

FMH Marriage 1211

Chapter 1211: Over This Time

Cui Zhihao suddenly thought of something and revealed a questioning look. “Wait, Director Zheng, there’s something I don’t quite understand. Wasn’t the initial release date decided to be next month? Why did you suddenly move it forward to this month?”

“Haha, I’m not sure if you’ve heard that Chen Mian has released a new movie recently?” Zheng Kangde asked meaningfully.

Cui Zhihao recalled for a moment before replying, “Director Chen, aye. Obviously, I know about it. I was shocked earlier because I haven’t heard anything for a while, then he suddenly came out with a new movie and I especially noticed that he had used an entire cast of newbies!”

Zheng Kangde chuckled, “Director Chen’s movie coincides with ours. The theme is also youth comedy and it’s also about a woman in man’s clothing. Director Chen’s fame really intimidates me!”

The audience always had the impression of the first mover being the stronger, so with two movies with the same theme, they would be more inclined towards watching the first movie.

Even though Zheng Kangde put it that way, he was actually saying it with a tone of mockery and nonchalance.

Cui Zhihao instantly understood Zheng Kangde’s intentions. All these years, he had been overpowered by Chen Mian, but now it looked like he was ready to overthrow him with this great opportunity!

Despite the concept of the first mover advantage, he could space out more time in between so that he could release his movie before Chen Mian because similar themes would cause a contest for the audience.

However, Zheng Kangde had intentionally planned for it to be released only two days before Chen Mian’s movie. Now, they were releasing it at almost the same time, so clearly, he was ready to steal Chen Mian’s entire target market and crush him!

Chen Mian’s movie had neither big shots nor huge supporters behind it, so how could it fight with Zheng Kangde’s?

This would practically result in a stalemate...

Cui Zhihao shook his head and said, “Hah, Chen Mian is indeed great, but his performance at the box office for the past few years has been going downhill and that’s the truth! It’s almost impossible for him to return to his glory days! Now, he’s even independently produced this movie with such a small capital. Did he really think that he’s still the Chen Mian from ten years ago? Is the movie market still the same one from ten years ago? Director Chen is really confused silly this time. All the fame he’s accumulated for all these years will be ruined by this movie...”

“I wonder how you’re preparing to arrange Director Chen’s screening frequency?” Zheng Kangde served Cui Zhihao another drink and pretended to ask casually.

Cui Zhihao gave him a knowing look. “Naturally, I’ll make arrangements as it should be. Our cinema is not a charity organization. Everyone’s here to make money for a movie that obviously won’t hold up in the box office. At most, it’ll only get 10% of screen time even if it had Chen Mian’s reputation on it...”

...

When they finished discussions, the two continued to drink and chit chat, at last both sides had left satisfied.

Liang Biqin said excitedly, “Director Zheng, you’re amazing! With such a high screening frequency, our box office would definitely be great!”

When the trailer had been released, because of the actors’ popularity, there were many praises and anticipating fans, but there were also many who criticized it for being stupid and melodramatic, she was initially a little worried...

“Haha, of course! Don’t overestimate the audience’s taste nowadays. The age of cinema-goers is getting younger, so they won’t know what’s great or not. They just watch movies for the hype and they’ll watch whatever is available to them!” Zheng Kangde said with a confident expression.

Liang Biqin nodded trustfully at Director Zheng’s words. Of course, what made her feel most satisfied was that Chen Mian’s wonder years were up!

Chapter 1212: Of Course It Was On Purpose

That damned Chen Mian! He had even criticized her publicly on Weibo when he was defending Ning Xi. Furthermore, he had picked Ning Xi as the main character to piss her off and made a movie with a very similar theme, obviously to snub her!

Now, she would like to see who would be the last one standing in the industry! The moment she imagined Chen Mian and Ning Xi’s downfall, she felt extremely satisfied. They would be killing two birds with one stone!

“Right, Director Zheng, Producer Wu, should we count Oriental Cinema in?” The secondary female lead asked.

They had already dealt with most of the top cinemas, so only Oriental Cinema was left.

When Oriental Cinema was mentioned, Zhang Kangde sneered, “That witch from Oriental Cinema isn’t cooperative at all. We don’t have to deal with her. The ones we’ve contacted are already enough. Just wait until our movie is popular enough, she’ll surely beg us for it!”

