

Little Brat's 1141

Chapter 1141 The Yu Family's Internal Strife

Yu Yu's heart skipped a beat.

"Grandpa? How did this happen?"

"Do you still have the nerve to ask me that?" Yu Feng sneered. "If it wasn't for that useless Yu Cheng, would the old man be so angry?"

In everyone's eyes, Yu Chen was on the side of the first branch of the family, so Yu Feng naturally took his anger out on her.

"Not only did he seek death for himself, but he also dragged the Yu family into it! The Yu family's reputation of so many years has been ruined by him!"

There were a lot of dirty things that happened among the rich and powerful, but usually, everyone tried to maintain a bright and beautiful appearance on the surface.

It was rare for someone to be sent to prison directly like Yu Cheng, especially when the reason he was in jail was because of drugs. Furthermore, he had been given life imprisonment!

It would be a great humiliation for any family to produce such a person!

No matter what, the Yu family was one of the top families in Haicheng. Now that Yu Cheng's incident had happened, who knew how many people would laugh at them behind their backs!

The second branch and the first branch of the family had always been at odds with each other and had always been fighting, both openly and secretly for many years. The first branch had always suppressed the second branch because they had Yu Cheng, the eldest grandson of the first branch.

Now that something had happened to Yu Cheng, the second branch of the family did not hesitate to rush up and stomp on him.

Before even having the chance to say anything, Yu Yu was already being criticized. This made him furious.

However, she did not show it on her face and tried to restrain the surging emotions in her heart. She only looked at Zhou Lan with an apologetic and embarrassed expression on her face.

“I’m... I’m with First Aunt at the hospital right now. She’s not feeling well...”

Ever since Zhou Lan had fainted, she had yet to speak to the Yu family.

Obviously, they already knew the result of Yu Cheng’s trial. Otherwise, Old Master Yu would not have suddenly fallen ill, and Yu Feng would not have called and spoken in such a tone of voice.

All Yu Feng needed to do was think about it and it would not be hard to guess the situation on Yu Yu and Zhou Lan’s side.

The only person they had been able to rely on was Yu Cheng. Now that Yu Cheng was crippled, how could they not panic?

Yu Feng laughed coldly in his heart, and his tone became even heavier,

“The old man is in a very dangerous situation right now. I’ll just say this. You can decide whether you want to stay in the Capital or come back! But if something happens to the old man this time... I’ll definitely not let you off!”

After that, he hung up the phone.

“Second Uncle, I...”

Yu Chen swallowed the rest of his words.

Zhou Lan could tell that it Yu Feng was calling from the end, and it was not hard to tell that the words he had said were probably quite unpleasant.

Yu Yu looked over and said in a low voice, "First Aunt, Second Uncle said that grandpa's high blood pressure is acting up. He wants us to go back as soon as possible."

How could Zhou Lan not know what Yu Feng was thinking at this time?

She gritted her teeth and said bitterly, "Now that Ah Cheng is in trouble, I'm afraid that they'll just be rejoicing!"

For so many years, Old Master Yu had always been biased toward Yu Cheng. He had said more than once that the entire Yu family's business and fortune would be his in the future.

As for the others, they were not considered qualified to compete with him.

No matter how the second branch tried to hide it, no matter how much effort they put in, it was all in vain.

Now that the biggest threat had disappeared, they were probably going to die of joy!

Yu Yu bit her lips. "First Aunt, don't say that. Second Uncle and the others are just worried about Grandpa. "

"They're obviously after the property!"

Zhou Lan had suffered quite a bit of stimulation today, so much so that the tone of her voice had already become exceptionally sharp, very ear-piercing.

She wiped the tears from her face and made a gesture to leave.

“Go back to Haicheng! Alright, I’ll go back now! I’d like to see what they’re going to do after Ah Cheng goes in!”

Yu Yu hurriedly held her back as she frowned.

“But... First Aunt, your health is not very good now. if you run back and forth like this, won’t you be tired?”

However, Zhou Lan had already made up her mind.

“The second branch is bullying us!”

All the sorrow and despair in her heart turned into hatred and anger at this moment.

Yu Yu could only say, “Then I’ll make the arrangements now.”

In fact, she wanted to go back to Haicheng as soon as possible.

In the Capital, the results of Yu Cheng’s case were already out so there was no point in staying.

On the other hand, in Haicheng, the old man had suddenly fallen ill, and no one knew what the situation was.

She had to go back.

...

In the afternoon, as soon as Yu Yu and Zhou Lan got off the plane, they went straight to a private hospital in Haicheng.

This was where Old Master Yu had been sent.

When the two of them arrived, the other members of the Yu family were already there.

Old Master Yu had fallen ill in the afternoon, but fortunately, he had been sent to the hospital in time and was now out of danger.

The two of them headed straight for the ward, but they were stopped by the bodyguards as soon as they reached the door.

“The Old Master is currently resting, please do not disturb him,”

Zhou Lan’s face was filled with disbelief. Yu Yu also frowned.

“I clearly heard some sounds coming from inside.”

“The first master and second master are inside.”

Did that mean that only those two were qualified to enter?

Zhou Lan’s expression changed, and she was about to explode when Yu Yu pulled her back.

“First Aunt, since Grandpa is fine, let’s just wait here first.”

If his rest were to be disturbed, the situation might only get worse.

Of course, Zhou Lan did not dare to provoke old master Yu, so she could only suppress her anger.

A moment later, the door was finally opened, and two figures walked out one after another.

Yu Ming was in front, his face ashen. Yu Feng was behind him, his lips curled into an unconcealed mocking smile.

His line of sight swept across the people in front of him and he sneered, "Don't you know who did this to the old man? Big Brother, if I were you, I would kneel in front of dad's bed for three days and three nights."

"You!"

Yu Ming's expression changed.

Yu Yu immediately stepped forward and spoke in a lowered tone of voice.

"First Uncle, I know you're very worried about Grandpa, but Grandpa definitely wouldn't want to see you and Second Uncle argue."

Chapter 1142 Opportunity

Everyone knew why Old Master Yu fell ill today.

Yu Ming was already in the wrong, so if he were to kick up a fuss now, his face would turn even uglier.

Thus, he suppressed his anger.

"For the sake of the old man, I won't argue with you today!"

When Yu Feng heard this, he reacted as if he had heard a joke.

He looked Yu Ming up and down from head to toe.

“Big Brother, you should be very clear about who’s not going to argue with who, right? If it wasn’t for Yu Cheng, would the old man be like this? Oh, I almost forgot...”

As he spoke, he sent a meaningful look towards Zhou La.

“Yu Cheng is already in prison. Even if you wanted to scold him, you wouldn’t have the chance to do so!”

Zhou Lan was already feeling grief and resentment over Yu Cheng’s matter. How could she listen to these words now? Her body swayed and she almost fell.

Yu Yu quickly helped her to a chair and patted her back to help her breathe.

Yu Ming was extremely furious.

“Second Brother!”

Yu Feng was unbothered by his opinion.

Without Yu Cheng, the eldest branch had lost any advantage over the old master. In addition, Yu Cheng had embarrassed the Yu family this time, so the situation was even worse.

No matter from what perspective, the first branch’s current competitiveness was already far inferior to them. What was there to be afraid of?

He deliberately showed some sympathy and concern on his face, “Big Brother, Sister-in-law, you two must take care of your health! After all, Yu Cheng can’t be filial to you in the future. What if something happens to you?”

Killing people and destroying their hearts was nothing to him.

Yu Ming and Zhou Lan only had one son, Yu Cheng. They had pampered and spoiled him for so many years because they had thought that the Yu family was destined to be his.

Who would have thought that everything would be gone overnight?

Yu Ming's face was ashen and his chest heaved up and down. His lips were trembling from anger, but he could not say a word.

When Yu Yu turned around and saw the scene, she frowned.

"Second Uncle, what happened to brother is already enough to make Grandpa sad. He's just out of danger now. If he sees you and First Uncle like this, I think it won't be good for his recovery..."

