirit a little to see if he was truly firm in his decision.

"Principal Ding, we can't just say it like that. Our gaming technology in Xia Country is indeed very mature. It's just that because of the presence of Blackheart Penguin, the games developed domestically happen to be mediocre, and they didn't even bother to make a decent AAA game..."

Pei Gou's sharp words pinpointed the current state of affairs in Xia Country's gaming industry.

By just creating MOBAs, Battle Royale games, or selling game skins, who would spend great effort to make an awesome game engine and AAA games?

Interestingly, Ding Yue found Pei Gou's words reasonable.

"Then you must work hard. If you can really create an impressive game engine, as the principal, I will fully support you. No matter how much funding is needed, I'll invest!"

Ding Yue generously assured Pei Gou.

"Pei Gou, making a game engine like the Unreal Engine is like burning money. Plus, we already have the readily available Unreal Engine 4 at our disposal. The Unreal Engine 5 is even on its way. Why should we develop our own?"

At this point, one of Pei Gou's classmates spoke pessimistically.

"What are you talking about? Isn't independent development a good thing? Many sectors are going for independent development. What belongs abroad will stay abroad. The chip used to be foreign-made, but now it's also being independently developed, right?"

Pei Gou's mindset seemed to be very independent.

After hearing his words, Ding Yue gave Pei Gou a thumbs up: "Pei Gou is right. Although we can use the Unreal Engine to make games, why can't we have our own game engine? Perhaps the one we develop could be even better than the Unreal Engine 5?"

As soon as Ding Yue said these words, it was like injecting a strong dose of encouragement into Pei Gou, which filled him with confidence.

"Thank you, Principal Ding, for supporting my idea!" An emotional Pei Gou thanked him.

By this time, Ding Yue had already pulled out his system interface.

In the inventory bar, Ding Yue selected the [Advanced Game Engine Manufacturing Technology]. However, Ding Yue didn't plan to use it immediately. Instead, he looked at the other seven people besides Pei Gou and asked: "After you have learned the skill of game design and development, what do you plan to do in the future?"

"Of course, to create a sensational game!"

"Go to a big gaming company!"

"If I could go to Blizzard, that would be great."

"Create an incredible game!"

"Find a stable, high-paying job."

The seven of them answered one after another.

Everyone's answers were different, but Ding Yue noticed they all seemed to share a similar thought -- they all wanted to create a grand and magnificent game.

"You don't necessarily have to go to a big company. Feiyue Group, affiliated with Mist City Arts and Science University, plans to set up a game department. Are you guys interested?"

With a small twitch of his eyebrow, Ding Yue smilingly asked Pei Gou and the others.

Chapter 533: Own child, own bird eats

Previously, Ding Yue hadn't considered establishing a game department under the Feiyue Group, as he was busy establishing the Mist City Arts and Science University, it was impossible to cover every professional field.

But, with the discovery of [Advanced Game Engine Manufacturing Technology] from the University Treasure Chest, Ding Yue contemplated upon the idea of creating a gaming sector.

The positioning of Ding Yue's Feiyue Group was very clear.

That is, as the company behind Mist City Arts and Science University, future business ventures would need to be closely related to the university.

If the university excels in something or has a talent for something, Feiyue Group can implement related technologies or products to carry out commercial activities and generate profit.

The profit earned by the Feiyue Group would then be reinvested in the construction and development of Mist City Arts and Science University.

Such a virtuous cycle of growth is a major construction and development policy for Mist City Arts and Science University!

The field of gaming is immensely vast.

With [Advanced Game Engine Manufacturing Technology], Ding Yue can now concentrate on the gaming field.

Why has the Penguin Group become so big?

A big part of it is the fact that the games under the Penguin Group are highly profitable. However, as Pei Gou just suggested, Penguin's focus on revenue generation has contributed little to the healthy and sustainable development of the domestic gaming market.

"Principal Ding, you mean...you want to employ us, just like you did with the Mechanical Engineering Department's Tong Yihang and his team?"

Upon hearing this, Pei Gou asked, greatly excited.

Now, at Mist City Arts and Sciences University, Tong Yihang and Liu Tiefei have become role models for the entire student population.

While still in school, they were hired by Principal Ding's Feiyue Group. Most importantly, the positions and benefits were excellent. Who wouldn't envy that?

Not to mention, Pei Gou's friend Xu Hong recently joined Feiyue Animation Studio at the university. The pay and benefits were equally attractive.

Principal Ding has been exceedingly generous in providing for his employees. The members of Feiyue Animation Studio are even willingly pulling all-nighters to work on projects like "Super Combat Team."

Who would willingly work overtime in this day and age?

"If you can get an official position, that depends on your abilities," replied Ding Yue, not planning to recruit Pei Gou and his team directly to Feiyue Games.

Ding Yue had only used a campus game design competition to judge that Pei Gou and his team had some skills. He wasn't sure if they could take on a big role.

Ding Yue intends to let them try their hand at creating game engines. If it pans out, he might let them join Feiyue Games. If it doesn't, he might wait for a few more years and see if there are any satisfactory talents in the game design program at the university.

"Mmhmm!"

Pei Gou nodded firmly: "Principal Ding, we will definitely put in all our efforts!"

"Yes, Principal Ding, we will not let you down!" chimed the other seven, nodding in unison.

Ding!

"Congratulations to the host for successfully bestowing [Advanced Game Engine Manufacturing Technology] on students Pei Gou, Liu Lang, Zhang Tianming, Xu Hong, Wang Kaiwei, Peng Xing, Li Shu, Chen Yunhui."