“Based on what you’re saying, is there something wrong with the manager from Oriental Cinema? Wasn’t she known as ‘China’s First Row?’” The secondary female lead looked confused.

The producer laughed, “This Fang Jiayue! While she’s great at running business, she’s not a people person and very inflexible. She never takes any incentives from anyone, thinking that she’s better than everyone else, and she’s actually breaking the unsaid rules within the industry. No one likes to deal with her...”

“I see, this woman is really daring, huh?”

...

The next day, “I Only Like You” was officially released. Ning Xi had watched the movie beforehand and already had an idea of the quality of the movie, so she focused on the screenings and online ranking. She also browsed through the online movie review sites.

After the first day, Ning Xi realized that the movie’s screening frequency was shockingly high. It was comparable with the few popular Hollywood blockbusters from before. The ratings from professional review sites were not low as well. It scored 7.6 out of 10, pretty good for a local movie. Even the comments from the netizens were mostly positive as well. Although there were some of them that criticized its clichè plot, it was soon flooded with praises from various experienced movie reviewers.

With such elementary acting and shooting quality, the marketing team had done a considerable amount of effort for it to achieve such results. Most of the budget was not spent in the movie itself, but on marketing and business relationships instead.

On the third day, the results for the first day of “I Only Like You” was released. It had reached \$ 110 million at the box office! Over \$ 100 million!

Early afternoon, in Chen Mian’s office, Ning Xi, Chen Hanchen, Jian Shu, Ji Yumeng, and the other core members of the team were present.

On Chen Mian’s table was the ranking list of the box office. “I Only Like You” ranked third.

Now, everyone knew that the dates of the “Dream Chaser” clashed with the airing of “I Only Like You”, and the latter had done extremely well. The atmosphere in the room hung heavy.

Ji Yumeng was frustrated. “Zheng Kangde did this on purpose! Director, you already checked their release date beforehand and avoided them, but now they changed the date secretly, even scheduling it to air before us!”

On purpose, of course, it had been done on purpose. If anyone lent it a little thought, they would know it had been done on purpose.

They had no other choice now. They could only clash with it face on since the release date was decided and they could not change it now.

Chapter 1213: Pleasant To The Eyes

They were all newbies. Although Ning Xi had acted in “The World” before, she had only acted in one previous movie. Plus, her fanbase was rather small and it had been such a long time since her last movie. With such a drastic shift in genre as well, it would not really impact the box office.

“Just continue with the planned marketing. I’ll work on the cinema’s side,” said Chen Mian calmly. Since he decided to take on this path, he had anticipated this day.

Everyone looked at each other as they knew the situation was not positive.

Zheng Kangde’s movie was doing abnormally well, almost taking away a huge chunk of the market. One would need a miracle to have a breakthrough...

Although it was not mentioned explicitly, everyone sort of gave up.

Deep down, they all understood that their movie was way better than Zhang Kangde’s, but the current movie industry seemed not to care much about the quality...

No one understood this more than Director Chen Mian did. It was because of this that Ning Xi was really impressed with Chen Mian’s comeback this time.

...

Back in the day, every cinema would fight over Chen Mian’s movies. Even when he had not been doing very well in the past few years, the allocation slots for his movies never fell below 30%.

Nevertheless, this time, without any famous actors or strong investors, he only got about 10% allocation in most cinemas, some even 5%, and most of them were scheduled in the morning before noon or after 10 p.m, basically at rather odd timings.

Moreover, these were the results that Chen Mian had to fight for.

Finally, the premiere of “Dream Chaser” arrived.

Ning Xi checked the timing at most big cinemas and was disappointed to see that all the screenings were scheduled in the morning and at night.

In the end, Ning Xi bought tickets for a 10 p.m. movie.

It was already very late, so there were only a few people left in the cinema. And among these few people, most of them chose to watch “I Only Like You” since both movies were of a similar genre, so of course, they would go with the more popular one.

A couple was discussing in front of the poster of “I Only Like You”.

“Baby, let’s watch this! There’re a lot of famous actors in it and I heard it’s pretty funny as well!” The man suggested.

The girl mumbled sourly, “No, I don’t like Liang Biqin! She’s too superficial! And her in a male outfit looks so ugly!”

“Really? I think it’s alright!”

“I just don’t want to watch a stupid movie! Watch it by yourself if you insist!”