Yu Feng glanced at her coldly,

"I'm talking to my big brother. What right does a junior like you have to criticize me?!"

Yu Yu's method would not work on him.

She wanted to use the old master to threaten him, but she should have seen whether the old master had any respect for her first.

Yu Yu choked, her heart filled with hatred, but she did not dare to flare up and could only shut up.

Yu Feng dusted off his clothes,

"I'll take care of the old master. Big Brother, Sister-in-law, you should go back first. Especially on a day like today... When the old man awakens, he probably wouldn't want to see the both of you."

Yu Cheng's incident had been a fatal blow to the first branch, so the second branch was too lazy to even put up a front.

"Big Brother, Sister-in-law, I have to stay here to take care of the old man so I won't be seeing you out."

...

Crash!

The cup fell to the ground, and a crisp shattering sound was heard.

"Does my second brother really think he can climb over my head?"

Yu Ming's expression was extremely gloomy.

All these years, he had never been treated like this!

Zhou Lan, who was sitting to the side, suddenly covered her face and started crying,

"What's the point of saying all this now? What about Ah Cheng?"

At the mention of this, Yu Ming closed his eyes.

Yu Cheng was his only son. How could he not feel upset?

Ever since Yu Cheng's incident, they had thought of ways to deal with it. They had run back and forth, putting in a lot of effort, but all of it had been useless!

Zhou Lan's crying made him even more irritated.

"Cry, cry, cry! All you know is how to cry! He's where he is today because you didn't teach him well!"

Aside from other things, he had even gotten addicted to drugs and had been involved in FN's internal drug ring!

Zhou Lan cried even harder.

She no longer had the mood or energy to argue with Yu Ming. Whenever she thought about how Yu Cheng would spend the rest of his life in prison, her heart felt as if it was being cut by a knife.

"I want to appeal! I'll definitely appeal!"

She was not convinced by this judgment!

Yu Yu secretly sneered.

So what if she appealed?

Yu Cheng's case was so big, and the police had conclusive evidence. He had received an indefinite sentence in his first trial, which showed how serious the case was.

Even if he appealed, the final result would probably not change.

That would only make the Yu family lose even more face.

But of course, she would not say these words.

Yu Yu's gaze swept across the two of them, and he advised softly,

“Uncle, Auntie, let’s leave Brother’s matter to the lawyers. They are professionals after all. What’s more important now is Grandpa’s health.”

Her words suddenly reminded Yu Ming.

That’s right!

The old man was lying in the hospital now. Although his life was no longer in danger, no one could say for sure what would happen in the future.

The second branch’s disposition of forces today clearly made it clear that they wanted to shed all pretenses of cordiality and fight for the family property!

In the past, he had not been worried about this problem at all. After all, Yu Cheng had been the heir appointed by the old master.

But now...

He frowned.

“Not to mention, within the second branch of the family, there’s still Yu Jing.”

Yu Jing was Yu Yu’s illegitimate older brother from a different mother.

In the past, because of his identity as an illegitimate son, Yu Jing’s position in the Yu family had been very awkward. However, after the incident involving Yu Cheng, he had become the only grandson of Old Master Yu.

Both they and Yu Yu were not happy to see this.

Yu Ming looked at Yu Yu, calmed his emotions, and said, “Lil Yu, you’re a child of the Yu family. Yu Jing can’t even be compared with you! Don’t worry, this family’s assets should belong to you. Big Uncle will definitely stand on your side!”

Yu Yu secretly sneered.

Her uncle always spoke in such a grand manner, saying that everything he did was for her, but in fact, he was doing it for himself!

Yu Cheng was already at his wit’s end, and Yu Jing was likely to take the opportunity to ascend the throne.

How could Yu Ming allow such a situation to happen?

So, what he meant now was that he wanted to join forces with her.

After all, her relationship with them had always been much better than Yu Jing’s relationship with them.

In addition, she was a girl and a rather capable girl, so she could be their most powerful helper without posing a fundamental threat to them.

Yu Yu showed them a grateful expression.

“Thank you, Uncle. I know that you and aunt have treated me the best all these years.”

Some words did not need to be said outright.

Yu Ming knew that she had agreed, but he was still anxious whenever he thought of the current situation.

“But, the old master is sick now. Who knows if anyone had any ulterior motives and is whispering in his ear? If the second branch and Yu Jing are constantly hanging around him, then...”

“Uncle.”

Yu Yu interrupted him.

“Actually, I don’t think that’s the most important thing. Grandpa has to think about the whole Yu family. If all he can do is speak nicely without showing any ability, Grandpa will look down on such a person. ”

“You mean to say...”

Yu Yu said, “Those who produce results are the most competitive.

“Tonight is the premiere of ‘Fantasy God Chronicles.’ This movie will be released on National Day. This will be our chance.”

Chapter 1143 Isn’t This Better Than a Movie?

The Yu family’s business was controlled by the first branch and the second branch.

Both sides were equal in strength, and after all these years of fighting, it had always been difficult to determine who was better.

Now that they had lost their biggest bargaining chip, Yu Cheng, the first household was at a disadvantage.

However, if Yu Yu could rise up, it would undoubtedly increase their confidence.

It was because Yu Media, which she controlled, was an extremely important business of the Yu family.

This had actually been given to Yu Cheng by Old Master Yu, but Yu Cheng was not interested in such matters and was only involved in name only. He handed most of the work and affairs to Yu Yu, while he went to race cars.

In the end, he had even gotten himself into trouble.

But no matter what, Yu Media was still under the control of the first branch.

If they could perform well at this time, it would undoubtedly help them win back the support of the old master.

“You’re right.”

Yu Ming pondered for a long time and nodded solemnly.

The reason why the Yu family had been able to become one of the top aristocratic families in Haicheng was largely due to Old Master Yu.

He had to consider the Yu family’s future, so he would definitely value the heir’s ability.

In the past, he had chosen Yu Cheng because he had favored his eldest grandson. He had also done so because he deemed Yu Ming as being quite capable and able to protect him.

Now that Yu Cheng could not make it, Old Master Yu’s criteria would naturally change if he were to choose someone else.

Ability was the most important factor.

“I remember that you invested a lot of money in that movie, right?” he asked.

“Yes. The company is aiming to break the domestic box office record this time.”

At the mention of “Fantasy God Chronicles”, Yu Yu’s expression became much more relaxed.

She had put in a lot of effort for this film and was waiting for this opportunity to make a comeback.

The timing was just right.

Yu Ming had heard people mention it a few times before. The industry’s investors were very optimistic about this film.

Seeing Yu Yu’s confident look, he felt much more comforted.

“That’s good. the old man will probably be in the hospital for a few more days. I’ll tell him the good news when he’s discharged.”

Yu Yu nodded,

“I know, Uncle.”

...

By the time Yu Yu returned to her place, it was already past eight in the evening.

After entering the house, she kicked off her high heels and went to the living room. She lay down on the sofa and let out a long breath.

She had been running around the Capital and Haicheng the whole day, and she was exhausted.

But fortunately, she was in a good mood.

Yu Cheng's life sentence had really given her a big surprise.

So what if he was the eldest grandson? Wouldn't he be trapped within the high walls for his entire life?

In Yu Yu's eyes, Zhou Lan's insistence on filing for an appeal was a joke.

After being imprisoned and addicted to drugs, Yu Cheng was going to rot in that dirty swamp for the rest of his life!

When she thought of this, Yu Yu felt that even her fatigue seemed to have faded.

She stood up and took a bottle of red wine from the wine cabinet. Then she then took a red wine glass and poured herself a glass of red wine.

The old man was ill, but he was not in danger.

The best part was that after this blow, his mind was still clear, but his body was definitely not as good as before.

He had to start giving up power and at the same time, start screening for the next heir to the Yu family.

There were only so many people in the Yu family, who could he choose?

As long as she joined hands with the first branch, the second branch and Yu Jing would not be able to pose a threat to them.

Without Yu Cheng, there was nothing to worry about on the first household's end.