Taking advantage of the opportunity, Ding Yue imparted his [Advanced Game Engine Manufacturing Technology] to the energetic young group.

They would now have to create a game engine that could rival or outclass the Unreal Engine, depending on how hard these young people worked.

"Good, I have faith in you. As Pei Gou mentioned, your next target will be to make a game engine. The university will take care of the funds. If you can create a game engine that satisfies me, then our school's company will welcome you," Ding Yue said, setting a task for his highly motivated students.

It could be more aptly described as a test, rather than a task.

If accomplished, it would show that they have high abilities. If not, all their highfalutin talk would be nothing more than empty words, and Ding Yue wouldn't necessarily hire these students.

Hearing Principal Ding's offer of complete funding for the production of a game engine, Pei Gou's eyes instantly lit up with excitement.

The other seven were also somewhat excited, as Ding had given them an opportunity.

If they seize this opportunity, they might, like Tong Yihang and Liu Tiefei, become talents valued by Principal Ding.

After all, Tong Yihang and Liu Tiefei were officially hired by Feiyue Group only after they had experienced the creation of the Big White robot.

"Principal Ding, if we are to create a game engine, we fear... perhaps... maybe..."

Suddenly, Pei Gou appeared to be in a bit of a predicament.

"Not enough people?"

Ding Yue laughed as he asked.

Indeed, with only eight people, making a small game wouldn't be an issue, but creating a powerful game engine would take an eternity.

After all, creating a powerful game engine involves a broad range of programming and workload, which takes an incredibly long time.

"Yes, we are short-handed!" Pei Gou nodded in agreement.

This was what he had been trying to say earlier.

Currently, he is leading a team of only eight people, and even if all eight were worked to death, they still couldn't produce a top-notch game engine.

To develop a game engine is a large project, and this project team needs to be big enough.

It doesn't necessarily require experienced game designers and developers, but even if it's a group of students handling it, they will still need sufficient manpower.

"So, are there more people from your game design major who can be added to the team? If so, feel free to recruit," Ding Yue said.

Of course, Ding Yue would allow Pei Gou to expand his team.

"We also need some computer programming experts," Pei Gou added. "Principal Ding, may I look for team members from the computer science department?"

"Sure!"

Ding Yue still agreed, but specifically instructed, "Please prepare a list of your team members for me when the time comes!"

That's because Ding Yue had only granted the [Advanced Game Engine Manufacturing Technology] to the eight of them. If Pei Gou wanted to expand the team to over a dozen people, then Ding Yue would also provide the [Advanced Game Engine Manufacturing Technology] to the rest of the students as well. Only after having received such knowledge can they be better equipped to create a satisfactory game engine for Ding Yue.

Seeing Principal Ding's prompt and affirmative response, Pei Gou and his buddies instantly felt like spring had finally come to their game design major.

All they wanted to scream at that moment was—Principal Ding is awesome!

"I look forward to your good news!"

Ding Yue looked at them with a meaningful expression.

Even though he had just given them the [Advanced Game Engine Manufacturing Technology], it would certainly take them some time to master and digest this technology.

Given that Pei Gou's team also needed to expand, the production of the game engine was likely to start smoothly only by the end of the year at the earliest.

But that's okay, Ding Yue could wait for two or three months.

After Pei Gou and his buddies left Principal Ding's office, they immediately got busy.

Firstly, they tried to expand their team—Pei Gou asked his buddies to start finding people from game engine-related majors that they knew.

For example, those specializing in animation, or computer science—Pei Gou needed them all.

Because Pei Gou clearly understood that with only his own gaming design majors, creating an outstanding game engine wasn't easy.

Graphic rendering, scripting engine, physics engine, sound effects, computer animation, etc., none of these could be accomplished by a gaming design major student alone.

To them, creating a game engine was like constructing a building—it had to be done step by step, starting with laying the foundation.

Laying the foundation meant that everyone on their team needed to master the related technologies of game engine production.

At the beginning, Pei Gou thought that this would be tough.

However, after studying for a while, he found that his buddies seemed quite talented in this aspect.

"It seems you guys have quite a talent in learning game engine production. You always said 'no, no, we can't', now look how well you're doing!" Pei Gou exclaimed to his buddies.

Liu Lang, Zhang Tianming, Xu Hong and Wang Kaiwei also never thought that learning the technical knowledge for game engine production would be this simple and straightforward. It felt like they had opened the door to a new world.

On Ding Yue's side, besides letting Pei Gou and his team try to create a game engine, he also appointed An Yujia, the CEO of Feiyue Group, to set up a game department within the group.

The department was named Feiyue Games.

Thus, there was one more branch under the Feiyue Group—Feiyue Games.

However, since Feiyue Games was set up to handle the gaming area, the staff they needed to recruit would not only be for game development or engine development teams but also various other personnel for operations, customer service, and so on.

Ding Yue left all these recruitment tasks to An Yujia.

However, the first principle of this recruitment process was to prioritize the students of Mist City Arts and Science University.

It must be said that Ding Yue's internal circulation method has already provided several majors' top students at Mist City Arts and Science University with promising job opportunities during their sophomore year.

For example, the accounting major.

A number of excellent accounting students from Mist City Arts and Science University have already started to intern in various departments of the Feiyue Group.

These include Feiyue Technology, Feiyue Animation, Feiyue Logistics, Feiyue Media, etc. All industries under the Feiyue Group required accountants.