“Then, what do you want to watch? Doesn’t seem like there’s anything else good to watch at this time...”

“Let me see... Hmm, Dream Chaser? The main cast is Ning Xi, Chen Hanchen... I’ve never heard of them before! But... Wow! The male lead in the poster looks sooo handsome! Totally my type! That gaze, that aura... Let’s watch this!”

In the poster of “Dream Chaser” was a man and a woman. However, the man was actually Ning Xi instead of the male lead. One of the figures was Ning Xi in a male outfit, while the other one was her in a female outfit. Those who did not know the context would really mistake the two figures as the male and the female lead.

The man was a little speechless. “But this seems like a stupid movie as well...”

“Stop with the complaints. If they are both stupid movies, at least a handsome lead is more pleasant to the eyes!”

...

Chapter 1214: Mysterious Audience

In the end, the couple bought tickets for “Dream Chaser”.

As Ning Xi witnessed the whole process, she thought it was hilarious. “Haha, I didn’t expect my face to attract a spectator like this...”

Lu Tingxiao caressed the girl’s hair and assured, “It’ll get popular.”

Ning Xi giggled, “How are you more confident than I am? Hmm, Boss, are you thinking of doing anything behind the scenes?”

“There’s no need to.” Lu Tingxiao looked calm. “While money can manipulate the market, it can never change the market rules. Over-manipulating the market will cause a backlash.”

Ning Xi seemed hesitant but then nodded continuously.

Hmm, she did not understand at all...

Still, she was impressed...

Ning Xi clung to the man’s arms and smiled, “I don’t know about the market. I only know that no matter how much manipulation is done, the spectators can see for themselves and they will decide the movie’s fate!”

Lu Tingxiao gazed at the girl gently. “Exactly, you’re bright.”

“Hehe, it’s all thanks to you, Boss.”

...

After a short chat with Lu Tingxiao, Ning Xi's mood improved by a drastic amount. They went to buy popcorn and drinks before entering the cinema hall happily, enjoying their hard-earned date.

Before they went in, Ning Xi peeked into the cinema hall that was playing "I Only Like You" and noticed that about half the seats were occupied. It was pretty good considering it was a late night screening.

It was the third day of "I Only Like You" airing, and the Internet was already flooded with topics revolving around this movie. Whether good or bad, it was really popular.

Ning Xi actually followed its news closely. Unlike the tsunami-like amount of positive comments, the rating of the movie kept on plummeting in the following two days, which was quite common among low-quality productions.

Usually, the numbers would look good on the first day because of the production company's marketing, but after the audience watched and formed their own ratings, the movie would face its true trial. Something like that could not be faked. If you wanted to create fake ratings, it would be gravely criticized by the audience!

An hour ago, Ning Xi had checked the rating for the movie again. In just two days, it had dropped from 7.6 to 6.5, and many netizens had started criticizing it as well.

Nevertheless, the production company and cinema did not seem to mind at all. In recent years, everyone had become accustomed to criticisms. Although the audience would complain, they would still keep watching since most commercial films were of this level and there was nothing really better anyway.

Being criticized was not the worst thing that could happen. The worst thing would be no one caring enough to criticize. After all, critiques would still need to pay money to watch the movie.

Ning Xi and Lu Tingxiao sat in the last row, so they could see the whole cinema from there. Before the movie started, there were only seven people...

Aside from her and Lu Tingxiao, there was the couple from before, a pair of schoolgirls, and the other member of the audience was a lady in a champagne-colored dress. She looked about 30 years old and she had come alone. She sat right in front of Ning Xi and Lu Tingxiao.

Chapter 1215: A Breathtaking Opening

Ning Xi could still understand why the couple and those two schoolgirls had picked this film, but she could not help but feel curious about the shrewdly dressed female in the row before them.

Such a person did not look like the type to watch youth comedy, though no one made the rule that they could not watch it either. Actually, with the current stress levels society faced, more and more people increasingly preferred to watch light-hearted movies.

The target market for their movie could actually be considered very broad; it was not limited to youth at all.

Ning Xi observed the two other pairs of audience The lovebirds sat in the right corner. The man did not look too interested in the movie. He was clearly just there to accompany his girlfriend, while the girl munched on her popcorn and looked absent-mindedly at the big screen. It seemed like she was not expecting much.

