

Superstar 1231

Chapter 1231: Where'd that rapidfire host go?

The audience left.

The votes were being counted.

The singers went back into their respective rooms.

And at this moment, the hosts' battle to sign the singers began. When Executive Producer Hu Fei announced the start of this segment, the hosts yelled and rushed out of the room like sprinters. He squeezed past him, she pushed her, she tripped him over, everyone was trying to run out except for Dong Shanshan. She just walked behind them with a smile on her face.

"Who pushed me!"

"Stand aside!"

"Grandma Zhang is mine!"

"Damn, someone even tripped me?"

"Hey, you guys are too devious!"

"Behave, people! Watch how you're acting, my comrades. We're recording a show here!"

These several hosts were not the big names of Beijing Television who hosted the Spring Festival Gala on their satellite channel. Instead, they were the younger bunch of hosts who were lesser known to most viewers. This was specifically requested by Zhang Ye, as Dong Shanshan alone was enough to hold the group together. The others would then focus on "entertaining" with their antics and could behave without any restraints. That was why the younger and less popular hosts were more suited for these roles. This segment might look like it didn't add any value to the show and was carried out without proper planning, but it was in fact carefully planned out by Zhang Ye with the dozen odd host-managers 1 over many meetings before the actual recording took place. He knew exactly how this segment would proceed, which was what his role was all about. The importance of the executive director could easily be seen here! This was also why Hu Fei and Beijing Television had desperately wanted Zhang Ye to be the executive director back when they were filming King of Masked Singers. When it came to ability, experience, results, and attitude, there wasn't any other variety show director in the industry who could match Zhang Ye's professionalism.

The host-managers were playfully laughing and fighting as they rushed into the singers' waiting rooms that were not labeled. When a male host who ran the fastest pushed open one of the doors, he let out a surprised squeal and quickly entered, wanting to close the door. But two female hosts rushed up to the door behind him and quickly pulled at the door to stop him from closing it.

One of the female hosts asked, "Who's inside?"

The male host shouted, "There's no one in here!"

"Who are you trying to fool! Open the door!" the other female host said with a laugh.

Behind them, the other hosts also rushed over to help pull open the door!

"Ah!"

"Grandma Zhang!"

"It's Grandma Zhang!"

Inside the room, Zhang Xia laughed as she looked at them. She was really amused. "What are you all doing?"

In the end, all of the host-managers managed to get in and were each holding a contract in their hands.

The male host who got into the room first ran over and knelt down in front of Zhang Xia. "Grandma Zhang, I'll introduce myself first. My name is Big Lei, But you can call me Little Lei too. From now on, I shall be your manager on the stage of I Am a Singer!"

Zhang Xia smiled. "Hello."

"What do you mean by 'from now on'?"

"Step aside, Big Lei!"

"Grandma Zhang, please sign with me!"

"Didn't you say that you wanted to be Teacher Zhao Wuliu's manager?"

"I've changed my mind, alright!"

"Grandma Zhang, ignore her. Sign with me instead! She's two-faced!"

Another female host was even more aggressive. She went and hugged Zhang Xia. "Grandma! My dearest grandma!"

Zhang Xia reacted in surprise. "Wow, you're even recognizing me as kin?"

Zhang Xia was the most wanted singer right now. After she sang "Wild Rose," Zhang Xia turned into the host-managers' favorite singer to sign as it would mean they wouldn't have any worries of getting eliminated!

At this moment, Dong Shanshan came into the room.

"Sister Shan, don't you steal her away from us!"

"Shanshan, it's too crowded in here! Don't come in!"

Zhang Xia smiled and said, "You want to sign me as well?"

Dong Shanshan smiled and said, "Yes, Grandma Zhang."

Zhang Xia was spoiled for choice. She said, "This is going to be difficult. Who should I sign with? I can only choose one of you."

"Sign with me!"

"Me! Me! Me!"

"My dearest grandma!"

Everyone rushed forward and started selling themselves.

In the end, Dong Shanshan only needed to say a few words to defeat everyone else. She tucked her hair behind her ear and said, "Grandma Zhang, they've all introduced themselves, so it's my turn. My name is Dong Shanshan, and I'm a college classmate of our I Am a Singer's Executive Director Zhang Ye. Back at school, we sat in front of and behind each other. He copied my assignments and stole my eraser too, so you should understand that I'm the one who has the best relationship with the program team leader among these people. In the future, if you have any requests or needs, you can notify me directly. Everything will be OK and I'll get it done for you."

Zhang Xia pointed at her the moment she heard that. "It's you then, Shanshan! Let's sign the contract!"

Dong Shanshan gave a triumphant smile.

The other host-managers nearly fainted!

"You can do that?"

"Sister Shan, that was so shameless!"

"What the hell!"

"I have to give you that introduction!"

Since Zhang Xia signed with Dong Shanshan, they had to switch their targets. The group dispersed amid the hubbub to go fight for their second-choice singer!

...

Half an hour later.

The seven singers and their host-managers were taken to a small recording studio by the program team staff. There were 14 chairs and some recording equipment in there.

The singers got seated.

The host-managers were up to their usual antics again.

Dong Shanshan laughed and said, "Has everyone been paired with their favorite singers?"

The host-managers all said things like "yeah," "yup," and "that's right."

Dong Shanshan's tone changed as she smirked. "How can that be? How could it be that fortuitous!"

Everyone burst out laughing!

Chen Guang, Xiaodong, and the others were also tickled!

"I suppose this is where they're going to announce the results, right?"

"Phew, I'm getting a little nervous."

"Grandma Zhang, you're feeling nervous?"

"Your singing really convinced me."

"Old Zhao, we haven't met each other in a long time, have we?"

"That's right, Big Sis Zhang."

"Nice to meet you, Teacher Zhao Wuliu. I'm a fan."

"You're Amy, right? It's our first time meeting today."

"Yup, yup, I was still a little kid when you were famous."

"And I listen to Spring Garden's songs very often. They're really good."

Everyone began chatting. This was their way of easing the tension that had built up. All of these big names here today, which were not famous or have not been popular before? What big occasions had they not seen? Yet for some reason, even an old hand like Zhao Wuliu and national bel canto songstress Zhang Xia got sweaty palms. It was because this wasn't a performance. To them, this wasn't simply a variety show either. It was a competition with winners and losers, a place they could be eliminated from. The results of their performances today were very important. If they didn't do well in this qualifier, then they might just get eliminated in the knockout round 2. No one hoped it would happen to them, so they were anxious and nervous and held expectations for the results that they would get.

All of a sudden, they heard footsteps.

Zhang Ye's figure finally appeared in front of them. He was dressed in formal attire and walked in at a very slow pace. He had a very serious look on his face as he said, "Hello, everyone. I am the executive director, Zhang Ye."

The atmosphere had an imposing air to it.

"Director Zhang."

"Are the results out yet?"

"Please announce them."

"Huu, I'm sweating!"

"Me too!"

The host-managers were chattering.

Zhang Ye stood still and said calmly, "First off, thank you to the staff from the Beijing Notary Public Office for supervising the entire counting of votes. The results of the count have been inputted into this 8-inch tablet that I'm holding that's running on the latest multi-core technology." Pausing, he picked up a bottle beside him as the camera zoomed in on him. "Before I announce the results, let me take a sip of this Honey Sweet fruit juice to soothe my throat." After he sampled it, he said, "Mmm, that was delicious. Actually, I'm more nervous than any of you. That's why I still have to drink this Brain Gold, the

leading health supplement brand in the country, to improve my state of mind." A crew member next to him handed him an item. Zhang Ye opened the packaging and said in surprise, "Oh, there's even a gold bar in here? So it's true that there's a chance of winning a gold bar from this new gift box packaging of Brain Gold products?"