Once Feiyue Games was set up, they would also need accounting staff. Naturally, following Principal Ding's instructions, An Yujia would prioritize students from the relevant majors of Mist City Arts and Science University when recruiting.

This was akin to the saying "keep it in the family".

While An Yujia was busy preparing for the Feiyue Games department with the Feiyue Group, and Pei Gou and his buddies were busily recruiting new team members and learning game engine production technology, it quickly became the end of October.

The weather had gotten a bit colder.

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The drizzling rain continued its steady fall for some time now.

The temperature also progressively dropped.

In the campus of Mist City Arts and Science University, tens of thousands of students gradually changed into their autumn and winter attire. Some students who couldn't withstand the cold even put on their down jackets.

It seems like the weather in Mist City only knows how to be extremely hot or bone-chillingly cold, with only summers and winters, and no spring or autumn.

Compared to his usual attire, Ding Yue is sporting a white thin sweater today, paired with a long trench coat, both from Burberry. The ensemble gave him an understated yet refined aesthetic.

After dressing, he proceeds onto the expansive balcony in his apartment, as per his usual routine.

This balcony is crucial.

The reason Ding Yue chose to move his new living quarters to this location was due to it having this balcony.

When Ding Yue stands on this balcony, to his left, he can see the current campus of Mist City Arts and Science University.

Looking straight ahead reveals the distant Bookship Library.

On his right, he sees construction site after construction site, cranes towering high and construction vehicles continuously bustling about.

Ding Yue's view was incredibly open.

He could see both the original 2500-acre campus and last year's flagship construction project—the Bookship Library.

He could also see the west-side expansive construction sites where the second stage of expansion was being carried out comprehensively. Needless to say, the location of the Elegant Garden Apartment block was perfect.

The construction work for Mist City Arts and Science University is in full swing. Progress is being made, whether in the construction of the infrastructure, the improvement of the teaching standards of various departments and specialties, or the overall talent cultivation plan of the school. Everything is thriving and marching towards a brighter future.

Ding Yue thoroughly enjoyed this feeling.

The phenomenal growth that a major private university is achieving through his rigorous effort felt like reaping the fruits of his labor. This gives Ding Yue a sense of remarkable accomplishment.

Of course.

Another reason why Ding Yue is keen on building Mist City Arts and Science University is because he wants to know, once he achieves the ultimate goal of making it into a world-leading comprehensive university, what will the system reward him with?

The mere thought of it made him somewhat excited.

Just as Ding Yue was lost in his own contemplation, his cellphone placed on the living room table rang.

Ding Yue turned around to return to the living room and glanced at the caller ID—it was his secretary, Wen Ruohan.

Picking up the phone, Ding Yue promptly headed out the door.

"I'm about to enter the lift, so make it quick or we can talk later at the second cafeteria."

"Okay, Principal Ding, I have prepared the money. Are you heading to the second cafeteria for breakfast now?"

"Yes."

"Alright."

By the time Ding Yue left Elegant Garden No.1 and arrived at the second cafeteria, as he expected, he found his secretary, Wen Ruohan, already waiting for him.

"Good morning, Principal Ding."

Upon seeing Principal Ding approaching, Wen Ruohan greeted him warmly.

"It got colder, aren't you feeling cold?"

Ding Yue scrutinized Wen Ruohan's outfit, with her legs partially exposed beneath her long skirt. Women could go quite far in their pursuit of fashion.

"Hehe, no, I'm alright."

Wen Ruohan responded with a giggle and accompanied Principal Ding into the first floor of the second cafeteria.

Ding Yue found a spot and sat down while Wen Ruohan went to get their breakfast.

If Wen Ruohan came to the cafeteria with Principal Ding, she is usually responsible for getting his breakfast. Occasionally, when Principal Ding woke up late and slept in a little, she would buy his breakfast and deliver it to his apartment.

At times, Wen Ruohan felt it seemed she was not only Principal Ding's office secretary but also, to some extent, his personal secretary, albeit with limited responsibilities—getting breakfast and bubble tea pretty much covered it.

However, Wen Ruohan noticed that lately, Principal Ding had been drinking less bubble tea. Instead, every morning at the second cafeteria, he'd have a hot soy milk, skipping the bubble tea.

"Principal Ding, seems like you've reduced your bubble tea intake and are having hot soy milk every morning. Is soy milk better than bubble tea?" Wen Ruohan asked curiously after getting their breakfast.

"Health reasons." Ding Yue responded nonchalantly.

Ding Yue now realized that drinking too much bubble tea wasn't too good for his health.

"Let's get down to business." Ding Yue said, while munching on a soup dumpling.

"Sure, Principal Ding. As of yesterday, our school's 'Super Combat Team' has brought in a total box office of 2.473 billion yuan in a month, and it has successfully obtained a key extension for another month. The box office for this extended month is estimated to be around 100 million yuan, bringing the total to 2.573 billion yuan." Wen Ruohan began to seriously report the issue at hand.

The reason for today's report was because Principal Ding was about to distribute the bonus to the staff of Feiyue Animation Studio. That is, the 3% profit-sharing bonus promised by Principal Ding to the studio.

It was precisely because of Principal Ding's 3% profit-sharing bonus that all members of Feiyue Animation Studio worked around the clock over a period of three to four months, managing to release the animated film 'Super Combat Team' right before the National Holiday Period.

The final box office returns exceeded Ding Yue's expectations.

Originally, Ding Yue thought that if 'Super Combat Team' brought in several hundred million at the box office, he would make some money. And the 3% profit-sharing that he pledged to distribute among the members of Feiyue Animation Studio as motivation would amount to just several million yuan.