As for the two students sitting in the middle...

Hmm, they had brought a bunch of things to eat and drink. They were already eating non-stop before the movie began, looking more like they were here for a picnic than to watch a movie.

When the movie was about to start, two more people walked in. It was a man and a woman. The man was tall and wore shades and a mask. He was making his way towards the last row, while Ning Xi actually recognized the woman beside him...

It was Chen Hanchen's manager, Cheng Yanan.

Before this, Chen Hanchen had wanted to get Ning Xi to join Fashion Media and even gave her Chen Yanan's name card, but the devil had thrown it away.

There was no question that the man beside Chen Yanan must be Chen Hanchen.

Oh dear, who would have thought that I would bump into Chen Hanchen when watching his own movie premiere?

Crap! I cannot let him see that I'm with Lu Tingxiao...

Thankfully, Ning Xi and Lu Tingxiao's seat was located right at the side, so the duo did not even notice them and simply found a place to sit down in the last row.

Ning Xi leaned in to whisper into Lu Tingxiao's ear, "Lu Tingxiao, the two that walked in earlier... They look like Chen Hanchen and his manager..."

Lu Tingxiao grunted and nodded to say that he had seen them too.

Ning Xi covered her forehead in anxiety. "Jesus... There are only nine people in the audience and almost half of it is our own people..."

This really sucked.

She did not know what to say anymore.

Finally, the reel of advertisements ended and the movie began to play.

The first scene of the movie was the first time Ning Xi had acted with Chen Hanchen when she first displayed her power unto him.

Because this was the opening scene, it was very important and required the aura of both the actors to be on par, so they had shot it for an entire day. At that time, Chen Hanchen had been pranked thoroughly by her. At last, he had been annoyed with her about this until he saw her in a female outfit and had realized that she was actually a girl.

At this moment when she recalled the shoot, even though there had been some strife, it was quite nostalgic to think about it. All those scenes felt like it had just been yesterday. In a blink of an eye, this movie was already out in theatres.

The couple in front watched the screen absent-mindedly while the two students ate non-stop like two little squirrels, and the shrewd-looking lady hugged her arms and stayed unmoving...

With the sound of orchestra music, the screen faded into the scene of a dinner banquet. At the end of the spiraling staircase stood two men. One was dressed in black and the other in white, one in front and one at the back, one noble-looking while one looked relaxed, and both were slowly making their way down.

Halfway down, the man in front turned around and said something to the other young man. The scene closed in on the young man raising his brows ever so slightly, before smiling indistinctly at the other guy.

In that instance, bam! Akin to bedazzling fireworks, the audience's minds exploded with numbness at this scene...

Chapter 1216: Updated Like Mad

What was that feeling the audience experienced?

It was breathtaking and caused a throbbing that surpassed gender, age and all else...

The big screen tested actors the most because any flaw would be magnified many times, yet the young man in the movie seemed to have been born for the silver screen. Everything was flawless.

Not only had Chen Hanchen been stunned. Even if the other person in the movie was himself... Even if he had done many bad takes for this scene back then, and that he knew this scene's every detail like the back of his hand...

Still, when he watched it as a member of the audience, he was still completely and thoroughly attracted by the young man on the silver screen.

"Aaaah...he's so handsome! Even more gorgeous than the poster! I told you I made the right choice!" The girl cried out in wonderment from the front.

Shortly after that, the girl muttered suspiciously, "But this guy in the black tuxedo is not bad, huh? Could he be the second male lead?"

Chen Hanchen snapped out of his stunned demeanor and thought to himself, "I am the male lead!"

The girl's boyfriend looked more attentive now too. "Even as a man that blew me away! That gaze...was just..."

The two schoolgirls in the middle of the cinema were even more excited than the girl.

"Ah, ah, ah! So handsome! Who would have thought that the entertainment industry had such a handsome rookie?!"

"Mmm, I seem to...smell some bromance!"

"Me too, me too! Oh, I'm so emotional!"

...

As it turns out, there were also fujoshis.

Even though there was not a large audience in this hall, everyone was quite diverse.

Next up, the five people in the audience had obviously focused their full attention on the movie. As the movie progressed and they found out that the one in the white tuxedo was actually a woman in a male outfit, the cinema was a flurry of emotional shrieks again.