Yu Yu felt that she had always been very patient. For example, she had waited from the moment old master Yu had slapped her until today's premiere of "Fantasy God Chronicles". She had also waited for this glass of red wine to become completely alert again after such a tiring day.

The strong smell of alcohol gradually spread and filled the tip of her nose. The dark red liquid was gently swirled in the glass. The crystal lamp above her head shone brilliantly, making it seem as if the glass of wine was just as brilliantly.

It was a pity that she had not been able to go to the premiere today.

Yu Yu shrugged her shoulders with some regret.

However, before her lips could touch the glass, her phone suddenly rang.

She frowned. Who could be calling at this time?

The trace of unhappiness from being disturbed in the bottom of her heart silently dissipated when she saw the caller ID.

It was Liu Bo, the Vice President of Yu media.

That night, he had attended the premiere of “Fantasy God Chronicles’ as the representative of Yu Media.

However, surely the premiere had not ended yet, right?

Feeling this little bit of doubt, Yu Yu answered the call.

“Hello,” she said.

“President Yu! Something has happened at the premiere!”

Liu Bo’s voice sounded anxious and panicked.

Someone barged into the premiere and made a scene with a banner, saying that because of Yu... because of Young Master Yu, they wanted to boycott “Fantasy God Chronicles”!

Yu Yu’s expression changed.

“What!”

“This happened too suddenly. Although the security guards quickly drove those people out, it still made a big impact. I’ve already asked the public relations department to handle it just now, hoping to suppress this matter, but there were too many people at the premiere, so the related videos and photos were still leaked...”

Crash—!

Yu Yu’s hand trembled slightly, and the wine glass fell to the ground, smashing onto the marble floor.

Liu Bo also heard this.

“President Yu? President Yu! are you alright?”

Yu Yu could not care less about all this now.

She closed her eyes as she felt as if a fire had suddenly burst out from the bottom of her heart!

“What are you guys doing!”

How much trouble would such a scandal at the premiere cause?

Liu Bo was also in a terrible fix on his end.

“President Yu, it’s true that we didn’t do a good job today. B-but we really didn’t expect this!”

Who could have expected that someone would be so bold as to come and make trouble at such a grand and lively premiere?

More importantly, the reason for the boycott was Yu Cheng!

Yu Cheng had only been sentenced to life imprisonment for illegal possession of drugs and rape today!

If “Fantasy God Chronicles” was connected to his name, it would be extremely difficult to clean it up!

Yu Yu quickly opened Weibo.

#Fantasy God Chronicles Yu Cheng#

#Fantasy God Chronicles premiere#

#Yu Media Yu Cheng#

A few words had already appeared on Weibo’s hot search, and the first one was even more obvious—

#Boycott Fantasy God Chronicles#!

...

The Capital, Skyleaf City.

Shen Li leaned back in her chair and scrolled through Weibo. She clicked on the hot topics.

In the square, videos and photos could be seen everywhere.

She looked at it for a while and sighed.

“Isn’t this better than watching “Fantasy God Chronicles”?”

Chapter 1144 Let Them Be in the Limelight

As Yu Media’s biggest investment in a movie in recent years, “Fantasy Gods Chronicles” had made the news from the moment it was produced to its release.

Tonight’s premiere was even grander, with all the media gathered.

However, it was also because of this that this farce had quickly set off a wave after it had happened.

Shen Li had thought that all the brouhaha concerning Yu Media would only start after the movie was officially released on National Day, after the collapse of the reputation of “Fantasy God Chronicle” through word-of-mouth. She had not expected that someone would present such a wonderful scene in advance today.

It was an unexpected surprise.

Yu Media obviously had not expected someone to be so bold as to make a scene at the premiere. When those people had rushed onto the stage with banners, the security guards had not had enough time to stop them.

[Boycott drug addict Yu Cheng!] [Boycott Yu Media and Fantasy God Chronicles!]

The bright red banner had been unfurled. Every word was so clear and sharp, like a sharp dagger, ruthlessly stabbing at Yu Media and the “Fantasy God Chronicles” crew by surprise.

Perhaps it was because “Fantasy God Chronicles” was a top-tier project and had garnered a lot of buzz, or perhaps it was because Yu Cheng’s news had just taken over the major news pages in the morning. That caused many people to be in high spirits. In short, the speed at which the videos and photos spread was beyond expectations.

In just a short while, the top ten most searched searches were all related to this matter.

The main page and the topic square were in an uproar.

[I’m shocked! I just found out that Yu Cheng is actually the boss of Yu Media?!]

[Ha, so “Fantasy God Chronicles” is a movie that was invested in by a drug addict? I was planning to go with my friends to see it on National Day, but forget it now. I don’t want to give money to a drug addict. smiling.jpg.]

[Blind! I heard that Director Meng Shan spent a long time to polish up the script. I was looking forward to it being released! It turns out that it’s produced by Yu Cheng’s company? I’m scared.]

[Well, let’s all be rational. Yu Cheng’s company has made a good investment in “Fantasy God Chronicles”, but it’s also the fruits of labor of the countless crew members! Isn’t it unfair to them if we destroy all of them just because of Yu Cheng?]

[I’m dying of laughter. Where do you think Yu Cheng got the money to take drugs? He abused a young up-and-coming model and almost killed her, yet in the end, he got away with it. What did he rely on? He didn’t show any mercy when extracting benefits, but now that the wind is blowing in a different direction, he wants to cut off their relationship. So, he’s going to reap all the benefits of that connection without paying any price? There’s no such good thing in this world!]

[That’s right! If it wasn’t for the Yu family’s repeated protection, would Yu Cheng have been able to live so freely until now? He committed so many crimes, but he managed to avoid getting in trouble until his current imprisonment. He has already been carefree for a long time! Yu Cheng shouldn’t be forgiven, and the Yu family can’t just stand by and do nothing!]

[Remember, every movie ticket you contribute to “Fantasy God Chronicles” will be the equivalent of firing a bullet at the narcotics police!!!]

[Boycott “Fantasy God Chronicles”! Boycott Yu Media!]

...

The flames of war quickly spread from Yu Cheng to “Fantasy God Chronicles”, until even Yu Media was implicated.

By the time Yu Chen realized this, the situation had already gone out of control.

“How long has it been? Why hasn’t it disappeared from the hot searches?!”

At this moment, Yu Yu had already lost the mood to drink.

Liu Bo was also feeling anxious and had a headache.

“President Yu, our people have already contacted them, but the deal didn’t go through...”

Yu Yu gritted her teeth.

Of course, if the negotiations had not gone through, that meant that it was not a matter of money.

It was obvious that someone wanted to take the opportunity to mess with them!

How important was it for a movie to have a good reputation?

Yet, in the end, this was what happened at today’s premiere of “Fantasy God Chronicles”!

“And President Yu, this matter has escalated so quickly that we didn’t even have time to react. Even if we forcefully remove the hot searches now, we can’t shut everyone’s mouth!”

Yu Yu was so angry that she laughed.

“Then what do you mean? Are we just going to ignore it?”

Liu Bo quickly said, “President Yu, that’s not what I meant, I—”

He was at a loss for words.

In actual fact, everyone knew that this was all Yu Cheng’s fault. For the past few years, his involvement in Yu Media had been in name only and he had not made any contributions to the company’s development. However, in the end, he had left behind such a mess!

To put it bluntly, he had entered the room nimbly, but other people still had to clean up his mess!

How could Yu Yu not understand this?

She massaged her temples.

“Then go and arrange for Internet trolls to try and shift the public’s attention from Yu Cheng and Yu Media to “Fantasy God Chronicles” itself.

It was impossible to completely erase the negative attention, so all they could do was divert attention away from it.

As long as everyone’s focus returned to the movie itself, there was still a possibility of it being saved.

Liu Bo quickly understood what she meant.

“Alright, President Yu, I’ll go and do it now.”

After ending the call, Yu Yu closed her eyes and took a deep breath.

On one hand, she resented Yu Cheng. On the other hand, she was also trying to think about who was targeting them behind this incident.

She thought for a while, but she still could not come up with an answer.