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It's much more than several millions now.

Because the total box office is 2.573 billion yuan!

As "Super Combat Team" extended its key filing for one more month, Ding Yue did not want to wait another month, and then it would take several more months to settle the box office before he could get his share of the box office revenue. If he waited that long to distribute the profit bonus to the employees of Feiyue Animation, it would seem too late.

So, Ding Yue had his secretary, Wen Ruohan, work out the figures with the finance department. He then took out the 3% bonus from the money he currently had to reward the Feiyue Animation employees for their enduring nights of hard work and ceaseless effort.

"With a box office of 2.573 billion yuan, how much profit can we make?"

Ding Yue lifted his head, chewing a fragrant bun, and asked.

Ding Yue had already made a rough calculation; certainly, it would be at least one billion yuan.

"I made a quick calculation last time, and I think we'd have a revenue of at least 1.3 billion yuan," he mentioned, not waiting for Wen Ruohan to present the data.

"Principal Ding, we first need to deduct a 5% movie fund from the 2.573 billion yuan box office, followed by a 3.3% tax."

Wen Ruohan responded.

Upon hearing this, Ding Yue could not help but feel a pang of pain.

The five percent movie fund, plus the 3.3 percent tax, comes to a total deduction of 8.3 percent.

For a box office of 2.573 billion yuan, this was no small amount of money.

"2.573 billion yuan multiplied by 91.7%, leaves us roughly 2.359 billion yuan."

Wen Ruohan continued, "Of this, according to our contract with the cinema chains and theaters, their share will be 43%!"

"That high!"

Upon hearing this, Ding Yue couldn't help but gasp.

It seems his estimate that the income was roughly equal to 60% of the total box office was calculated a bit high.

The various cinema funds, taxes, and cuts for cinema and theater distributors already whittled away a significant amount.

"Principal Ding, about the high proportion of the cinema and theater distribution, it is because we and the cinema chains and large theater companies do not have long-term partnerships. We are also the distributor, which makes this our first time sharing the accounts. This is why the cinema and theater distribution reached such a high ratio of 43%."

Wen Ruohan explained to Principal Ding why the sharing ratio for cinema chains and theaters was so high.

Normally, the cinema and theater share of a movie's box office revenue is between 38% and 43%.

The exact amount depends on the agreement between the distributors, cinemas, and theaters.

If the distributor has relationships in the industry circles, the cinema and theater share would be less than 40 percent.

For the movie "Super Combat Team" by Mist City Arts and Science University, the distributor was Ding Yue's Feiyue Group. But since Feiyue Group had no prior experience in the film industry and no connections with any cinema chains or theaters, the box office share of "Super Combat Team" for theater chains and theaters would be 43%.

Ding Yue did a simple calculation. This would be worth about one billion yuan, wouldn't it?

"If the theaters are getting a 43% cut, that would be approximately 1.014 billion yuan," Wen Ruohan continued, "From the remaining 2.359 billion yuan, once we deduct this 1.014 billion yuan, the rest is ours. Since we, Feiyue Media, are the distributor, we don't have to deduct the distribution

fee of around 5-15%. As long as we deduct the production and distribution costs, the remaining amount would be pure profit."

"What's the final net profit?"

Ding Yue wondered after all the deductions, whether there would be any of the initial 1.3 billion yuan left.

"After subtracting the cost and the distribution fee from our earnings, we're left with a net profit of 1.263 billion yuan," Wen Ruohan said excitedly. "Principal Ding, we've made over a billion from just one movie. It's simply incredible!"

An income of over one billion was astronomical to Wen Ruohan. Probably only a bold and fearless individual like Principal Ding could earn such colossal money!

"1.263 billion..."

Although this figure was somewhat less than Ding Yue's previous estimate, it was still quite impressive.

Just imagine.

In this parallel world, which company could produce a film and net over one billion yuan?

If the investors and directors of films released simultaneously with "Super Combat Team" knew that Ding Yue had made over one billion yuan from it, they would likely be green with envy.

What's more, this one billion yuan box office earnings ended up with Ding Yue's Feiyue Group, with no need to share, because the investment was made entirely by Ding Yue.

Unlike other movies, where the box office earnings of several hundreds of millions must be divided among various investors. After such rounds of distribution, what the investors end up getting is considerably less.

Take "Chronicles of Demon Sealing", which was released at the same time as "Super Combat Team" as an example. This fantasy film also exceeded a box office of 2 billion yuan.

After deducting all kinds of shares, funds, taxes, and distribution fees, the production side ended up with approximately 700 million yuan.

This 700 million yuan then has to be divided with investors according to their proportions. After the split, it would be very good for an investor to earn 100 million yuan.

Generally, a movie with an investment of hundreds of millions of yuan does not have just one investor but many investors.

But "Super Combat Team" had only one investor, Ding Yue.

All the production costs were borne by Ding Yue alone. At that time, it was a few tens of millions. But tens of millions aren't much for Ding Yue. He was confident that he could at least recoup the cost, which is why he was willing to spend tens of millions to produce "Super Combat Team".

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Looking at it now, the return on investment has been superb!

The production and distribution costs totalled over eighty million yuan, but the final earnings exceeded twelve billion yuan. "Super Combat Team" became a legend in Xia Country's film industry, so much so that countless other directors were green with envy.

"Principal Ding, you initially promised a 3% bonus of revenue to the Feiyue Animation studio. That comes to 37.89 million yuan. I have already prepared this amount with the finance department," Wen Ruohan proudly announced.