Everyone burst out laughing!

Xiaodong said, "Director Zhang is such a professional!"

Zhang Xia said, "Was that an ad?"

A female host-manager said, "That definitely wasn't an ad!"

Another host-manager said, "That's right, there was no hint of any advertising!"

"Yeah, totally no hints!" Another male host-manager laughed as he glanced over.

No hints? Your sister!

That was too fucking laden with advertising messages!

A lot of viewers had become very sensitive and negative towards product placement in shows. But that was still dependent on who was doing it. Zhang Ye's methods had always been different from others'. This fellow could come up with all kinds of creative ways to bring in an advertisement and even use it to make everyone laugh. This was also the reason why even though I Am a Singer's advertisement sponsorship fees were very expensive, many companies were willing to work with them. Zhang Ye's professionalism was well-known in the industry. As long as he had the chance to do it, Zhang Ye would flash an advertisement onscreen. This was unlike the other television stations and other media where they were always covering up their advertising motives for fear that the viewers would realize it.

Zhang Ye said, "Next up is the announcement of the rankings. But before that, I'd like to ask everyone what you all think about this competition?"

Zhao Wuliu smiled and said, "Everyone here are experts."

Zhang Xia said, "The audio setup is pretty good."

Xiaodong said, "I just feel that there's too much pressure."

He Huan gave a wry smile. "If I'd known earlier who the other six were, I don't think I would've agreed to join."

Amy said, "Teacher He, I should be the one saying that, alright!"

Zhang Ye smiled. "First of all, let me thank all of you for coming on behalf of the program team. All of you have been famous singers for a long time, so by being willing to take a step down to join I Am a Singer's knockout competition, I know how difficult of a choice that was to make. But you still came anyway, which is why I want to thank all of you. Of course, since this is a competition, then there must be a ranking. Honestly," he glanced at the tablet in his hand and continued, "when I saw this ranking, I was a little surprised. So, for the first one, I would like to announce the fourth place singer."

Surprised?

Why was he surprised?

The singers and their managers' hearts pounded from the suspense!

Who would be in fourth place?

This was a very conservative spot that signified an alright performance and was acceptable.

Zhang Ye looked at the tablet. "In the first episode of the first season of Brain Gold's I Am a Singer, the singer in fourth place is..." He paused.

Everyone was staring in wait with wide eyes.

One second.

Five seconds.

Ten seconds.

Nothing fucking happened!

"Director Zhang?"

"Did you fall asleep?"

"Why aren't you announcing the results?"

"Aiyo, I'm dying from the anxiety!"

The host-managers could not bear it!

Zhang Ye apologized, "Sorry about that, I got distracted. I was thinking about how much that gold bar I found in the Brain Gold gift box would fetch on the market. Could you excuse me while I go and sell it off?" He then went to turn around to leave.

Xiaodong was stunned. "Hey, where are you going?"

Amy was dumbfounded. "Director Zhang, who's going to announce the rankings if you leave now?"

Dong Shanshan giggled, "Pfft!"

Zhang Xia was tickled as well. "Director, please hurry up."

Zhang Ye smacked his lips. "Well, alright then. I guess I'll announce the rankings first. The singer in fourth place is..." After another long pause, he said, "Xiaodong—"

Xiaodong was just about to react.

But Zhang Ye said in an unhurried tone, "What place do you think you're in?"

What the!

It's not me?

Everyone was crying out from the torture!

"Director Zhang!"

"Come on!"

"Can you announce it once and for all?"

"Ahhhh!"

The cameras had been recording for 15 minutes by now!

But as it stood? Zhang Ye was still rambling and not a single spot had been announced!

Everyone nearly vomited blood!

Zhang Ye had once shocked everyone on the stage of The Voice by speaking like a machine gun.

Everyone in the industry was so amazed by him that they claimed there wouldn't be a second person in the field of hosting who could speak as fast as him in the entire world!

But now?

What the hell is this?

Where'd that rapidfire host go?

Aren't you being too damn long-winded?!

Chapter 1232: The exciting premiere!

On the day of the broadcast.

Since early in the morning, rumors were running wild over the Internet.

"Sing! is pretty good!"

"Yeah, I was at the live recording. It was really good!"

"Well, I thought it was just so-so."

"It's a continuation from where The Voice left off, but there isn't anything new. The host has changed, and the guest coaches are different too. I can only say that it was not bad, but there isn't really anything surprising about it."

"I think Sing! is going to end up in a tragedy!"

"Why do you say that?"

"Because I Am a Singer has invited a bunch of people that none of you can imagine. I was there on the day of the recording. Everyone was totally shocked!"

"Ah?"

"Who was there?"

"Yeah, tell us quickly!"

"I'll just reveal one, Zhao Wuliu!"

"That's impossible!"

"Haha, keep bullshitting!"

"You went overboard with your bullshitting, didn't you?"

"Zhao Wuliu is such a godly person in the music industry, how could he have possibly joined a variety show?"

"Damn, Zhao Wuliu was really there. There was also Chen Guang and He Huan too!"

"Chen Guang? The big brother of the music industry going on a program to face off against other singers? You're really too imaginative! With Old Chen's status and ability, he's more suitable as a coach. He would never strip away all pretense and go into battle! You must also be dreaming to claim that He Huan was there. He's the Prince of Love Songs, someone who can write and sing. He's so popular in the music industry; do you think he's gone mad? To go onto the show and battle his peers? Does he even need to do that? Those who join the show are gonna be either has-beens or newcomers! That's why you should be careful if you want to brag. Don't say things that others will find unbelievable if you really want to brag."

"They're just making things up. I went to the recording and Huo Dongfang was there on the show!"

"Ah? Has Sect Leader Huo crossed industries?"

"Old Huo's singing is not bad, so there's a good chance that he could've joined the show."

"Li Xiaoxian was also there."

"Surely not, right?"

"Didn't she just participate on King of Masked Singers?"

"She was really there and she sang very well!"

"Wow, that might really be true. After all, Li Xiaoxian has worked with Beijing TV before."

"Zhang Xia was part of the lineup."

"Get lost! Why would Grandma Zhang face off against a bunch of pop singers? Are you an idiot or do you think I'm an idiot?"

"Fuck, you're the idiot!"

"I'm so annoyed by these people who weren't even there at the recording trying to mislead people here!"

"I+++...\$&#%###%...#@!!"

There was no official confirmation from Beijing Television either. Zhang Ye and the program team staff also stayed silent. Sometimes, maintaining a veil of secrecy would invite a greater fanfare. However, the

1,000 audience members who attended the live recording couldn't be stopped from revealing this information. Someone would definitely expose something about the show. But Zhang Ye and the program team didn't bother stopping them, although they stopped short of confirming anything themselves and just let everyone say what they wanted to say. As a result, the waters became even murkier!