In the end, she could only give up for the time being and continue to make phone calls to solve the problem.

...

Shen Li was scrolling through Weibo for a while when she received a call from Zhao Xuan.

Under normal circumstances, he would not call her if he could solve the problem just by sending her a message.

Shen Li answered the phone.

Zhao Xuan respectfully asked, “President Shen, have you seen the news about “Fantasy God Chronicle”?”

Shen Li had already guessed that he was calling her about this.

“Yes.”

Zhao Xuan was a little conflicted.

“It’s like this. Originally, we were planning to arrange for a few hot searches and some soft channels after today’s premiere, but we didn’t expect the situation to be like this. You see-”

The competition for the National Day slot had always been very fierce. In addition to “Chasing the Light” and “Fantasy God Chronicles”, there were five other movies that were released at the same time.

It was not easy to get a piece of the cake.

Everyone had been certain that “Fantasy God Chronicles” would be the biggest winner of this National Day screening, and the other films would only be able to share a small portion of the market.

At this time, publicity was very important.

Zhao Xuan felt that even if it could not compare to “Fantasy God Chronicles”, it would at least beat the other films, so he had made a lot of preparations for this.

Who would have known that now—

“There’s no need. “Fantasy God Chronicles” has stolen the limelight this time. There’s no need to fight with them.”

“But if that’s the case, I’m afraid that our film won’t get enough exposure...”

“I’m sure you haven’t forgotten how “Hibiscus” became popular.”

Zhao Xuan paused.

“President Shen, do you mean that... “Chasing the Light” can be the same as “Hibiscus”?”

But wasn't the probability too small?

"Maybe," Shen Li said as she smiled, "It's possible that "Chasing the Light" will be more successful than "Hibiscus". "

Zhao Xuan was silent for a moment.

He knew that Shen Li had high hopes for "Chasing the Light", but he had not expected it to be to this extent.

Shen Li said, "We still have a lot of time after this, so let's give these two days to the "Fantasy God Chronicles" first."

After all, there were only a few days left for this movie.

They had to cherish these few days.

Chapter 1145 Refund

Zhao Xuan did not fully understand her words, but one thing was clear: If "Fantasy God Chronicles" was going to be tormented these two days, then they were to let them be.

He immediately responded, "Yes."

After ending the call, Shen Li received a message from He Xiaochen.

[Wooooooooooooo!]

[Ah Li! I just finished watching "Chasing the Light." In one word: Perfect!]

[They tricked me into crying again! I cried until I used up two packets of tissues, and my eyes are still swollen! So many people in the cinema were also crying!]

[You have to watch this movie!!!!]

It was not hard to imagine He Xiaochen's red and swollen eyes continuously sobbing as Shen Li read this series of messages.

Shen Li thought for a moment.

[Then why don't you go and refresh your Weibo to change your mood?]

After all, it was human nature to be interested in scandals, especially with what had happened today, which was indeed wonderful.

He Xiaochen did not know what was going on, but she still wiped her tears and opened her Weibo.

Five minutes later.

[Ahhhhhh, so the investor for "Fantasy God Chronicles" was actually Yu Cheng's company? Scum, die!]

Seeing this, Shen Li was relieved.

Well, it seemed that her sadness had turned into anger.

Once He Xiaochen returned to her battle-excited state, it meant that she had recovered.

Shen Li clicked on Weibo and looked at the homepage of several professional film review bloggers.

These were all the people who had attended the premiere of "Chasing the Light" tonight.

Without exception, all of them had given “Chasing the Light” extremely high marks in the reviews they had just released.

However, these Weibo users only had a few hundred to a million fans. In addition, the excitement tonight was all over “Fantasy God Chronicles”, so after the Weibo posts had been posted, the response was not very strong. Some had more than a thousand comments, while some had only a few dozen.

It was really very cold and cheerless.

However, Shen Li was not in a hurry. These were all well-known professionals in the industry. Although they did not have many fans on Weibo, their film reviews were very valuable for reference.

This proved that “Chasing the Light” had conquered them.

This was enough.

Shen Li took a few glances and got a general idea of the situation, then she retreated.

...

This night was destined to be a sleepless night for many people.

That included Yu Yu and the countless people in Yu Media who were feeling anxious and furious. They wanted to suppress the incident at the premiere as much as possible and reduce its impact.

Since it was impossible to block it by force, all they could do was hire a large number of marketing accounts and Internet trolls.

[To be honest, aren't those people who are clamoring to boycott movies a little too much? Don't you know that a movie is the result of a few months of joint efforts by the creator and the staff? Yu Cheng was at fault, but the “Fantasy God Chronicles” project had nothing to do with him. He had already been

detained while preparations for filming had been going on, so how could he possibly intervene? So, are so many people's efforts going to be in vain just because of his mistake?]

[I think so too. Yu Cheng is Yu Cheng, and the movie is the movie. It can't have been easy working on this movie and now the people who worked on it are being punished... That seems a little unfair.]

[I was lucky enough to be invited to the premiere of

"Chasing the Light". I just want to say that it would be a pity to miss this movie.]

[My sister also went to the premiere and has been promoting it to me like crazy! It's a pity that the pre-screening tickets for tomorrow and the day after have all been sold out. We can only wait for the official screening on the first!]

[There's no need to worry too much about it. This film is worth watching just for the director alone. I heard that the post-production of the movie even hired a top foreign team to be responsible for the production. They spent a lot of money, so all the more you have to go and take a look!]

...

After Shen Li finished her bath, she changed into her pajamas and went to bed.

It was almost midnight. She opened Weibo again and found that the public opinion on the Internet had changed.

In the beginning, it had been one-sided, but now, a considerable number of people had spoken up for "Fantasy God Chronicles", saying that they would definitely go to the cinema to support it.

In just a short hour, it could be seen that Yu Media had spent a lot of money this time.

Some of the passersby saw this and gradually wavered.

It looked like the scales were beginning to tilt.

Shen Li looked at all of this for a while, then she put away her phone and went to sleep.

The show had just started, so there was no hurry.

...

In one night, after a lot of maneuvering and the spending of a lot of money and energy, the search terms related to “Fantasy God Chronicles” had finally shaken off their connection to Yu Cheng.

Many people expressed that they were still looking forward to the movie and wanted to watch it at the cinema.

After all, the lineup of “Fantasy God Chronicles” was really strong. Whether it was the director or the lead actor, all of them had a strong box-office appeal.

On the movie-related app, “Fantasy God Chronicles” still ranked first in the number of people who wanted to watch it, far exceeding the other movies.

After all, Yu Media was still very powerful and very capable.

Shen Li received a message from He Xiaochen while she was in class.

[I’m so angry! What were these people thinking? It’s just a movie, so do they have to watch it? What art? The investor doesn’t even abide by the basic moral laws. What kind of art is this film even?]

[The movie “Chasing the Light” that I watched yesterday is truly the best! That is what art is! But Shengguang Media’s publicity is so low. They haven’t even made it to the hot searches!]

[No! I'm going to promote it! I can't let my treasure movie be buried! Ah Li, you have to come with me!]

Shen Li smiled.

[Okay.]

In fact, she had already expected this situation because not everyone would give up on a movie they were interested in just because Yu Cheng was involved in drugs.

However...

It was also precisely these people who were extremely picky about the work that they liked.

She casually scrolled through Weibo and suddenly saw a post from a movie blogger who had always been gentle.

[The biggest scam movie of the year, "Fantasy God Chronicles"! It's a terrible film! I want a refund!]

Chapter 1146 Collapse

This blogger had more than two million fans and had always taken the artistic route. Now that he had suddenly made such a post on Weibo, all his fans were shocked.

[Wait, was he hacked?]

[What's wrong? Is "Fantasy God Chronicles" not good?]

[To be honest, I've followed this blogger for a long time, but this is the first time I've seen him speak so bluntly and unpleasantly.]

[That's impossible, right? "Fantasy God Chronicles" is Director Meng Shan's film. Weren't those who watched it at yesterday's premiere all praising it?]