“Ah, ah, ah! That’s the female lead! That’s actually the female lead, oh my God! How could there be such a handsome woman? Oh my God!”

“Not even giving us men a way out...”

“Where’s my sketchbook?! Where is it?! Crap! I’m getting overflowing inspiration! I feel like I can conquer a hundred chapters of this movie’s gay comics tonight!” The girl excitedly took out her sketchbook and pencil from her bag. It appeared that she was an artist.

...

In the next hour or so, since there were only a few people in the cinema, apart from the shrewd woman in front of Ning Xi who remained rather quiet, the couple and the two schoolgirls had never stopped shrieking from the start of the movie until the end. The four of them had even periodically turned around to apologize for their overenthusiasm, clearly embarrassed though they completely lost control at the end.

The two students especially had to hug each other and shriek practically every three minutes.

It was worth mentioning that there were two more people who came in halfway. It looked like they were late, so they looked regretful and muttered to themselves to watch the movie again tomorrow.

After the movie ended, that night, the female artist updated like mad on her QQ Space, friend circles, Weibo, and Twitter about watching “Dream Chaser”. She had even attached her own bromance fan art.

[Tonight, I learned of a new and very interesting movie! The name is called “Dream Chaser”. You guys must go watch it! A must-watch! A must-watch! Important things need to be repeated three times! You’ll definitely come back to thank me after watching it!]

The girl was rather popular within her circle since she always drew bromance fan art of some popular movies or novels, so she had a huge group of loyal fans.

Chapter 1217: When Girls Become Handsome

When they saw the artist they liked recommending a movie late at night, all her fans were curious.

[Whoa! She actually recommended a movie! And it’s a local production too! Didn’t she say she wouldn’t watch another local production anymore the last time?]

[Oh my God! I went to search the “Dream Chaser” trailer and the female lead is handsome AF! The plot is quite interesting too! I must go check it out tomorrow!]

[Me too, me too, me too! Coincidentally there isn’t anything I want to watch recently, if she recommended it then it must be great!]

...

The female artists’ boyfriend’s statuses were usually all lovey-dovey. Tonight, he had surprisingly posted something related to the movie.

[Tonight, I watched a movie called “Dream Chaser”, the female lead is super cool. Although it’s just makeup, she could interchangeably be both a goddess and Prince Charming. Actually, when girls become handsome, there’s really not much use for men anymore! Especially after watching “I Only Like You”, I strongly recommend everyone to watch “Dream Chaser”. You’ll know for yourself that it cannot be compared...and that it reigns supreme *spreads hands*]

This status update included two photos, both of which were taken from the movie. One was the female lead in a woman’s attire and the other was her in a man’s outfit.

As for the two schoolgirls, they lived just near the cinema and had already decided to watch it again for the second and third time on another day. Of course, they had also highly recommended the movie in their respective online communities too.

Similar situations also happened to many members of the audience who had randomly chosen to watch this movie. Even though there were very few who came to watch on the first day, almost everyone who did had started to promote it by word-of-mouth after watching it. Just like a tiny spark with a huge effect, the greatness that was “Dream Chaser” had quietly spread to every corner of Imperial.

...

After the movie finished, the woman in the champagne dress left the hall expressionlessly. She walked away quickly as she made a phone call. “Hello, Assistant Manager Zhang...”

“Manager Fang! It’s rather late, is there anything you need me for?” On the other end of the phone, a man’s respectful voice was heard.

“What’s the current screening frequency for “Dream Chaser”?” The woman asked straightforwardly.

“Dream... Dream Chaser?” On the other end, the person could not instantly recall which movie she was referring to.

“Chen Mian’s new movie,” the woman reminded.

“Ah! Director Chen’s new movie?” The other person finally recalled. “Hold on, let me check... Oh, found it. It’s about five percent!”

The woman frowned. “So low?”

The man quickly explained, “Director Fang, you probably don’t know. Even though this movie was directed by Chen Mian, it’s only a small production with a few million dollars in investments this time. It used an entire cast of new faces. The only person with past experience in movies is the female protagonist who’s also acting as a lead for first time. Without any big shots, the likelihood of being the talk of the town or a huge multi-national, it definitely can’t hold up at the box office. This five percent was only done for Chen Mian’s sake...”

“Have you watched this movie?” She demanded.

The person was taken aback by her abruptness. “Well, I didn’t, but I’ve definitely taken into account all aspects...”