The names of Zhang Xia, Zhao Wuliu, Chen Guang, He Huan, Xiaodong, and the others were all mentioned. Simultaneously, many other names were brought up, like Huo Dongfang, Li Xiaoxian, Sun Han, Liao Yiqi, Sun Xiaoguo, etc. Those who revealed these names even said they had attended the live recording and were seated in the first row, claiming that they had seen those artists singing onstage with their very own eyes. So things got more chaotic as the industry insiders became utterly confused by the claims made by those Weibo accounts that had jumped on the bandwagon or were just trolling for fun.

Who was there?

Just who had gone onto the show?

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On the set at a film location.

Huo Dongfang's cell phone rang.

"Old Huo, good on you!"

"Ah? What?"

"Stop pretending, remember to do your best! The viewership ratings on Zhang Ye's show won't do too badly for sure."

"What are you talking about, Old Liu?"

"Didn't you participate in I Am a Singer?"

"What? But I didn't?"

"Huh?"

"I'm filming a movie!"

...

Central TV Department 1.

Sing!'s program team.

A summary of the news going around on Weibo had been reported back to them.

"Sect Leader Huo has joined their show?"

"That's OK. Huo Dongfang's singing skill is only average. At most he would be considered an outsider crossing industries to guest star on the show. Although he's very popular, he isn't a professional singer!"

"Hur hur, Zhang Ye has also sunk to a low."

"Yeah, he's also starting to use big names to attract now."

"But what use is that? Our platform of Sing! is much more professional than theirs. When the audience sees it, they'll know whose participants can sing better. The talents are still among the common folk. Just look at those contestants we had lined up for the first episode. Their singing is all so good that even most pro singers aren't a match for them. With that to compare with, so what if they have Huo Dongfang? So what if they have Sun Xiaoguo? Singing show still have to depend on singing!"

"Li Xiaoxian has joined Beijing TV's show again?"

"No worries. Li Xiaoxian's singing might be good, but she ain't among the best. We have Teacher Fan Wenli holding the fort for Sing!"

"But what about Zhao Wuliu?"

"And Chen Guang? He Huan?"

"Oh, come on! Those are definitely just rumors."

"Yup, I Am a Singer would never be able to invite them!"

"Hur hur, and there's even talk of Zhang Xia participating too. Those who believe that must have brains of mush, hahaha. Anyone with a brain knows that that's made up! Just hearing that list mentioned by those people which consist of Zhang Xia, Chen Guang, He Huan, Zhao Wuliu, Xue Kaiqi, and Xiaodong, you would immediately know that it's fake! The people on that list would constitute half of the music industry's big names. If they're really on the show, then which show wouldn't be swept aside? Would the others still need to continue broadcasting? That's why it's impossible!"

"Right!"

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On that night.

It was the countdown to the broadcast.

Zhang Ye was at the studio with the television on. The staff had all gathered together here, and his parents had come as well. They made a lot of dumplings in the afternoon and insisted on making something for Zhang Ye's staff to show their appreciation, so they followed Zhang Ye to the office in the evening. There were two steaming pots in the open kitchen as the dumplings cooked inside the bubbling water.

"Come, come, let's eat!" Zhang Ye's mother brought out a plate of steaming hot dumplings.

His father added, "Eat up. We've prepared pork and leek dumplings, as well as three delicacies 1 ones.

Ha Qiqi went over to take the plate from her. "Thank you, Auntie and Uncle."

Little Wang said, "Auntie, let me do it!"

Zhang Zuo said, "Ah, this is so delicious!"

Wu Yi said, "This makes me think of the dumplings that my mother used to make for me."

Tong Fu exaggerated, "This is so good that I'm gonna cry!"

Zhang Ye's mother said, "Then have more. We still have enough to fill several more pots."

Zhang Ye ate as he said, "Hey, it's starting soon. Change the channel to Central TV Department 1."

"OK." Little Wang picked up the remote control right away.

But his mother stared at him. "What are you watching Central TV Department 1 for? Watch Beijing TV instead."

Zhang Ye didn't know whether to laugh or cry. "I have to study my competition to know how they're doing. I oversaw the recording of I Am a Singer and edited it as well. I've already watched the first episode more than seven times!"

"But I haven't seen it yet!" His mother rolled her eyes.

In fact, the studio staff had not watched it either. They were on Zhang Ye's private team and did not take part in the production of the show, so of course they hoped to watch I Am a Singer at the first possible chance. In the end, Zhang Ye had to glumly take his plate of dumplings and head to the conference room. He sat there by himself with the television on as he ate while he watched. The rest remained outside and waited for I Am a Singer to begin. They were joined a little later by Chenchen, who had come upstairs to scrounge on the dumplings.

The broadcast began!

Zhang Ye watched Sing! and started roasting the show.

"Whoa, they even copied the logo?"

"Heh, the sound isn't that great! They're still using the same set of equipment that I was using back then? It's already been a year; that equipment is outdated. How can they be so thick-skinned and continue using it?"

"What's with the host? There's nothing about her that stands out."

"The first contestant doesn't seem like much!"

"Man! The fight between the guest coaches isn't intense enough!"

"Ai, childish! The director is simply too childish!"

Behind the closed doors of the conference room, he talked to himself about everything. Zhang Ye tore Sing! to pieces. In any case, this fellow didn't have a single good thing to say about it and despised everything he saw. But in all fairness, this show wasn't even badly done. It was still pretty good. Although they copied Zhang Ye's version of The Voice entirely, they managed to reproduce it quite faithfully to the first season of the show. All they were missing were some bright sparks of creativity.

At this time, his parents' exclamations came from outside!

"Xiaodong!"

"It's Xiaodong!"

Not long after.

"Heavens!"

"Zhao Wuliu!"

"He...he really went?"

...

Central TV Department 1.

Sing!'s program team was also dumbfounded!

"Huh?"

"What the heck is this?"

"Who can tell me what just happened?"

"They....How did they..."

"Impossible! This is impossible!"

"How on earth did Zhang Ye do it?"

"How could he possibly have invited those people!"

...

Meanwhile.

It blew up on Weibo!

"Holy fuck!"

"Quick, go and watch I Am a Singer!"

"Xiaodong really joined the show!"

"Zhao Wuliu has too!"

"Next up is Chen Guang!"

"They've gone mad! These people must've gone mad!"

"What those people claimed was really true!"

"My titanium dog eyes are blinded!"

"How eargasmic!"

"Listening to this made me cry!"

"The sound quality is way too good!"

"This sound quality really can't be reproduced by any other show!"

"The singing is so good! This lineup should account for half the music industry's big names, right?"

"They sang so well that I'm finding it hard to believe this is true!"

"Sing! is gonna be screwed! Compared to I Am a Singer, don't the contestants on Sing! all seem like children coming out to play?"

"Ah! Zhang Xia is the final singer!"

"Fuck! She sang 'Wild Rose' to such a godlike level!"

"An artist! This is what you fucking call an artist!"

"In the face of Grandma Zhang, even Zhang Ye's version of 'Wild Rose' can't compare!"

"I have a feeling that I Am a Singer is going to blow up!"

"The idea behind I Am a Singer and its format are simply too good!"

"The pressure is now on Sing!"

"That might not necessarily be true. Sing! has an existing audience base, so it's hard to say how its viewership ratings will do."

"Based on the quality of the show, I Am a Singer has defied the Heavens! Just by getting those seven people onto the same stage, which of their competitors would not be swept away?"

"They're about to announce the rankings!"

"Damn! What is Zhang Ye doing!"