Ever since Principal Ding gave instructions yesterday, Wen Ruohan had been busily working on this matter.

The finance department has arranged the funds, and Principal Ding can award bonuses to the staff of Feiyue Animation studio at any time.

"Good, after breakfast, we will head over to Feiyue Animation Studio. Also, have you notified Jiuge and the others? All the official members of our Feiyue Animation studio should be present today," Ding Yue asked, smiling.

"Yes, I notified them last night. After breakfast, I'll remind them again. And for the celebration banquet, I have reserved the third-floor hotpot restaurant in our second canteen with a campus theme at 8pm."

Wen Ruohan replied, nodding his head.

"Excellent!"

Regarding Wen Ruohan's efficiency, Ding Yue had always been very satisfied.

After finishing breakfast, Ding Yue wiped his mouth with a tissue, rose, and said, "Let's go to the Feiyue Animation Studio."

While Ding Yue was preparing to award a bonus of 37.89 million yuan to the staff under his command at the Feiyue Animation studio, a certain producer in distant Yancheng was rather disheartened.

The well-known saying goes: some drown in floods, some die in drought.

Ding Yue belonged to those who were flooded with box office receipts, while Ma Wenhai was dying of drought.

Because, the science fiction film "Space Fortress" directed by Ma Wenhai only earned 547 million yuan in box office revenue after a month of screening.

In two words, "Space Fortress" was—a bloody loss!

"Space Fortress" had a production cost of over 100 million yuan, added to the marketing and distribution expenditure, the cost was even higher.

The pre-screening promotion for "Space Fortress" was in overdrive—huge scale, trending day after day; they must have burned a fortune, though the exact amount remained unknown.

But what could be known was that the box office of 547 million yuan was nowhere near enough to cover costs!

The first few days of "Space Fortress" release were reasonably good for Ma Wenhai and the investors. However, in the following days, the daily box office took such a hit, it was downright pitiful. Compared to "Super Combat Team" and "Chronicles of Demon Sealing", it was a far cry.

Therefore, "Space Fortress", after a month of dismal performance, did not apply for key extension.

Even if it had applied for key extension, it would not have earned any subsequent box office revenue and was entirely unnecessary.

"Old Ma, how much did 'Space Fortress' lose this time?" in Ma Wenhai's villa, Chen Dachun, a friend of Ma Wenhai, discussed the situation of the loss.

"We lost more than 100 million yuan. I personally invested 35 million yuan. All is lost, sigh!" Ma Wenhai sighed endlessly, the cigar in his hand no longer tasted good.

As the director and producer of 'Space Fortress', Ma Wenhai was also one of the investors. The other investments were all brought in by Ma Wenhai himself.

According to the contract signed by Ma Wenhai and the investors, the box office return of over five hundred million yuan went to the investors first.

Despite this, the revenue from over five hundred million box office, after the split, was less than two hundred million yuan. Even if all were given to the investors, it was not enough.

This essentially meant that all the investors of "Space Fortress" experienced considerable losses.

And the 35 million yuan that Ma Wenhai himself had invested went entirely down the drain; not a single cent was recovered!

"35 million yuan is not a small sum. The key point is, Old Ma, after this setback, it won't be as easy to raise funds for filming next time," Chen Dachun regretfully said.

"Let's not bring that up!"

Right now, Ma Wenhai's feelings were mixed: "Why could that animation film from Mist City Arts and Science University achieve such high box office returns."

To this day, Ma Wenhai couldn't figure it out. Why! Why!

The fact that his big-budget sci-fi film got tanked during the National Holiday Period left Ma Wenhai feeling quite bitter.

"I know. This is the first time for you, Old Ma, to make a loss in all your years as a director. But we need to analyze the reasons to try and prevent another disaster next time. Otherwise, I am afraid of your future career as a director..."

Being a producer himself, Chen Dachun couldn't help advising his friend.

"So, according to you, where exactly did I fail this time?" Ma Wenhai took a deep breath and asked Chen.

"As you just mentioned, the total box office during the National Holidays is limited. A significant part was snatched away by "Super Combat Team" and "Chronicles of Demon Sealing". This, indeed, is one reason. However, there is also a reason specific to the film "Space Fortress"," Chen Dachun gave a balanced analysis of the causes of failure to Ma Wenhai.

"So, it's still about market share being snatched away!" Ma Wenhai found himself stuck in a cycle, believing that the failure of his "Space Fortress" at the box office was because its audience base was taken over by "Super Combat Team" and "Chronicles of Demon Sealing," both of which generated box office earnings surpassing twenty billion yuan.

Chapter 537: Drought dies of drought, flood dies of flood

The National Holiday Period every year has a fixed audience base. But now that two popular movies have been released, wouldn't that squeeze the box office space for my "Space Fortress"?

In this parallel world's Xia Country, it's now 2021, and the nationwide box office record for a film is only a little over 30 billion yuan.

Movies that pull in over 20 billion yuan at the box office are all hot bestsellers, and the ones that surpass 1 billion yuan are all the favorites of the year!

Ma Wenhai has previously made several billion-dollar box-office movies, and the box office of his last sci-fi movie was also a big hit.

However, unexpectedly, this year's "Space Fortress" encountered a Waterloo!

"Leaving aside the matter of having the box office space squeezed, when I analyzed the quality of the film itself, compared to your previous sci-fi movie, it doesn't seem to have made much progress," Chen Dachun pointed out the problem.

One must admit that Chen Dachun has a unique vision.