The number of comments grew rapidly, but most of them were questioning the contents of the blog post. The blogger was so angry that he directly replied in the comment area.

[There's been no hacking, no sponsored partnerships. This post was purely a complaint! I'll say it again, "Fantasy God Chronicles" is the worst movie I've seen this year!]

[I had originally gone because of Director Meng Shan, but reality has really given me a hard blow! The entire movie's plot is broken, and the editing is messy. It's probably because the director wants to express too many things, so he didn't make it clear. There are also post-production special effects that are said to have cost a lot of money. I don't even think the movie ticket is worth more than 50 cents!]

[I almost fell asleep a few times in the cinema. The only reason I stayed was because I wanted to see how bad this film could be! In the end, I was too naive. This film, it's really rotten beyond your imagination!]

Looking at the blogger's genuine complaints, some fans finally started to waver.

[Ah, I bought a ticket for the first day. I was planning on watching it with my girlfriend,]

The blogger was obviously still in a fit of anger and replied almost instantly.

[If you don't want your girlfriend to doubt your sense of aesthetics and intelligence, I advise you to refund the ticket!]

At the premiere on the day before, "Fantasy God Chronicles" had received a good response. Who would have known that today's pre-screening would receive such bad reviews?

Such a polarized judging situation confused many of the audience who had yet to step into the cinema.

Very quickly, the situation became even more complicated.

This was because more and more people who had watched the pre-screening came out to complain.

[My expectations were probably too high. “Fantasy God Chronicles” didn’t turn out as I had imagined. In fact, it might not even be a complete movie.]

[The trailer was edited so well. It turns out that all the content of the movie was condensed into it. For those who haven’t gone to the cinema and want to watch “Fantasy God Chronicles”, I suggest you just watch the trailer again. [smile]

[Even my nephew, who has studied animation for three years, can do better! Who said it’s only worth fifty cents? I think it’s three cents at most!]

[It’s really an eye-opener. It turns out that there can really be a film that sucks from the beginning to the end. It’s said that hundreds of millions had been invested in this movie. Even the splashes of those hundreds of millions of dollars are better than this!]

It was normal for a movie to be controversial, but if most people did not think it was good, then it was most likely to be a bad movie.

Of course, there were also some good reviews that praised “Fantasy God Chronicles”, but in the midst of the surging waves of bad reviews, it seemed particularly pale and weak.

In the beginning, the film company had still managed to give the public the illusion that “Fantasy God Chronicles” was very good through their marketing. However, as time passed, after the first day of nationwide pre-screening, many people began to question and criticize it. This directly tore apart their mask and made more people realize that this was actually an extremely bad film.

#Fantasy God Chronicles crap# quickly made it to the hot search.

...

Yu Media.

The atmosphere in the large conference room was cold and heavy, and Yu Yu's face was extremely unpleasant.

She had been on the move all day yesterday and had not slept well that night because of what had happened at the premiere. She looked haggard, and the dark circles under her eyes could not be hidden. Her bloodshot eyes were also very obvious.

Everyone could feel the foreboding anger coming from her, and they kept quiet out of fear.

Yu Yu picked up her phone, and her cold eyes swept across everyone in the meeting room.

"Did you guys see the situation on the Internet? The movie's reviews were so terrible! What are you all doing?"

Everyone looked at each other.

This...

This could not be blamed on them, right?

The director of the film was Meng Shan. In the past, all of his films had been well-received, especially since he was the one who held the box office record for domestic films.

Who would have thought that he would fail this time?

Back then, so many companies had competed for this project, and it was Yu Yu who had personally negotiated for it.

If someone was to be blamed, then Yu Yu would have to take responsibility!

In the eyes of investors, a movie was just a project. What they cared about was whether the movie could make money. As for the quality of the movie and what it was trying to express, it was not within their scope of consideration.

Moreover, from the director to the actors, “Fantasy God Chronicles” had seemed to have all the makings of a big hit. In the beginning, Yu Yu had specially given instructions that this film would be controlled by Director Meng Shan, and he could film it however he wanted.

Who would have thought...

But none of them dared to say these words out loud.

Yu Yu had been working in Yu Media for several years, and in the past, she had always presented a refined and elegant image. She had never appeared like she had today, throwing a tantrum in front of so many people.

It could be seen that she was really going crazy.

At this time, who would dare to provoke her?

In actual fact, Yu Yu did not want to do this either, but she could not help herself.

Ever since the incident with Yu Cheng, she had been implicated and her status in the Yu family had dropped greatly. Old Master Yu had even slapped her.

She had been waiting for an opportunity... an opportunity to prove her ability and make the Yu family value her again.

She had been certain that “Fantasy God Chronicles” had been this opportunity. She had put in a lot of effort into this project and had patiently waited for it to be released.

However, in the end, this was the result!

Yu Yu knew all too well how much of a blow this could be to a movie, especially when it was only a pre-screening. Once it was officially released on National Day, the box office would definitely be greatly affected!

More importantly, after the topic of boycotting “Fantasy God Chronicles” had appeared on the Internet yesterday, Yu Media had put in a lot of effort to shift the direction of public opinion towards “focusing on the film itself”. Yet, in the end, the reviews for the pre-screening were so bad.

This was no doubt equivalent to a hard slap to the faces of “Fantasy God Chronicles” and Yu Media!

Allowing everyone to watch a movie, then remove all external negative factors, and only allowing appreciative opinions of the movie to remain. Then, the audience would believe you and go to watch it, only to find that it was just a pile of trash.

Was there anything else that could stir up people’s anger more than this?

The “Fantasy God Chronicles” official Weibo comment area had already fallen into enemy hands, full of people cursing at the fraud and asking for a refund.

Now that things had already turned out this way, Yu Yu did not even dare to imagine what would happen after it was officially released on National Day!

Yu Media was the sole investor in this movie and they had invested more than 300 million yuan!

In addition to all kinds of publicity and revenue sharing, if they wanted to break even, they would have to earn at least one billion at the box office.

Yu Yu took a deep breath and finally said, “No matter what method we use, the box office of “Fantasy God Chronicles” must reach at least one billion this time!”

She no longer wanted to break the box office record, but she had to at least break even!

Chapter 1147 The President of Shengguang Is So Lucky

As the reputation of “Fantasy God Chronicles” began to collapse, another voice emerged on the Internet at the same time: It was about “Chasing the Light”.

[It’s amazing! “Chasing the Light” was really amazing! [I cried like a dog in the cinema!]

[“Chasing the Light”- You’ll regret it if you miss it!]

[Female directors are really different. This film’s perspective and emotional expression are more exquisite. This time, Director Liang Yue’s shooting techniques and post-production editing have improved by more than one level higher compared to before! It’s truly amazing!]

[I’m already prepared to go watch it with my family on National Day! It’s a good movie that’s worth watching twice or thrice! It’s especially important for locally-produced movies to have our support!]

[Is it really that good? Many of the following bloggers are promoting it. They can’t be doing it as sponsored partnerships, right?]

[Hahahaha! I’m dying of laughter! If they wanted to make a living, couldn’t they just look to “Fantasy God Chronicles” instead? In short, I’m optimistic about “Chasing the Light”. It will definitely become the biggest dark horse among the National Day shows!]

[Oh my god, in our small city, the number of shows for “Chasing the Light” is pitifully few! When will the number of showtimes be increased?]

The National Day screening was approaching, and several films that were about to be released had started premiering one after another. Word of mouth had also begun to escalate.

“Fantasy God Chronicles” and “Chasing the Light” were the two most discussed movies, but they formed two extremes.

One was cursing due to their great disappointment, while the other was pleasantly surprised.

Thus, with this comparison, “Fantasy God Chronicle’s” situation became even more difficult.

...

The discussion about these two films continued on the Internet, and there was a trend of continued escalation.

When Zhao Xuan saw this situation, he finally understood what Shen Li meant.

When a movie was good enough, naturally, people would take the initiative to recommend it.

Compared to the variety of marketing methods, the quality of the film itself was the most important aspect.