"This cheat!"

"Zhang Ye, fuck your grandpa!"

"I wish I could snuff him out by sitting on him!"

"Why is he still not announcing the results?"

"My God! The total time needed for the seven singers to perform only took twenty-something minutes. But your announcement of the results have used up another twenty minutes of the time, and only two singers' spots have been announced so far?"

"Zhang Ye! You're dead meat!"

"Pfft, this is so funny!"

"What fastest talking host in the history of TV? He's should be called the most long-winded executive director in the fucking history of TV instead! Zhang Ye, do you believe I won't smash your home's windows?"

"Ahhh, this suspense is killing me!"

"Who on earth is in first place?"

"Zhang Ye! You've pissed off the entire audience!"

The audience was shouting in anger and hating this. But even amid all the scolding, no one changed the channel. In fact, they were all watching with anticipation and excitement as they waited for Zhang Ye to finish his teasing. Even though they knew he was doing this on purpose, everyone still continued watching because this was the most crucial moment in the show!

When the fifth contestant of Sing! made their appearance, I Am a Singer was still on the ranking announcement segment. When Sing!'s seventh contestant came out, I Am a Singer was still announcing the rankings. By the time Sing!'s broadcast had ended, I Am a Singer...was still announcing the rankings!

Just think about that!

What kind of a goddamn bloody situation was this!

All of the viewers wanted to smash a brick into Zhang Ye's face through their television screens!

After finally making it through all the "hardship," the rankings for the first episode of I Am a Singer were finally out!

First: Zhang Xia.

Second: Chen Guang.

Third: Zhao Wuliu.

Fourth: Xiaodong.

Fifth: He Huan.

Sixth: Xue Kaiqi.

Seventh: Amy.

The tally was not shown to maintain a certain level of suspense. It would only be announced during the next episode after the knockout round took place.

Chapter 1233: A viewership rating that would terrify anyone!

The next day.

Early in the morning.

On the roads, in the subway, at the breakfast stalls, heated discussions were happening.

"Did you watch it yesterday?"

"I watched both shows!"

"Me too. I caught Sing! first. But after that, I switched over to I Am a Singer."

"Hahaha, the rankings announcement segment was such a scam. That Zhang Ye could probably get away with murder by killing us with all that suspense. He really stole the thunder last night. A singing show ended up with him getting even more screen time than the singers who performed onstage. I was wondering why Zhang Ye didn't participate in the show himself, so that's where the Easter egg was. But then, this show is really good, haha! I just loved how he teased those singers and their host-managers!"

"This segment is ingenious. I don't think other shows would even dare to attempt it!"

"Yeah, the creativity of this show is really on another level."

"Sing! was pretty good too."

"It was, but that show was also created by Zhang Ye. No matter how well Central TV Department 1 does it now, they're still feeding on the scraps that were left over by Zhang Ye."

"True that."

At the same time.

Dozens of morning newspapers went on sale.

"Sing! puts up a good performance."

"Central TV Department 1 continues its work on a classic!"

"I Am a Singer causes a sensation!"

"A great half of the music industry's big names are in attendance!"

"Zhang Ye's new variety show is as amazing as ever!"

"I Am a Singer: A shocking work of art!"

"The gap in the audio sensory experience was obvious. I Am a Singer has a world-class audio setup!"

"Zhao Wuliu makes a comeback. The once popular God of Songs has been revived!"

"Songstress Zhang Xia shoots to fame overnight with a career rebirth!"

"Amy on the verge of elimination?"

"Xiaodong's solo performance showcases her incredible singing!"

"Viewer survey: Chen Guang and Zhang Xia favorites to be grand champion!"

"Zhang Ye's ample screen time makes audience laugh and curse!"

"Zhang Ye's new nickname: The most long-winded executive director in the history of TV!"

"Zhang Ye's popularity to climb again?"

"Whose viewership ratings will be higher, Sing! or I Am a Singer?"

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Beijing Television.

At I Am a Singer's program team office.

Everyone was here today. Executive Producer Hu Fei had asked Xiao Lu to buy some newspapers that reported about their show to the office. But when Xiao Lu arrived at work, she was carrying more than 20 morning newspapers in her arms. She had probably bought a copy of every paper at the newspaper stand because they were all reporting about their show.

Furthermore, the songs sung on the show had also charted on the biggest music chart in the country!

On the latest Top Chinese Music Chart.

The calculation of yesterday's statistics:

#1: "Wild Rose" - Zhang Xia

#2: "Don't Say You Know Me" - Zhao Wuliu

#3: "Hope" - Yan Yi

#4: "Fire" - Zhang Yuanqi

#5: "Protect" - Chen Guang

Many of the songs performed on I Am a Singer had appeared on this chart. Of course, there were also the songs performed on Sing!, like the #3 song on the chart, as well as others like the Heavenly Queen's song that was just released a week ago and another new song from a Heavenly King. These were the top 20 songs for the day based on the statistics calculated yesterday.

Hou Ge said excitedly, "We've made it!"

Hou Di cautiously reminded, "We still have to see how the viewership did."

"Even without seeing that, I know that we've made it!" Hou Ge said, "I was worried that the segment where Director Zhang announced the rankings had dragged on for too long. During the broadcast yesterday, I even timed it on my watch to see exactly how long it took. Well alright, the announcement went on for nearly 30 minutes! Hahaha, but who could have expected that the viewers would be so accepting of it. The draft report even showed that the viewers doubled at that point in time!"

Xiao Lu giggled loudly. "I was also worried about that. But in the end, I was proven wrong by Director Zhang!"

Dafei said happily, "That's right, when has our Director Zhang ever gotten it wrong before?"

Zhang Ye laughed and said, "Hey, hey, enough with the adulation."

Han Qi said in admiration, "Teacher Zhang is so amazing."

Hu Fei smiled and said, "It's not like you guys haven't witnessed the amazingness of Teacher Little Zhang before. I'm not at all surprised that the show got a good reception, but what I'm more concerned about now is the viewership ratings for our premiere episode. This is different from King of Masked Singers because we didn't have any competition back then and dominated the market. But with Sing! sharing

the same broadcast slot with us, the viewers would definitely be divided. That makes it really difficult to put a finger on how we'll do."

Yes.

The viewership ratings were the most important factor!

It was also the area in which they and the whole of Beijing Television were most concerned about!

Chen Guang called over.

"Zhang'er, what's the viewership ratings?"

"Don't be so anxious, Old Chen. It's not out yet."

"When will it be released?"

"I'll let you know."

A short while later, Dong Shanshan and the other host-managers arrived at the office. The first thing that every one of them asked about was the viewership ratings.

Zhang Ye was also starting to feel the pressure. He had depended on his reputation and influence to form his team. After spending over the 200 million RMB that Beijing Television had allocated for the production budget and taking another 200 million from Wu Mo for the title sponsorship fee, he rounded up Dong Shanshan and the other hosts of Beijing Television, invited Zhang Xia, Chen Guang, Zhao Wuliu, Xiaodong, and the others, as well as carried out the task that his studio had prepared for him to reach the summit. If he messed up on the viewership ratings, he wouldn't be able to answer to anyone.

...

Central TV Department 1.

Sing!'s program team staff had also arrived at work very early. Both anxiety and anticipation were written on everyone's faces as they waited for the viewership ratings to be released.

"Is it out yet?"

"Hurry up already!"