Being one of the country's renowned directors/producers, he was able to pinpoint the problem with old friend Ma Wenhai's "Space Fortress".

"What more progress could be made? The special effects have been used very well already, and we cast popular internet celebrities, the props, voice-overs, sound effects, I have all used a mature system!"

Ma Wenhai said to Chen with a frown.

"To be honest, old horse, your habit of hiring popular internet celebrities should change." Chen Dachun shook his head, suggesting.

"Without popular internet celebrities, how can we guarantee the basic audience?" Ma Wenhai's eyes widened instantly.

Since entering the internet era, Ma Wenhai believes popular internet celebrities are key. Their acting can be somewhat downplayed, but famous actor/actresses are irreplaceable.

Therefore, most of Ma Wenhai's movies involved popular celebrities.

The early ones were popular actors, but the later ones were basically pure internet celebrities. This year's "Space Fortress" even cast super popular internet celebrities. As for acting skills, are they important?

In Ma Wenhai's understanding, they were not important at all!

However, in Chen Dachun's opinion at the moment, this was an old horse's misunderstanding.

"Old horse, in recent years, the reputation of the internet celebrities, apart from within the fan circle, is generally not that good. The public doesn't really have a good impression of internet celebrities."

Chen Dachun had to seriously analyze the current situation for his old friend: "Admittedly, a few years ago, many directors did make a lot of money from using internet celebrities to make movies. But times are changing. From my observations over the years, the weight of the internet celebrities in movie casting is increasingly losing balance. What do audiences watch? Story, special effects, acting. What do internet celebrities have? They might not even be able to make a good story!"

Chen Dachun's words made Ma Wenhai fall into deep thought.

"Chen, this statement of yours..."

Ma Wenhai initially wanted to refute his old friend's words.

However, upon careful thought, Chen seemed to make sense.

There are still many directors casting internet celebrities in movies and TV series, but the profits have gradually dwindled.

His own "Space Fortress" has indeed taken a huge tumble and it seems to signify that making movies with internet celebrities is on the decline.

Unless it's a low-budget movie, using internet celebrities might still be profitable.

If you want to make a high-budget movie with large-scale special effects and still use internet celebrities, the movie itself might seem disjointed due to their abrupt acting performance and the requirements during shooting.

"Have you taken in what I said?" Chen took a puff of the cigar in his hand and asked.

"Tsk... how to say it, I just thought what you said made some sense." Ma Wenhai frowned heavily and said: "Take the lead actor of our "Space Fortress" for example, he had many demands during shooting. As he is a top-tier internet celebrity, he was hard to cater to, which indirectly increased our production cost!"

Seeing his old friend Ma Wenhai having such thoughts, Chen Dachun showed a slight smile: "Of course, that's just one of the reasons. For the control over the entire movie, I think you might have lowered it because of the actor problem. I remember you used to have strong control over the pace of the movie!"

"Yes, that's indeed the case."

Ma Wenhai nodded and said softly.

"Old horse, we encounter a Waterloo when making movies, it's nothing. As long as we find out the cause and solve all the problems, we will earnestly make the next movie and your reputation, old horse, will come back to public view!"

Chen Dachun encouraged his old friend.

A loss of 35 million yuan meant quite a sum of money for Ma Wenhai, but it would not knock Ma Wenhai, a renowned director, off his feet.

The failure of "Space Fortress" mainly challenged the fame and status of Ma Wenhai, a first-line director.

A decline was certain.

But since Ma Wenhai had such a good foundation before, even the failure of "Space Fortress" wouldn't knock him down completely.

Chen Dachun believed that as long as old horse's next movie held steady, he would be able to maintain his position as a renowned first-line director in the country.

Chapter 538: Drought dies of drought, flood dies of flood

"Oh Chen, old Chen, I knew your trip from Haicheng to see me would surely rekindle my confidence."

Seeing Chen Dachun sitting opposite him on the couch, Ma Wenhai felt fortunate to know him - Chen's vision seemed to be even more profound than his own.

Chen was always able to analyze and summarize many issues that Ma Wenhai couldn't see himself.

"Hahaha, you, Director Ma, are a renowned director in our Xia Country. I have a lot of faith in you. So, for your next film, I will be the first to invest! "

Chen Dachun said, laughing heartily.

Last year, one of Chen Dachun's movies made him profitable. He didn't have any film releases this year, and he will have one next year. It is a collaborative project with another director. Due to its official subject matter, the basic audience would surely be secured.

Therefore, with money in hand, Chen Dachun could afford to support his old friend Ma Wenhai in staging another battle!

"Aren't you afraid of incurring losses? I lost so much this time that I am practically left with nothing." Ma Wenhai joked with a laugh.

"If I was worried, I wouldn't invest, right?" Chen Dachun said, puffing on a cigar, "I couldn't afford to invest in your film 'Space Fortress' due to various reasons at that time, which allowed me to evade a losing investment. Surely, you won't exclude me from the next profitable one, will you? "

"Just like I always say, if you, Chen, want to invest, I assure you there will always be a spot for you!" Ma Wenhai looked at Chen Dachun with a gaze revealing his affection and the strong bonds of friendship.

"Ok then, an old friend regaining morale, I'm just worried that the online discourse has gotten to you."

Chen Dachun came to Yancheng this time to consult his old friend Ma Wenhai about his recent failure because he worries about his friend.

After the box office failure of "Space Fortress," the internet has been flooded with waves of criticism and doubts about Ma Wenhai.

As someone who has never experienced such a bitter defeat, if Ma Wenhai cannot recuperate from this setback, it will be a disaster.