In addition, Shengguang Media had the biggest support from the Lu theater chain, and the screening frequency of “Chasing the Light” was second only to “Fantasy God Chronicles”. From this starting point, it was obvious that the final box office results would be very impressive.

...

On October 1st, the competition for the National Day slot finally began.

Due to the poor pre-screening results of “Fantasy God Chronicles” a few days ago, it had only managed to make 23 million at the box office on the first day.

After finding out the results, Yu Yu smashed everything in her office and flew into a rage.

However, no matter what, things had already happened, and there was nothing that could be changed.

In the current film market, the quality of films was becoming more and more important to the audience. It was no longer like in the past, where they could easily make a lot of money by simply pulling in some traffic and vigorously promoting it.

The movie's quality was the most important factor in its success.

From the anticipation before the release of "Fantasy God Chronicles" to the dismal box office sales, all the changes had happened within a few days of the pre-screening.

However, they could not blame anyone but themselves.

No matter how good the early publicity had been, it would not work.

As for "Chasing the Light", it became the only movie that broke the 100 million Yuan mark at the box office in a single day. With 140 million Yuan, it easily won the box office record of the day.

In comparison, "Fantasy God Chronicles" seemed even more dismal.

That night, Yu Ming immediately called Yu Yu and said coldly, "Didn't you say that "Fantasy God Chronicles" would explode? What's going on now?"

He had been busy with Old Master Yu's matters for the past few days. Today, he heard from the doctor that Old Master Yu would be discharged after a few more days of observation. He had thought to make Old Master Yu happy with the results of Yu Media's achievements.

Who would have thought that "Fantasy God Chronicles" would completely fail? The earnings from the first day's box office were only over 20 million, and this even included the box office earnings from the pre-screening!

Although Yu Media was not under Yu Ming's jurisdiction, he knew what this situation meant.

For a movie with such a huge investment and an overwhelming amount of publicity in the early stages to have such low box office earnings on the first day of release, it was basically destined that it would not rise in the future.

If that was really the case, then for Yu Media, it was tantamount to a few hundred million going down the drain!

Such a huge loss would be difficult for any company to bear, and Yu Media was no exception!

How could Yu Yu not understand this?

In actual fact, she had already started to panic and the fear had built in her heart.

However, upon facing Yu Ming's questioning, she could not admit it. She could not even show a trace of guilt, or the situation would only get worse.

She forced herself to calm down and said,

"Uncle, today's box office earnings are not as good as expected, mainly because of the incident at the premiere. Public opinion about us is also not very good. But don't worry, we'll try our best to rebuild the film's reputation. We'll definitely be able to save the box office earnings."

When she mentioned the incident that had happened at the premiere, Yu Ming was misled.

He had not paid much attention to these things, so he did not know that the reason "Fantasy God Chronicles" had done so badly was mostly because of its quality.

When he heard Yu Yu say that she would try her best to salvage the situation, he had some doubts in his heart. However, in the current situation, he had to believe it even if he did not want to.

He tried to calm himself down and said in a deep voice, “Lil Yu, you have to know that this movie is very important. The old master will be discharged in a few days.”

Yu Yu’s heart sank, but her tone remained the same.

“Don’t worry, Uncle. I understand.”

Yu Ming hung up.

Yu Yu took a deep breath and called Liu Bo.

...

On the second day of the National Day screening, the box office earnings of “Chasing the Light” continued to rise, with the highest attendance rate among all the films.

At the same time, the other movies that were released in the same period of time also scored well, with “Chasing the Light” topping the list with a 9.1.

As for “Fantasy God Chronicles”, it did not even reach the passing line, ending at 4.8, and continued to drop.

Lu Corporation.

Lu Huaiyu was sitting in his office as the two senior executives in charge of the theater chain business were reporting the situation.

One of them, a slightly plump middle-aged man, said, “Second Master, based on the current trend, “Chasing the Light” should be the biggest winner of the National Day broadcast.”

Correspondingly, the Lu Corporation cinema chain that had given “Chasing the Light” the most showtimes naturally also got a share of the pie.

Lu Huaiyu leaned back in his chair lazily.

Another younger man laughed and said, “I heard that Director Meng Shan of “Fantasy Gods Chronicles” had initially approached Shengguang Media, but the two sides couldn’t reach an agreement. In the end, the project fell into the hands of Yu Media. I don’t know if Shengguang Media was still brooding over this matter, but they very quickly signed on Director Liang Yue’s “Chasing the Light”, who has worked with Yu Media many times.”

“At that time, a lot of people felt sorry for Shengguang Media. Who would have known that “Fantasy God Chronicles” would actually be such a scam? This time, Yu Media is really going to suffer a great loss. On the other hand, “Chasing the Light” will probably make a fortune for Shengguang Media.”

As he spoke, he sighed, “The President of Shengguang Media not only has good taste, but he’s also very lucky!”

Lu Huaiyu’s well-defined fingers tapped lightly as he smiled faintly.

“Is that so?”

Chapter 1148 Locking the Field

“Who said it wasn’t?”

The slightly plump middle-aged man also sighed dramatically.

“Previously, for “Hibiscus”, they used Director Ge, whom everyone thought would not be able to produce a good film, and all the actors they used were newcomers, but they managed to earn a lot of money with a small amount of investment. This time, it’s even more amazing. They dodged “Fantasy God Chronicles” which could be called a heavenly pit and picked up on the great opportunity of “Chasing the Light.” It can only be said that Shengguang Media’s luck is indeed good. On the other hand, I wonder how regretful Yu Media will be when they see today’s box office results.”

According to the initial situation, the film “Chasing the Light” should have been Yu Media’s, and “Fantasy God Chronicles” should have been Shengguang Media’s. In the end, the situation for both sides had been reversed.

If they had taken the wrong script, both companies would have been on completely different paths.

“At that time, many people had been optimistic about “Fantasy God Chronicles”. If this opportunity had fallen into the hands of any other company, they would have never let it go. Shengguang Media, however... Tsk. Sometimes, things like investments are really mysterious.”

The younger man looked at Lu Huaiyu with a smile and said, “Speaking of which, Second Master’s vision is still as unique as ever. If you hadn’t insisted on giving the most showtimes to “Chasing the Light”, we would probably have a headache like the other big cinema chains.”

Other than Lu Corporation, most of the domestic theaters had reserved more of their showtimes for “Fantasy God Chronicles”.

After the premiere and pre-screening, word of mouth had escalated, and some smart ones had reduced the corresponding showtimes. Who would have known that after the official screening, the box office results would end up worse than they had expected?

The attendance rate was the lowest among the seven movies that were released on the same day.

Many of the cinemas that had lost money began to curse.

Lu Huaiyu raised his eyebrows slightly.

There had been a reason that Lu Huaiyu had for making that choice back then.

However, there was no need to tell others about that.

The slightly plump middle-aged man nodded in agreement.

“Today’s market performance of the major films is already very clear. I estimate that from tomorrow onwards, the showtimes of “Fantasy God Chronicles” will continue to decrease. The box office earnings... I don’t think there will be much hope.”

The theater chains were not stupid. Why would they continue to play a bad movie that no one was watching instead of a good movie?

Even if it was an investment from Yu Media, it would be the same. After all, everyone had to make a living, and of course, their own interests were the most important.

However, in this aspect, other cinema chains could not be compared with Lu Corporation... They had already made an agreement with Shengguang Media.

Now that the results for “Chasing the Light” were even better than they had expected, they would definitely cooperate more with them. This would mean that the cooperation between the two parties would be even more pleasant.

“Based on the current trend, the final box office sales for “Chasing the Light” will most likely enter the top ten nationwide box office sales.”

When the younger man mentioned this, his face was filled with admiration.

“It would be great if I could have the opportunity to visit the boss of Shengguang Media. I wonder what kind of person he is.”

With “Hibiscus” and “Chasing the Light”, he was now the hottest and most mysterious person in the film investment industry.

Lu Huaiyu’s lips curled into a faint smile.

“If there’s a chance, I’ll go and see him.”

The two executives were quite surprised to hear this.