As a professional, when they arranged the screenings, they would have a basic estimation before the release and prior to deciding on the number of screenings.

However, everyone cared about the public’s interest nowadays. Almost nobody would truly watch a movie for its content anymore.

When the woman heard that, she just instructed, “Make the screening frequency for this movie 60 percent tomorrow!”

Chapter 1218: Confidence In My Flirting Abilities

“W-what!? How much?” The voice over the phone stammered in disbelief, “CEO Fang, did you make a mistake? Or were you meaning ‘I Only Like You’ by Director Zheng Kangde? Did you confuse the two movies?”

The woman’s voice was calm. “There’s no mistake. It’s Chen Mian’s ‘Dream Chaser’.”

“But...that’s impossible! ‘I Only Like You’ currently takes up half of our movie slots. How can we give ‘Dream Chaser’ 60%?”

“Reduce the slots for ‘I Only Like You’. Do you still need me to teach you such a simple solution? I want to see the new allocation schedule tomorrow morning!” The woman ended her sentence strongly and ended the phone call as well.

...

On the way back home, Ning Xi sat shotgun. She looked at Lu Tingxiao and said, “Although there were very little people, their reactions are awesome! There are exciting moments every few minutes in the movie! It’ll definitely be popular if it gets more attention! Only the lady in front of us was pretty calm. She didn’t really react... Maybe, she doesn’t like movies like this.”

Lu Tingxiao replied her without glancing at her, “Whether she likes it or not, you’ll know by checking the movie slots for ‘Dream Chaser’ at Oriental Cinema tomorrow.”

Ning Xi was dumbfounded. “Huh? Oriental Cinema? What do you mean?”

“That lady is the CEO of Oriental Cinema, Fang Jiayue.”

Ning Xi gasped in surprise, “Wow! The CEO of Oriental Cinema? Why didn’t you tell me when we were inside!”

“Well, I didn’t see her face when we were inside.”

“Ugh, okay...” Ning Xi felt a little nervous when she found out who the mysterious woman was. “I wonder if she liked it! It’d be bad if she didn’t! The screening allocation for our movie is already poor enough...I’m really nervous! Boss! Do you think she liked it?”

Lu Tingxiao replied almost instantly, “She will.”

“How are you so sure?”

Lu Tingxiao stared at the girl in the eye. “If the CEO of Oriental Cinema was a man, there’s a 70% chance he’ll like it. But if it’s a woman, 100%.”

Ning Xi broke out in cold sweat. “Ugh, thanks for having confidence in my flirting abilities...”

...

The next day was the fourth day for “I Only Like You” to be aired, and the second for “Dream Chaser”.

“I Only Like You” became extremely popular on the Internet. Everyone would talk about it whenever the topic of movies was mentioned. They chatted about how it was the most invested movie of the year, and how well it was performing at the box office. Currently, it had reached \$ 300 million at the box office, and it still contributed to the screening allocation at most cinemas.

Of course, everyone would love to allocate more slots to movies that would help them earn money from ticket sales. The one cinema that did it differently was Oriental Cinema.

Inside the meeting room of the Oriental Cinema office, the management team was having a meeting. Everyone did not look too happy.

Fang Jiayue’s order last night had caused a storm in their company.

Chapter 1219: Resign As The CEO

In Oriental Cinema’s meeting room, the shareholders voiced out their doubts, “CEO Fang, everyone knows that the current top-earning movie is Zhang Kangde’s movie. I don’t know why you’ve considered making such a ridiculous decision. You’re reducing the slots for Zheng Kangde’s movie, and replacing it with the nameless ‘Dream Chaser’? And up to 60 percent allocation at that! I hope you can give us an explanation!”

The others in the management team and the shareholders nodded in agreement.

“Even if you believe in Chen Mian’s ability, giving him a 10 percent quota would be enough, but this is 60 percent we’re talking about! This is absurd! Even the Hollywood blockbuster last year ‘Life On The Line’ got 60 percent! What makes this comedy-drama deserve the same as that?”

“CEO Fang, we acknowledge your professionalism, and we also admit that you’ve successfully predicted many unexpected winners and underdogs, but this time it’s too much! The data today proves that it’s a big mistake. ‘Dream Chaser’ has less than 10 percent of seats sold. We’ve lost a lot just today!”