"Alas, it is indeed unfortunate. Seems like making domestically produced science fiction films is still a challenge. I managed to tap into the market with the previous one, but then this year, it all went downhill."

Ma Wenhai managed to stabilize himself thanks to his old friend's concern.

Yet, he still regretted being unable to successfully make a domestic science fiction film.

"I understand, you want to produce excellent domestic sci-fi films, but that requires step-by-step progress. We can take it slow."

Chen Dachun could completely relate to his old friend's feelings.

They had different film genres they loved to work on. Chen Dachun was good at shooting crime-suspense and costume-detective films.

His old friend, Ma Wenhai, on the other hand, wanted wholeheartedly to produce domestic science fiction films that would be worthy of pride.

The previous film was also a sci-fi film, which did decently at the box office. But, the public opinion and ratings were far from the ideal, and this year, it was a complete disaster.

Little did Ma Wenhai know, his former competitor, Ding Yue, who is now in Mist City Arts and Science University, was also talking about him.

"So, it seems like Director Ma Wenhai and Director Chen Dachun have a pretty good relationship, right?"

On their way to Feiyue Animation Studio, Ding Yue happens to discuss the "fortunate" competitor from the National Holiday Period, Ma Wenhai, with his secretary, Wen Ruohan.

"Yes, Directors Chen and Ma share a good relationship. Director Chen Dachun is a grandmaster in making crime-suspense films in our country, and Director Ma Wenhai can be considered as a pioneer of domestic science fiction films."

"The pioneer of sci-fi films?"

Ding Yue frowned upon hearing Wen Ruohan's comment, murmuring, "With that caliber?"

Chapter 539: Happiness Comes Too Suddenly

"Heard that Principal Ding will be coming over to hand out our bonus?"

"No idea, Si Xu merely asked us to come, saying there's an important announcement to make."

"I also heard that Principal Ding is coming to award us a bonus, after all, he mentioned it in the studio before."

"How much bonus are we talking?"

"Considering the booming box office of our 'Super Combat Team', we should at least get a bonus of ten thousand yuan each, right?"

"Wow! Ten thousand, like picking up a windfall, exhilarating!"

"Liu Cheng, you promised to treat me to something worth 3000 yuan once you get this bonus!"

"3000 yuan for what?"

"What are you talking about?"

"How would I know what they're on about?"

"'Super Combat Team' box office has grossed over twenty billion, the bonus must be more than just ten thousand yuan, right?"

"How much more are you thinking? After all, the main contributors of 'Super Combat Team' are mainly Si Xu and her team."

In the Feiyue Animation Studio at Mist City Arts and Science University, over thirty people have gathered here, waiting for the arrival of Principal Ding.

Many started whispering among themselves, speculating that Principal Ding is here possibly to give everyone a bonus.

Everyone was guessing, how much bonus will they get?

Ten thousand yuan?

Twenty thousand yuan?

Or even fifty thousand?

This money was, without doubt, an extra benefit for them, like finding unexpected windfall.

Because during the production of 'Super Combat Team', Principal Ding provided each member of Feiyue Animation Studio with their respective salary and benefits.

Later, Principal Ding promised everyone that he would give out a part of the net box office profits to the entire studio as a bonus, which got everyone incredibly excited and motivated to work.

Now, 'Super Combat Team' has been released for a month. Although the box office profits have not been divided yet, Principal Ding might distribute the bonuses in advance.

There are currently over thirty people in the Feiyue Animation Studio. Before this, there were only Xu Jiuge and her partners, those who came over from the Tianqi Animation Studio.

But with the production of 'Super Combat Team' requiring more manpower, Xu Jiuge successively selected some outstanding interns from the animation design and production major to join the studio team.

Up to now, there are 36 full-time employees in the Feiyue Animation Studio. All of them are experts and talents in various fields, with Xu Jiuge as the head.

Xu Jiuge noticed that while the students from the animation design and production major of Mist City Arts and Science University may not possess extreme talents, their determination and hard work were admirable.

No wonder everyone praises the learning environment of Mist City Arts and Science University. Any student who manages to get admitted there will diligently strive to learn.

"Si Xu, is Principal Ding really coming to distribute bonuses to us?" A student curiously asked Xu Jiuge.

Several other students also looked at Xu Jiuge with expectant eyes.

Xu Jiuge nodded and said, "The secretary Wen told me so, but I'm not really sure. Let's see what Principal Ding says when he comes in a while."

Speaking of bonuses, Xu Jiuge and her colleagues were also excited.

Ever since they entered the animation production industry, Xu Jiuge and her colleagues have always been losing money, and they haven't earned any for a long time.

Now, they have produced this animated movie, 'Super Combat Team', which has become a massive hit. Everyone would be thrilled if bonuses were distributed now!

"Principal Ding has arrived."

Someone at the studio's door started to see Principal Ding and the secretary Wen approaching from afar.

"Everyone, brace yourselves, we have been resting for over two months now. Let Principal Ding see our rejuvenated selves!"

Xu Jiuge reminded her studio members.

Although everyone had dark circles under their eyes, looking like pandas from overworking, it was necessary because they were really tired at that time, making 'Super Combat Team' day and night.

But after 'Super Combat Team' was completed, Principal Ding gave everyone a holiday for the whole of September.

The movie premiered in October, and everyone was still on paid leave. Principal Ding was really good to everyone.

With over two months of rest, any working adult would have definitely been able to recharge fully.

Hence, everyone suddenly looked more spirited, each showing a refreshed look, anticipating the bonus that Principal Ding might give.