"May the Heavens bless us!"

"We don't ask to break 2% for the premiere, but please, just let us do better than I Am a Singer!"

"Right, it's good enough if we can do better than them!"

"It will definitely be higher than their viewership ratings. A show that only spends half its time showing singing performances and the other half showing some long-winded ranking announcement, its viewership ratings couldn't possibly be high at all!"

"We'll definitely win this time!"

"Zhang Ye's legend of the viewership ratings will be broken soon!"

Everyone in the industry knew about the legend of Zhang Ye.

He had never lost before!

He was always first in the viewership ratings for similar shows!

He was always first in the viewership ratings for the same broadcast slot!

He was always the first in the viewership ratings of the entire country!

Even for the documentary he filmed, it had swept aside all of the other television shows in the country. This was why so many people in the industry were waiting to see who could cut short Zhang Ye's legend in the viewership ratings. Without a doubt, Central TV Department 1's Sing! had the best chance to do so, even if Sing! was originally Zhang Ye's idea to begin with.

On Weibo.

"I place my bets on Sing! winning!"

"Get lost, my bet is on I Am a Singer!"

"For Zhang Ye's shows, it can lose in other areas, but it will never lose in the viewership ratings!"

"The only one who can curb Zhang Ye is the SARFT. Now that the SARFT has turned their attention away from him, that means that no one in the entire industry can win against that guy, not even Central TV Department 1!"

" +1 to the previous poster!"

"Brilliant analysis by the previous poster!"

"If Zhang Ye had made the second season of The Voice, he might stand a chance of beating I Am a Singer. But with Central TV Department 1's Sing! being just a renamed version of The Voice and having no new content, it'll be really difficult to beat him!"

"Anything can happen, let's see how it turns out."

"The two shows are quite good, so I don't think the viewership ratings will differ by much."

Finally, at 10 AM, the nationwide viewership ratings for yesterday were released!

But the results dumbfounded many industry insiders and netizens. A lot of people could feel their hearts turn cold and a chill rise from within!

How could that be possible!

How could it be like this!

Th-This didn't make any sense!

The netizens were shocked!

The industry insiders were terrified!

Many people were unable to accept the results!

The rankings of the nationwide viewership ratings for yesterday:

First: I Am a Singer, with a viewership rating of 2.43%!

Second: Celebrity Guess, with a viewership rating of 0.84%!

Third: Sing!, with a viewership rating of 0.82%!

The entire industry blew up over this news. I Am a Singer was first in the nationwide viewership ratings? Alright, that was still acceptable. After all, this was Zhang Ye's show. After all, he was the best director in the industry! But what was this about Sing!? How could Sing!'s viewership ratings only put it in third place? It didn't even pass 1%? It only managed a meek 0.82%? It wasn't even a match for a reality TV show like Celebrity Guess?

Didn't the reviews say that it was quite good?

Didn't they say that it was very good?

So why were the viewership ratings so low?!

Many people in the industry were terrified. What was that nonsense about the viewers and popularity of these two shows getting split and shared evenly? It turned out there was no such thing! I Am a Singer had snatched away most of Sing!'s viewers! During yesterday's broadcast slot, I Am a Singer's viewers were three times as many as Sing!'s! What was there still left to play for? What was there still left to compete on?

Had Zhang Ye's influence reached a tipping point?

That whoever went up against him would be left for dead?

Whoever went up against him would be finished?

Sing! couldn't do it?

Central TV Department 1 couldn't do it?

Was there really no one in the industry who could defeat him?

This question was finally answered today.

That's right. It seemed there was really no one at all!

Chapter 1234: The people of Central TV Department 1 are made to cry!

At Beijing Television.

It was pure jubilation in the program team office!

Even the staff from the other program teams came over to congratulate them. Everyone was looking at Zhang Ye with a strange compelling sense of admiration!

Xiao Lu screamed, "We've won! We've won!"

Hou Ge put his arm around Dafei's shoulder. "It's 2.43%!"

Hou Di shouted, "That's so awesome, Big Bro!"

Hou Ge said, "Yeah it is, Little Bro!"

Dong Shanshan waved a thumbs up at Zhang Ye.

Everyone followed suit and gave Zhang Ye a thumbs up.

"Director Zhang!"

"You're awesome!"

"You're the best!"

"Central TV Department 1 has lost badly this time!"

"They didn't even pass 1%!"

"We must have snatched away all of their viewers!"

"I will only respect Director Zhang in this lifetime!"

"I could never have freaking expected this outcome!"

"Ahhh, this is great!"

"Producer Hu, Director Zhang, looks like treat's on you two this afternoon!"

"Haha, that's for sure. Let's have a celebratory feast later!"

Hu Fei was also feeling very excited. All of his worries and anxiety disappeared the moment the viewership ratings chart was released. Thinking back on their own analysis about having no audience base and the issue of the show's popularity getting divided, it was laughable now! They had Zhang Ye on their side! What did they have to worry about!

Zhang Ye was already making some calls.

He gave Chen Guang a call first.

"Hello, Old Chen."

"Is it out yet?"

"It's out. 2.43%, we're in first place."

"What? It passed the two-point mark? How much did Sing! get?"

"0.8-something."

"Ah?"

"Don't blame me for that, tell Old Fan not to come looking for me."

Then he called Xiaodong.

"Sister Dong, the viewership ratings are out."

"Boss Zhang! I saw it! I saw it already!"

"Alright then, that's all. I just wanted to tell you."

"Do you have to tell anyone? The entire entertainment circle has already blown up over the results! Everyone in the industry is talking about you. They're saying that you're the undisputed leader of variety shows. Not even a Heavenly King or Queen could beat you in this field. Haha, thank you so much, Boss Zhang. Because of your show, this girl has grown in popularity again. I only just got off the phone with Grandma Zhang Xia. She says that she didn't expect her song to get so popular. She wanted to give you her support for the show at first, but who could've guessed she would benefit from you instead. Grandma Zhang is already preparing her second song. She's really motivated for the show!"

"You should also prepare yourself."

"That's for sure, I'm going to vie for the top three!"

Next, he called Amy.

"Amy, do well on your second song."

"Aiya, I'm so stressed out!"

"Haha."

"The show has gotten so popular, so I can't get eliminated just like this. I won't talk anymore, Director Zhang. I have to start choosing my song to prepare for the performance. This time, I'm gonna give it my all!"

Every singer was getting really motivated. In a basic sense, weren't they participating on this show just because of popularity? With the viewership ratings doing so well, everyone would get very excited!

Zhang Ye's Studio also found out about this news instantly.

Zhang Ye called Ha Qiqi. "Everything's proceeding according to plan. Let everyone know so that they don't have to worry."

Ha Qiqi laughed and said, I knew that there wouldn't be any problems!"

For the "Reach the Summit" plan to succeed, it was necessary for this step to proceed smoothly. From the viewership ratings of the premiere episode, as long as Zhang Ye didn't make a mistake in the production of the show from here on out, the viewership ratings would only get higher and wouldn't suffer a drop. Further, Zhang Ye's screen time on I Am a Singer was unexpectedly large and the amount of attention he received was as much as the singers themselves. As such, the popularity he could gain from the field of television shows would surely be maxed out now!

As Zhang Ye continued making several more calls.