“This is the same as sending the audience to our rival cinemas. We request that the screening allocation be rearranged immediately to avoid any more losses!”

...

Fang Jiayue’s behavior, which did not go along with the flow, was not only despised in the industry. Even people within the company did not like it as they felt like she restricted the company’s growth.

A cinema was set up to earn money, what use was there with just a good name?

Even if she successfully discovered ten high-quality unpopular movies, it could not compete with the revenue brought in by a well-known commercialized movie. This made Oriental Cinema’s ranking fall within the industry average and they could never make it to the top.

Vice President Zhang Yong was secretly glad that everyone was attacking Fang Jiayue. He faked a worried expression. “I was really surprised when I received CEO Fang’s call yesterday. I tried to convince her, but CEO Fang insisted on it, so I trusted her decision but I didn’t expect the numbers today. Sigh...”

“CEO Fang, what’s your take on this? You have to give us an explanation!”

Some people were impatient as Fang Jiayue still remained silent.

Fang Jiayue carefully looked at everyone. “I’ve heard everyone’s questions and doubts.”

As everyone sighed in relief, Fang Jiayue continued, “But I will not change my decision.”

“What?”

“You’re not changing it even though the loss is this great?!”

“What is the woman thinking?! Does she even take us, the shareholders, seriously? She thinks that the company is her own?”

...

Facing everyone’s criticisms, Fang Jiayue spoke once again, “In ten days, if my decision is really a bad one, I’ll resign from my position as the CEO.”

Everyone fell silent. Vice President Zhang Yong was especially happy when he heard that.

If Fang Jiayue was gone, he could potentially be the CEO then!

Chapter 1220: Throwing Business Away

He already had enough working under her; not only did she not take bribes herself, she also forbade all her co-workers from accepting them, which made him look at loads and loads of cash fly past him, eluding his grasp...

Unfortunately, Fang Jiayue upheld a really reliable name in the industry. Although the company could not be the best, it was still always within the top ten, and he could not do anything against her.

He did not expect Fang Jiayue to say something this stupid. What a joke! Ten days?!

That unpopular film was the kind of movie used to fill the slots for, at most, three days. He was really looking forward to seeing all the empty cinemas. However, he had to thank this movie. It somewhat made Fang Jiayue go crazy, and finally, he now had a chance!

After Fang Jiayue said that, all the shareholders left the meeting room.

Had it been a few years ago, she would have patiently discussed the movie details with them and tell them why she thought it was a good movie, but now she did not bother to make the effort anymore. These people did not know about movies at all, so it would just be a waste of time.

In fact, most of the people in the industry did not know about movies at all, and it was precisely these people who were manipulating the market, playing with the audience's taste, and causing the divide between local production and foreign movies to grow further apart.

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At the same time, Zheng Kangde was chatting with the producer, Wu Kai.

“Old Wu, how is it?”

“Because of the great response from the first three days, we're still having pretty good slots in most cinemas! We're leading ahead of the other movies! But...”

“But what?” Zheng Kangde asked.

“There's one exception...”

“Oh? Which one?” Zheng Kangde was curious.

Wu Kai replied, “Oriental Cinema...when I was gathering the data, I noticed that Oriental Cinema reduced our slots to five percent and raised “Dream Chaser” to 60 percent!”

“What? How much?” Zheng Kangde was surprised.

“60 percent!”

Zheng Kangde's expression darkened. “This Fang Jiayue... Is she crazy? Is she taking her revenge on me? Interesting!”

Wu Kai shook his head, “With Fang Jiayue’s personality, I don’t think that’s the case. While this might be very odd to others, it’s actually pretty normal for Fang Jiayue. She always does things this way, giving extremely high screening allocations for unpopular movies. The only thing she did differently this time was that she gave even more.

“The movies that she supports have very high chances of being popular. If not, they wouldn’t have earned the title ‘China’s First Row’.”

“Hehe, she’s throwing her business away this time!” Zheng Kangde laughed coldly.

Wu Kai replied with a sarcastic tone, “Of course, I checked Oriental Cinema’s numbers today. Although they gave ‘Dream Chaser’ such a high allocation, the attendance is terrible. Almost no one watched it! To be honest, I really don’t get her. No matter how popular these unknown movies can become, it can never be as popular as the commercialized ones. Her giving them slots are just a waste of resources...”