Everyone was hoping that Principal Ding would come over to give out bonuses. Of course, even if it wasn't for the bonuses, Principal Ding visiting would surely mean something good was about to happen.

Accompanied by his secretary Wen Ruohan, Ding Yue arrived at the entrance of the Feiyue Animation Studio. Immediately, he saw the dozens of lively people standing inside.

"Good morning, Principal Ding!"

Everyone in unison greeted Principal Ding.

"Students... Uh, everyone, good morning!" Ding Yue almost subconsciously replied with a greeting to the 'students'.

On second thoughts, not all members of the Feiyue Animation Studio were students of Mist City Arts and Science University.

Xu Jiuge and her dozen partners were all animation producers who have already graduated from college.

"That's quite a crowd."

Chapter 540: Happiness Comes Too Suddenly

Upon entering the studio, Ding Yue noticed that the number of people had increased since his last visit.

Last time he came, there were about twenty or thirty people, right?

This time it seems like there are over thirty?

"Principal Ding, we now have a total of 36 official members in our Feiyue Animation Studio," Xu Jiuge stepped forward with a youthful smile and gave Principal Ding a simple introduction.

"Good!"

Ding Yue nodded in approval, then looked at everyone and said, "The future development of Feiyue Animation Studio depends on all of you. I hope Feiyue Animation can continue to grow bigger and become a benchmark in the national animation industry, and even in the whole world's animation industry!"

Ding Yue's words were quite passionate.

If it had been before, people might have seen Principal Ding's words as unrealistic motivation.

But now, everyone believes that Feiyue Animation will definitely get better and that with everyone's concerted efforts, maybe it really could make its way to the forefront of the domestic, and even the global animation industry!

After all, the first animation film produced by Feiyue Animation, "Super Combat Team", has already set a new box office record for domestic animated movies!

This undoubtedly sets a good start for the Feiyue Animation at Mist City Arts and Science University. Every member of the studio is full of confidence and fighting spirit.

When Ding Yue originally set up Feiyue Animation, he just wanted to make an animated film as a promotional product for the medical health robot Big White.

But now Ding Yue's thinking is different.

Since having achieved success, Feiyue Animation definitely has a great future, and Ding Yue wants to try and make his Feiyue Animation a globally renowned studio, like Pixar Animation on Earth in the previous life.

By then, the animation program at Mist City Arts and Science University will become the best program among all global universities!

Of course, Ding Yue's vision is excellent, but it could be challenging to realize, or in other words, require a long journey.

After all, there are still many excellent animation studios in the current world.

Ding Yue researched and found out that in this parallel world, there's even an animation studio in America that can rival Pixar in his previous life's world.

Upon hearing Principal Ding's passionate words, the members of Feiyue Animation Studio were all firm in their resolve.

"The success of 'Super Combat Team' couldn't have been possible without the effort of every person present. I remember saying that I would take out a portion of the box office net profit as a bonus for everyone's hard work!"

When Ding Yue said this, everyone present held their breath.

Excited!

Elated!

So Principal Ding is really here to distribute bonuses!

"Principal Ding, are you really giving out bonuses?" Xu Jiuge showed a happy face and asked.

Ding Yue immediately nodded and said, "Of course, when have I ever gone back on my word?"

"Oh yeah!"

"Yes!"

"Long live Principal Ding!"

"Distribute bonuses! Distribute bonuses! This is awesome!"

Instantly, all the members of the studio were cheering and jumping around.

Who wouldn't be happy when it's bonus time?

"I said I would take out 3% of the net profit from the box office revenue of 'Super Combat Team' as a bonus for everyone. After calculation by our finance team, our 'Super Combat Team' will still be on screens for another month, so the total box office is 2.573 billion yuan. In this way, our Feiyue Group's box office revenue share will exceed 1.2 billion yuan!"

Ding Yue shared the box office revenue situation of "Super Combat Team" with everyone at Feiyue Animation Studio.

"Wow! That's so much!"

"1.2 billion, how can the revenue be so much? Isn't it said that the maximum box office revenue share is one-third?"

"Yeah, yeah, I've also heard that you can get one-third of the box office revenue."

"Right, that's why usually box office revenue needs to be three times the cost to ensure that the film won't lose money."

Members of the studio began discussing enthusiastically.

They couldn't imagine that the movie "Super Combat Team" could earn Ding Yue's company more than 1.2 billion in box office revenue!

"You probably didn't know that the production cost of 'Super Combat Team,' including distribution and promotion costs, is only a little over eighty million yuan. The distribution company is Principal Ding's, so there is basically no 5%-15% distribution commission."

A student who knew a bit about film box office revenue share explained to his peers.

The students may not understand, but Xu Jiuge did.

The production and distribution of "Super Combat Team" were undertaken by Ding Yue's Feiyue Group, and the money was all provided by Ding Yue. Now that the film has made a box office hit, it's only fitting that Ding Yue can earn so much money.

"So I will take out three percent of this money to give everyone as a bonus!" Ding Yue said with a smile.

"How much is three percent of 1.2 billion?"

"Holy crap! That's much more than I expected!"

"I thought the total bonus would maybe be one or two million yuan, now it seems..."

"Wait, let me calculate, three percent of 1.2 billion is..."

When everyone heard that it was three percent of over 1.2 billion, the room instantly erupted.

Even Xu Jiuge was astonished.

"So the total bonus is about 37.89 million yuan!" At that moment, Ding Yue's secretary, Wen Ruohan, announced to everyone.