The Beijing Television executives arrived at the program team office. It was usually Hu Fei who welcomed them since Zhang Ye wasn't good at dealing with higher-ups. The moment the executives

came into the office, they simply made a promise to the entire team that their year-end bonuses would be tripled! This was the most practical reward that anyone could receive, so they applauded it loudly!

...

Online.

The netizens were also exclaiming in surprise.

"I really didn't expect this!"

"Yeah, the disparity is too great!"

"How the hell are they going to compete like this?"

"I Am a Singer is too awesome!"

"It's another phenomenal variety show! The premiere has done so well even with Sing! as its competitor. If they could knock Sing! out later, the viewership ratings could even break records again! King of Masked Singers won't be able to hold its viewership ratings record!"

"Sing! isn't that bad, I actually found it quite good. But the problem for them is that they had to go against Zhang Ye, so it's quite unlucky that they had to lose this way. Judging from the show trending online, their viewership ratings should definitely be able to pass 1% at the minimum. But because of I Am a Singer broadcasting at the same time slot, all of the viewers were taken away from them. Those viewers would then catch the rerun of Sing! on television or over the Internet. This statistic does not take that into consideration for the viewership ratings; that's why the disparity is so large."

"How terrible."

"I really sympathize with Central TV Department 1."

"How did it turn out like this?"

"My God! How scary!"

"Yeah, which shows would dare to take on Zhang Ye during the same time slot in the future! Even Sing! has died a bloody death!"

"Central TV Department 1 have only themselves to blame for being so arrogant. They were hyping up their show using Zhang Ye's name and even deliberately said incriminating things about him. Using someone else's work and still stabbing him in the back was what caused Lord Zhang to get so enraged. So he created a new show and took them on in response. Otherwise, Sing! would definitely have dominated the market without any competition. Hai, it's happened so many times, so why won't they just learn. Why do they keep thinking that Face-smacking Zhang is so easy to be trifled with?"

"I Am a Singer was indeed wonderfully made!"

"They invited all the right people!"

"Zhang Xia's song was spectacular!"

"Zhao Wuliu gave us such a surprise!"

There was a flurry of discussions!

Zhang Xia was on fire!

Zhao Wuli was on fire!

Xiaodong was on fire!

Zhang Ye was on fire!

Dong Shanshan and the other host-managers were on fire!

Everyone that was related to I Am a Singer had become really popular with the rise of the show!

...

Meanwhile.

Central TV Department 1.

There was an eerie silence in the program team office of Sing!

How could this be!

How could it happen!

Was there a mistake somewhere?

Could the result have been miscalculated?

How could their show's viewership rating be so low?

A young woman who was holding the viewership ratings chart in her hands suddenly puckered her lips as she started tearing up uncontrollably. When another woman on the program team beside her saw that, her eyes reddened as well.

Terrible!

They had lost too terribly!

An assistant director saw it and immediately said, "What's with this? Huh? What's with this? How far are we into this? Don't start panicking so soon. The viewers only watched their premiere episode for the fun of it to see what it was all about. They've never heard of a show like I Am a Singer before, so they went to have a look for themselves. By the next episode, our audience will have returned and the viewership ratings will surpass theirs. So if we work hard on the second episode's recording, we'll definitely be able to beat them!"

Another assistant director added, "Right! I Am a Singer has a major flaw in their format, which is how they eliminate the participants too quickly. Those singers are all big names in the music industry and have many fans. Whoever gets eliminated will surely cause a stir within their fanbase. They'll definitely be unsatisfied with the results and protest it. At that time, their viewership ratings will definitely fall, so don't worry too much!"

Really?

Could that be possible?

Only then did everyone regain a glimmer of hope!

Right!

They hadn't lost yet!

It was only the first episode!

There was still plenty of time!

There were still a lot of chances!

They just had to buck up and do their jobs seriously so the show would get better. Only then could they really compete against Zhang Ye's team. This was just like a soccer match. The winner wouldn't be decided until the final moments of the game. So all of them took a deep breath and encouraged themselves: Come on! There isn't much time left for Team China 1Uh, there isn't much time left for us!

Chapter 1235: The second episode of I Am a Singer!

On the second week.

It was only two days away from the broadcast of the second episode.

"I'm so looking forward to it!"

"Time is really dragging by, hurry up and broadcast it already!"

"I like Grandma Zhang Xia!"

"Sing!'s Little Huang is pretty good too!"

"Let's see if Sing! can catch up in the ratings this time."

"Yeah, if they can't do it by the second episode, then it's all over for them."

"I'm getting worried about I Am a Singer. Don't forget that the second episode will be the knockout round. All of those singers can sing so well, so I won't be able to accept whoever gets eliminated. But for now, doesn't it look like Amy will be the one who most likely gets eliminated? I wonder how many votes she has now. She was the last place singer during the first episode. In my opinion, this will be the only opportunity for Sing! to overtake them in the ratings. If I Am a Singer does not handle this issue well, their success will only be a flash in the pan."

"You can do it, Amy!"

The online discussions were unending.

Elsewhere.

Beijing Television.

The second episode's recording of I Am a Singer was about to begin.

The singers had gradually arrived throughout the afternoon and were rehearsing in solo practice sessions. Meanwhile, Executive Director Zhang Ye was not present onsite. Instead, he was in a room by himself making a call.

"Teacher, please come."

"Director Zhang, do allow me to think about it first."

"You don't need to think. Our stage is only missing a singer like you."

"But my songs are not suited for competing with others."

"There's nothing that's unsuitable. Our audience is a very inclusive bunch and will embrace all kinds of music."

"You're making this difficult for me, Director Zhang."

"Teacher, did you watch the first episode of our show?"

"Yes, I did."

"Grandma Zhang Xia has become very popular overnight, and the audience is very receptive to her performance, so that shows the inclusiveness of our show's stage. As long as it's something good, everyone will be interested in it. Of course, I know that you don't lack popularity, nor do you care about that. But if you can bring more people your art and let them appreciate it, that would also be a virtuous thing to do. Please don't hesitate any longer. This is my fourth time calling you and your agent, so I'm sure you know how sincere I am in inviting you."

"Well, alright then."

"Then it's settled, Teacher?"

"I'll give it a shot."

"Great, here's to working well together!"

After hanging up, Zhang Ye snapped his fingers!

It had taken an entire week, but he had finally worked it out. This really had not been easy.

On the Internet, all the discussions were about the knockout round of I Am a Singer. The netizens were all worried that the program team would not be able to handle this segment properly and screw it up. But of course, anything that the viewers could think of would already have been anticipated by Zhang Ye. He knew in his heart of hearts that such eliminations would not really pose much of an issue. If there was one show doing this, then another two or three shows would follow suit. In the future, such elimination formats would definitely get mass adopted by every other show out there. The discussions and doubts would only serve to propel their show's popularity and viewership ratings; it would never decrease the popularity of the show. However, he would have to be very cautious about this knockout round and handle the process very carefully. That was the most important thing of all right now, and Zhang Ye's plan was to make use of the replacement singer option. He needed a very experienced and

big name singer so that the viewers would not dwell on who got eliminated and instead turn their full attention to the replacement singer. It would surely help to cut down on the later negativity. As they say, ring out the old, ring in the new. This was exactly what it meant.

Once he came out of the room, Xiao Lu and the others looked to him.

"Director Zhang, how did it go?"

"Did he agree?"

Everyone was asking.

Zhang Ye smiled and said, "It's done."