Under normal circumstances, it would be others who wanted to visit Lu Huaiyu. It was rare for him to want to go and meet others.

“Second Master, do you also think that the President of Shengguang is quite capable?”

Lu Huaiyu had a slight smile on his face.

“Yes, I am very interested in this person. Besides, I’ve earned some money from this person this time, so it’s only right for me to express my gratitude in person.”

...

On the second day of the National Day holiday, the film market was still booming.

“Chasing the Light” had won first place at the single-day box office with earnings of 170 million Yuan.

On the other hand, the situation for “Fantasy God Chronicles” was getting increasingly worse. When the market closed, it had only earned 9 million.

The incident at the premiere had already made many people strongly feel resistant to “Fantasy God Chronicles”. In addition to that, after the pre-screening, the movie’s terrible quality had attracted even more ridicule and annoyance, and everyone was even less interested in this movie.

It was not until the first day, when it was officially released nationwide, that the audience could finally see clearly that it was completely rotten. It was clear that its reputation had completely collapsed.

The feedback from the market was very fast. All of this was reflected in the box office earnings the next day.

Everyone with a discerning eye could see that this time, “Fantasy God Chronicles” could no longer be saved.

...

On the morning of the 3rd, Shen Li was reading at home when she received a message from He Xiaochen.

[Ahhhhhhh! The tickets to “Chasing the Light” are too difficult to get! I’ve searched five cinemas near the school, and all the good tickets for today’s show are sold out! Even the shows with particularly strange timings have only been left with seats that have poor views! [fury] [fury]]

She had already made an appointment with her dear Ah Li to watch it together, but who would have known that it would be so hard to get a ticket, which made her angry!

[I can’t even pick any of tomorrow’s shows! What’s wrong with these people? Are they trying to fight with me over two movie tickets?]

Shen Li could not help but laugh.

[It’s fine. It’ll be the same even if I go a few days later.]

He Xiaochen thought she was being too naive.

[Ah Li, you don’t understand the current film market at all! With the current popularity of “Chasing the Light”, it will probably be extremely difficult to buy tickets for the entire National Day holiday! I think we’ll have to wait a long time if we want to buy tickets for good shows and good seats!]

Shen Li was not really bothered about this.

[Then let's just wait.]

He Xiaochen sent her a sad emoji.

["Fantasy God Chronicles" has the lowest attendance rate. It would be great if their shows were replaced with "Chasing the Light". I saw that they only sold two tickets for many of the later shows, but just because of these two tickets, "Fantasy God Chronicles" has to be shown. They can't change it to "Chasing the Light". It's so harmful!]

Shen Li's eyes narrowed.

[Are you saying that "Fantasy God Chronicles" has been locked down?]

Chapter 1149 Report

He Xiaochen was stunned.

[Locking down? What? If you didn't say that I wouldn't have paid much attention. Aren't they deliberately locking the field like this?]

As long as one ticket was sold for each pre-sale, the theater could not change the movie at will.

The reputation of "Fantasy God Chronicles" was already beyond redemption. Everyone knew that it was a bad film, and most people would choose to avoid it and watch other films.

However, according to He Xiaochen, "Fantasy God Chronicles" had taken up quite a lot of show slots.

Shen Li opened the related app and casually checked the showtimes of several nearby cinemas for the next few days. As expected, she found something wrong.

Many show slots for “Fantasy God Chronicles” had only sold one or two seats. Some were in the first row, some were in the corner, and even the show slots for the next four or five days were the same.

This was clearly a problem.

Because the industry had been very optimistic about “Fantasy God Chronicles”, they had arranged a lot of showtimes for them in advance. Now that the situation was not good, the cinemas wanted to switch those showtimes to show “Chasing the Light” instead, but they could not do it because those showtimes had been locked in.

[Isn't the producer for “Fantasy God Chronicles” too shameless? His own film is so bad that no one wants to watch it, yet he's forcibly occupying these allocation resources. Even if he could not sell the tickets, he's not willing to make room for other films? A lot of people want to watch “Chasing the Light” but there are not sessions available!]

He Xiaochen became even angrier when she thought about how she had searched for a long time yet had not managed to get a single ticket.

Shen Li's eyes drooped.

She did not need to think hard to know that this was Yu Media's doing.

The reason for their actions was simple: they wanted to ensure that their screening schedules were kept to the greatest extent in order to avoid going offline early due to poor box office sales.

In addition, if the movie was locked down, they would have room to maneuver and increase the box office.

As long as they created the illusion that the tickets were sold out, even if no one was watching, they could count this part of the movie as their box office results.

This kind of behavior was actually very shameful, especially for “Fantasy God Chronicles” and Yu Media. It was simply too degrading.

However, they probably had no other choice now.

The total box office sales in the past two days had barely exceeded 30 million. Anyone could easily tell that their box office sales would only get worse in the future.

As a result, they could only rely on this method to barely maintain the last bit of their reputation that they had.

Shen Li opened her Weibo and searched for news on “Fantasy God Chronicles” in real-time.

The page was refreshed, and almost all of them were complaining about how horrible the movie was. Shen Li scrolled down and soon found that there were indeed people complaining about the number of showtimes for “Fantasy God Chronicles”.

This was especially true in some small and medium-sized cities. There were very few cinemas, so the audience had very few choices.

“Fantasy Gods Chronicles” were occupying a considerable amount of showtimes because of its tight screening space. Many people had gone to the theater, but found that there were no other movies to watch at that time. Thus, they had been forced to choose “Fantasy Gods Chronicles”.

There were no suitable sessions for those who wanted to watch “Chasing the Light”, so they could only give up.

Shen Li looked at it for a while and soon found something unexpected.

Someone had posted on Weibo.

[It wasn't easy to get tickets for “Chasing the Light”, yet the tickets showed “Fantasy God Chronicles” instead?? What kind of deception is this?]

There were two pictures attached below. One was a picture of “Chasing the Light” that had been taken in the theater, and the other was of two movie tickets with the words “Fantasy God Chronicles” printed on them.

Looking at the two photos, Shen Li raised her eyebrows.

Yu Media was truly insane. Were they even willing to do something like steal the box office earnings?

Her lips were slightly curved, but there was no smile in her eyes, only cold ridicule.

It was only the third day, yet Yu Yu could not take it anymore?

She exited Weibo and sent a message to He Xiaochen.

[The new showtimes for “Chasing the Light” should be coming up soon. I’ll watch it then.]

He Xiaochen sighed.

[I hope so.]

After that, Shen Li gave Zhao Xuan a call.

...

In the afternoon, an entertainment account with a million fans posted a Weibo.

[Eight colors entertainment: Shocked! It’s been suspected that “Fantasy God Chronicles” has deliberately locked down their venues to grab sessions for their film and stolen the box office earnings from “Chasing the Light”!]

Below was a grid, including many screenshots of “Fantasy God Chronicles” where only one ticket was sold, as well as many people’s complaints and photos of people who had clearly watched “Chasing the Light” but had received “Fantasy God Chronicles” tickets.

This was really a very direct thing, plus the blogger had organized it very clearly, so it was clear at a glance. Everyone quickly understood what had happened.

It was like a stone that caused a thousand ripples!

The comments rapidly increased.

[Locking down the field? Stealing the box office earnings? Is there something wrong with “Fantasy God Chronicles”?]

[I was wondering why “Fantasy God Chronicles” had such a high rating when it was so terrible. So, it’s because they used such underhanded means?!]

[Let’s not talk about how they locked down the venue. Isn’t stealing the box office earnings too much?]

[Me! Me, me, me! When I watched “Chasing the Light” this afternoon, the theater gave me the tickets to “Fantasy God Chronicles”! I even asked the theater staff, and they said that it wouldn’t affect anything and that all of them watched it the same way. So they were trying to steal the box office earnings from “Chasing the Light”? Bah! How shameless!]

[I really want to vomit! This was a movie that a few hundred million yuan had been invested in? This is Yu Media which has stood at the top of the domestic film investment industry! This behavior was too disgusting! I won’t watch any more movies released by Yu Media in the future!]