"Ah!"

"That's great!"

"Director Zhang is awesome!"

"You've got such great influence!"

Everyone could finally heave a sigh of relief knowing just how important this first replacement singer was.

But Zhang Ye laughed and said, "It's not because of my influence but that our show has gotten good viewership ratings. With this access pass, it was much easier to handle the negotiations."

Hu Fei came over. "Zhang'er, we're about to start recording."

"Alright, Brother Hu. I'll be right over." Zhang Ye started getting busy.

The atmosphere of today's recording was quite different from the first episode. Everyone from the program team was in great spirits. But whether that was due to the heaven defying viewership ratings or because of the management's promise that their year-end bonuses would be tripled, no one really knew.

The singers were also giving it their all. Amy and Xue Kaiqi, who were the two bottom place singers in the first episode, were going all out in hopes that they could avoid the "relegation" fight, so of course they had to give everything they had. They were no longer thinking about first and second place anymore. All they wanted was to be able to remain in the competition. Meanwhile, the better ranked singers from the first episode like Zhang Xia, Chen Guang, and Zhao Wuliu were all not too worried about getting eliminated. However, the pressure on them was just as great since they were hoping for a shot at first place.

...

Two days later.

The second episode was broadcast.

All over the country, countless viewers were watching TV and waiting in anticipation. Some of them chose to watch Beijing Television, while others had switched to Central TV Department 1. As for how

many people were watching and what the ratio of viewers was between the two channels, no one really knew. They would have to wait until the broadcast was over before the viewership ratings would get released.

In front of the television.

"It's starting!"

"They've picked the order of appearance already."

"Ah, Amy is so unlucky!"

"Pfft, Amy's host-manager is so funny! She got picked to sing first!"

"This is going to be dangerous."

"Xue Kaiqi didn't get a good lot either. She'll perform third?"

"Wow, Xiaodong is such a good friend!"

"Sister Dong picked number five but gave up her slot to Amy!"

"Even at such a crucial moment, they're still so sisterly!"

"Xiaodong's coming on to sing."

"Haha, Xiaodong's hosting is quite good. At first, I felt that Sister Dong was too unprofessional as the guest host. But ever since I saw how Zhang Ye did the rankings announcement at the end of the first episode, I suddenly found Sister Dong to be very professional! This is what it means to be a host, no nonsense, no long-windedness! She would outdo that fraudster Zhang Ye by at least ten blocks! I suggest that Sister Dong take on the role of announcing the rankings at the end as well. Zhang Ye, I've had enough of you! You're so full of deception!"

"Agreed!"

"Hahaha, seconded!"

Xiaodong.

He Huan.

Xue Kaiqi.

Everyone eventually had their turn on stage.

"Wow!"

"That was such a great performance!"

"Amy is in godly form today!"

"No one can even come close to her rap!"

"I still think Chen Guang was better. He's really got it in him and can perform so flawlessly every time! Actually, I felt that Chen Guang should have been first in the previous episode. It's probably just because

he's a very popular singer at the moment that everyone has become too familiar with his singing. Since everyone knows that he can sing well, there's less to look forward to for his performances!"

"It's Grandma Zhang Xia's turn!"

"Oh my God!"

"Fuck!"

"The moment Grandma Zhang started singing, I knew that first place would go to her!"

"Grandma Zhang is the biggest dark horse on I Am a Singer!"

"Yeah, who would've thought that an old-fashioned songstress could actually sing such songs!"

The performance segment was over.

Very quickly, it was time for the rankings announcement again.

When Zhang Ye strolled up, then read the advertising messages at an unhurried pace, and leisurely chatted with everyone, the TV viewers started cursing and swearing again!

"Get lost!"

"Zhang Ye, your sister!"

"Why is it this again?"

"Pfft, I've got to give it to you!"

"Can't you just fucking announce the rankings!"

"Aiyo, I'm dying of anxiety!"

"Teacher Zhang, can you stop doing that please!"

"You crawling bastard!"

To crawl means to be very slow in the Beijing dialect.

After rambling on for almost half an hour, the rankings were finally squeezed out like how one would milk a cow.

The combined rankings over the two episodes were:

First: Zhang Xia

Second: Chen Guang

Third: Zhao Wuliu

Fourth: Xiaodong

Fifth: He Huan

Sixth: Amy

Seventh: Xue Kaiqi

The Princess of Love Songs who was ranked last would have to leave this stage.

Amy's eyes reddened as she gave Xue Kaiqi a hug.

Zhang Xia gave Xue Kaiqi a pat on her back with a sigh.

Everyone came forward to bid farewell to Xue Kaiqi. It was a pretty emotional scene, but this was not done for the show's effect, nor was it scripted. After meeting several times and getting along so well, everyone had become familiar with each other. Moreover, many of them already knew each other before this and could be considered old friends, so they really could not bear to see her leave.

On the Internet, the netizens erupted!

"It's a conspiracy!"

"What a shady show!"

"My Princess!"

"How could they have eliminated Xue Kaiqi?"

"I like her so much!"

"This is so cruel. Xue Kaiqi indeed didn't sing very well during the first episode, but she's definitely capable of more than that. It's just that she hasn't returned to the stage for a very long time, so why didn't they give her a chance to prove herself?"

"Yeah!"

"Director Zhang is so cold-hearted!"

"Dammit, I'm not watching this anymore!"

"Fuck, surely you guys don't have to take it so personally, right?"

"I think the votes are a pretty accurate reflection of the audience's choice. Xue Kaiqi hasn't performed onstage for too long, so she didn't seem too comfortable standing there? So she got a little nervous? Hai, but I'll still miss her anyhow."

"I don't want her to go!"

At this moment, Zhang Ye spoke on the television.

After everyone had finished shedding their tears and saying those sad words, and when Xue Kaiqi finished her emotional crying, Zhang Ye suddenly said, "Oh, right. There's one more thing that I forgot to mention. Before the grand finals take place, we'll have a revival round. The previously eliminated singers will have the chance to return to the stage to battle to be the grand champion. Teacher Xue, are you willing to accept this invitation?"

Zhang Xia was stunned.

Amy was dumbfounded.

Xue Kaiqi said in surprise, "Of course I'll accept!"

Chen Guang was floored. "Director Zhang, why didn't you mention this earlier?"

Zhang Ye slowly took a sip of water and even purposely flashed the bottle's logo at the camera before answering, "No one asked."

Dong Shanshan laughed, "Pfft!"

All the host-managers were shocked!

On Weibo, everyone was exasperated!

"So there's going to be a revival round?"

"Zhang Ye, fuck your grandpa!"

"You're such a scammer!"

"Damn, you should have said so earlier!"

"Yeah, you made me cry over the elimination for nothing!"

"I have never come across such an unreliable executive director before! You should have mentioned those rules earlier!"

"Hahahahaha!"

Chapter 1236: I'll give in, alright?

The next day.

The viewership ratings were published!

The rankings of the nationwide viewership ratings for yesterday:

First: I Am a Singer, 2.77%

Second: Sing!, 0.91%

These top two ranked shows in the nationwide viewership ratings were not only the top two shows for the day and at the same time slot. They were as good as the top two ranked shows for the weekly and monthly nationwide viewership ratings! Sing!'s viewership ratings had increased by a little, but it wasn't really much to speak of. Meanwhile, I Am a Singer's viewership ratings rose by so much that it could be said to have taken a step up. It was only into its second week of broadcast, but the viewership ratings were galloping towards the 3% mark. Things were going strong for them!