[Heh, this company belongs to Yu Cheng. It’s not strange for it to be like this.]

...

As soon as this Weibo post was posted, the number of reposts increased rapidly, and it soon caused a storm of public opinion.

#Fantasy God Chronicles lock down #

#Fantasy God Chronicles stealing the box office earnings from Chasing the Light #

It did not take long for the related entries to make it to the hot search rankings.

Since it involved the two most discussed movies, this matter attracted a lot of attention.

It was understandable to lock down the market, but stealing box office earnings was touching the industry's bottom line.

When Yu Yu found out about this, she immediately called for a meeting at Yu Media's headquarters.

She had not slept well these past few days. Seeing that "Fantasy God Chronicles" had only managed to hit 30 million at the box office in two days, she was so stressed that she almost broke down.

"Think about it carefully. With the current situation, what should we—"

As Yu Yu spoke, she was suddenly interrupted by Liu Bo, who was sitting on the right.

"President Yu, President Yu, please..."

Her face instantly darkened.

"What now?"

Liu Bo gulped and said with difficulty, "... Someone reported us to the film bureau, saying that we are being suspected of violating the rules! The film bureau is already preparing to investigate us!"

Yu Yu's heart sank!

"What?"

Chapter 1150 Karma

After the collapse of word of mouth and the box office failure, "Fantasy God Chronicles" once again became a hot topic on the third day of the National Day holiday.

And the reason this time was to lock down the venue and steal the box office earnings.

The news shocked countless people.

["Fantasy God Chronicles" really doesn't care about their reputation at all. Did they actually do such a thing?!]

[I think the investors are really anxious. It's only been three days since the movie was released and it's only barely breaking 30 million in box office sales. You should know that this is a movie with more than 300 million invested in it. Just this result alone means really a huge loss!]

[In my opinion, it's already considered high for this movie to sell at the box office for 30 million yuan. With that lousy plot and cheap special effects, those two hours in the cinema were really torturous! It's a lot of money for a pair of eyes that have never seen "Fantasy God Chronicles"!]

[What has "Chasing the Light" done wrong? Not only are they being robbed of their theater slots, but their box office earnings were also stolen? Does Yu Media think that Shengguang Media won't dare to resist if they do this?]

[Oh, I heard that the film bureau has already received the report and is starting to investigate. With this ironclad evidence, that means that "Fantasy God Chronicles" must have stolen the box office earnings, right? [wait for the results!]

...

This matter caused an uproar on the Internet, and both “Fantasy God Chronicles” and Yu Media were criticized badly.

However, at this time, Yu Media had no time to care about these things.

It was already late at night, yet the Yu Media building was still brightly lit.

In the general manager’s office.

Yu Yu was sitting behind her desk, and in front of her were several vice presidents and executives of Yu Media.

In just a few days, Yu Yu had lost a lot of weight and looked extremely haggard.

The atmosphere was cold, and the air seemed to have frozen.

After a long time, Liu Bo finally said, “President Yu, Feiyue Cinemas and Radiance Cinemas came over to talk to us today. They plan on removing “Fantasy God Chronicles” from their theaters after the National Day holiday ends.

Yu Yu suddenly picked up a stack of documents from the table and threw them at him.

Crash-!

“Is this how you guys do things?!”

Her voice was trembling with anger.

Liu Bo subconsciously dodged, but he was still hit, and the side of his face was scratched by the clip on the document.

His face darkened.

After all, he was the Vice President of Yu Media, and it was extremely embarrassing to be humiliated by Yu Yu in public.

He endured it, and said, "President Yu, you were the one who said that no matter what, we had to keep the box office earnings of 'Fantasy God Chronicles' going..."

"But I'm not as stupid as you guys!"

Yu Yu stood up and interrupted him.

"Do you know how serious the situation will be once the film bureau gets to the bottom of this?!"

Liu Bo and the others were silent, and the entire office was dead silent.

Of course, they had not wanted to see this happen, but they had no choice.

In so many years, "Fantasy God Chronicles" was the biggest movie that Yu Media has invested in. Who would have thought that it would end up like this?

Although they were the top media company in the country, they could not avoid the loss of money in this way!

If "Fantasy God Chronicles" had performed better at the box office, they would not have used such a method.

It had only just been a day, yet they had already been reported!

In the past two years, the film bureau had emphasized the need to standardize the management of the market and had even issued relevant policies to prevent such incidents from happening.

This was equivalent to them running into the muzzle of a gun!

Yu Yu took a deep breath.

If the film bureau wanted to investigate, they would have no other choice but to cooperate.

She had also seen some of the news on the Internet. It was pure evidence.

The low box office earnings of “Fantasy God Chronicles” was already enough to make her angry. But now with this incident, the whole of Yu Media might be dragged down!

Originally, she had hoped to use “Fantasy God Chronicles” to stabilize her position in the Yu family, but now...

She stared at the people in front of her.

“If something happens to Yu Media, you won’t be able to escape responsibility!”

Upon hearing this, Liu Bo finally could not hold himself back.

He wiped his face and saw the faint bloodstains on his fingers. Suddenly, he sneered, “President Yu, even if you wanted to pursue responsibility, shouldn’t you start with yourself? Don’t forget, you were the one who personally negotiated for this “Fantasy God Chronicles” project.”

Yu Yu’s face instantly turned red and white.

That's right.

No matter what, this was something she could not deny.

At that time, Yu Cheng had just gotten into trouble, and she had been implicated, so her position in Yu Media had been in jeopardy.

As a result, she had personally taken action, and with great difficulty, she had managed to secure the "Fantasy God Chronicles" project, which had allowed her to gain a firm foothold here again.

Because everyone was very optimistic about the movie, even the veterans in the company who were not very convinced by her were much more polite.

Everyone had thought that she was going to take advantage of this opportunity to ascend, so they tried to please her, but who could have known that she would not succeed?

In the past, she had used this name to benefit. Now, of course, she had to take responsibility!

"Then, there's also 'Chasing the Light'," Liu Bo continued. "Director Liang Yue has worked with us a few times before, but this time, because President Yu put all her energy and mind on 'Fantasy God Chronicles' and ignored other things, we missed out on 'Chasing the Light'. President Yu, you should be well aware of how much losses you've caused the company, right?"

Yu Yu flew into a rage.

"You!"

"I'm just telling the truth. Even if you think it's unpleasant, I still have to say it."

Liu Bo had been working at Yu Media for more than ten years. In the past, he had only been willing to bow his head because he felt that Yu Yu had the ability and potential, and also because she was the second young miss of the Yu family.

However, it was different now.

Old Master Yu had fallen ill and he was still recuperating in the hospital. Yu Ming and Yu Feng's conflict had almost been brought to the surface.

It was at a time like this that Yu Yu's Yu Media was suffering such a huge loss. It was hard to say if she would still have a foothold in the Yu family in the future!

"In the past few years, in all the company's projects, big and small, you have claimed them if they produced results, but it's all our fault if they fail. I think no one knows better than you how much of the company's profits really belong to you. As for this time, President Yu, let me give you one last piece of advice... Take care of it yourself!"

Liu Bo spoke coldly before he turned around and slammed the door as he left.

Bang—!

The entire office was so quiet that it was almost suffocating.

After a long while, one of the executives asked, "President Yu, if there's nothing else, we'll take our leave first..."

"Get lost!"

Yu Yu was also extremely angry.

Their expressions changed slightly, but they did not say anything. They lowered their heads and turned to leave.

They exchanged glances as they walked out of the office.

One of them looked back at the tightly shut door and sneered, “What’s there to be arrogant about? She’s turned the Yu Media company into such a mess. There’s no place for her in the Yu family!

...

The film bureau acted very quickly. After receiving the report that afternoon, they immediately issued their opinions on the handling of “Fantasy God Chronicles” and Yu Media.

The 269 cinemas involved in the incident were ordered to close down for rectification. At the same time, a serious warning was issued to the producer of “Fantasy God Chronicles” and Yu Media, and a fine was issued.