Seeing this result, a lot of people reacted differently.

The industry sighed.

The media smacked their lips.

The public got into debates.

"Sing! is still not doing well!"

"I Am a Singer is too strong!"

"There's nothing that they can do about it."

"No one in the entertainment circle can curb Zhang Ye!"

"It really is a good show, so it was well-deserved that they got such a result. Sing! was just unlucky to be broadcasting at the same time slot as I Am a Singer. Otherwise, they shouldn't have any problems passing 1.5% in the viewership ratings. We can only see how Central TV Department 1 will react now. Are they going to put up a relentless fight? That might just be possible. After all, the two sides are very caught up in battling each other, and they've got some history between them as well."

"Let's wait and see how they'll fight."

"There isn't much time left for Sing!"

...

Central TV Department 1.

At the Sing! program team office.

"Why is it still like this?"

"Why did it increase by so little?"

"We've lost again?"

"Goddammit, I can't accept this!"

"Come on, everyone!"

"Yeah, it's not over yet!"

"They've eliminated Xue Kaiqi, so their viewership ratings will definitely fall!"

"That's right, this is our chance!"

"Let's do our best for the third episode!"

...

A week later.

The third episode of I Am a Singer was broadcast.

The replacement singer was the final performer.

When the figure standing behind the moon gate appeared onstage, countless TV viewers were pleasantly surprised and whooped in disbelief!

"Ah!"

"This is?"

"Teacher Huang Cheng!"

"It's Teacher Huang!"

"Why is he here too?"

"Even he has come?"

"This lineup is making me piss my pants!"

"Did they have to go this far?"

"It's Huang Cheng! The famous musician!"

Huang Cheng and Zhang Xia were both considered artists even if they each had a different style. Zhang Xia was more of an artistic folk singer who sang bel canto while Huang Cheng belonged more to the global stage as an artistic singer. He was particularly good at jazz and the like and had won global music awards on more than one occasion. He had performed on some of the biggest stages in the world and was even nearly nominated for the most prestigious global music award. Of course, that last honor was something that only the Chinese media had publicized. As for how close he had gotten to being nominated, that was undetermined.

If the Chinese music scene had to identify someone who was closest to the global stage of music, then that person would definitely not be Zhang Yuanqi, Chen Guang, nor Zhang Xia. It would have to be Huang Cheng!

So for an artist like him to come onto the stage of I Am a Singer, the viewers were of course very surprised. It seemed even an artist like Huang Cheng could not resist the charm of performing on such a stage. This was the biggest musical stage in the entire country and a place where professional singers had gathered. And today, Huang Cheng was also here!

Amy said in a daze, "It's another heavyweight?"

He Huan said respectfully, "This is a singing master."

Zhang Xia smiled. "Another old friend has come."

With great effort.

Word by word.

Zhang Ye finally finished announcing the rankings with an effort that was akin to squeezing out the very last bit of toothpaste.

First: Huang Cheng

Second: Zhang Xia

Third: Chen Guang

Fourth: He Huan

Fifth: Amy

Sixth: Xiaodong

Seventh: Zhao Wuliu

Perhaps due to this being Huang Cheng's first appearance on the show and also the fact that he had sung quite well, he took first place with his stage debut. The audience was very respectful to him. Meanwhile, Xiaodong did not get ranked well because she had been picked to sing first and that might have affected her results. Actually, there weren't really any problems with her singing. Zhao Wuliu coming in last place was the most surprising of all. He had clearly done very well in the first two episodes and was also given a lot of attention by everyone, but who could've guessed that the votes for him would drop in the third episode. Perhaps it was due to the initial surprise of his appearance waning and the fading feelings that made the audience more rational and demanding of the singers' performances. This was a good thing, and it showed that the audience was becoming more and more professional with their voting. This was a singing competition, after all. The singers weren't here to compete on their popularity nor their seniority, and this was also an important point that I Am a Singer was targeting to achieve as the show went on.

The viewership ratings were released very soon this time.

First: I Am a Singer, 2.85%

Second: Sing!, 0.90%

I Am a Singer was still building up its popularity, but Sing!'s viewership ratings were flat and had even dipped slightly. It was obvious where this was going.

...

Elsewhere.

Central TV Department 1 could no longer just sit around!

Sing!'s program team staff were all starting to panic a little!

"What should we do?"

"This...this..."

"Director, our advertisers have some very strong words about this!"

"The title sponsor has already called us five times!"

"It doesn't make sense that our viewership ratings are so much lower than theirs!"

"There must be a mistake somewhere!"

The entire office was thrown into chaos!

From the director to the staff members, everyone was feeling very pressured. Of this outcome and these results, they simply could not give an explanation to anyone!

The executive director sat there silently with a dark look!

"Director!"

"Director, give us some ideas!"

"What are we to do now?"

"Director!"

Everyone looked over to the executive director.

He suddenly banged on the table and stood up. Then, under the startled gaze of the office, he turned around and exited the office to head straight to the management office of Central TV Department 1!

Zhang Ye?

I Am a Singer?

I'm scared!

I'm totally scared of you, alright?

I'll give in!

I'll give in to you, alright?

You guys are great! You guys are awesome! You're the best director in the variety show industry! I can't win against you people, alright! Even if I can't afford to offend you, do you think I can't choose to avoid you? I fucking admit defeat! I fucking don't want to play around with you guys anymore!

On the same day.

Central TV Department 1 made an announcement that shocked the entire country!

Due to technical issues, Sing!'s broadcast time would be changed to 9 PM on Sundays!

The industry burst into an uproar!

Technical issues?

Technical issues, my ass!

This was Sing!'s program team admitting defeat!

That wondrous Zhang Ye was really ruthless! He could even force Central TV Department 1 to change their show's broadcast time? When both sides were engaged in a heated battle, such decisions would almost never happen. This was because even if one of them were to lose, they would still have to hold on and get through it. Who didn't want to keep their dignity? But obviously, Central TV Department 1 could no longer hold on. This was their most anticipated show of the year, which they had poured in large sums of money to make. Just the advertising contracts alone were worth over a 100 million RMB. If

they continued fighting with Zhang Ye and Beijing Television like this, they wouldn't be able to bear the losses!

The netizens were dumbfounded!

"Ah?"

"They changed the broadcast time just like that?"

"Fuck! They're not going to fight each other anymore?"

"I could never have expected this!"

"Zhang Ye, that jinx! He's caused all this trouble for Central TV Department 1 again!"

"How painful are their faces?"

"But what else could they do? Even if it's painful, they have to take it!"

"Yeah, this is better than getting beaten hands down week after week, isn't it?"

"Central TV Department 1 has finally learned to be smarter this time!"

"They can't be blamed for that. Most people really can't win against Zhang Ye!"

"Zhang Ye is on fire once again!"

"Without any more competition, I Am a Singer will skyrocket in popularity!"

"Yeah, even by broadcasting at the same time and period with the competition, they could still reach almost 3% in the viewership ratings. Without Sing! in their way, what kind of viewership ratings will it get?"

An epic war in the variety world had come to an end just like that!

It had ended once again with the victory going to Face-smacking Zhang!

Chapter 1237: The fifth step of the 'Reach the Summit' plan!

Sunday.

Noon.

The aroma of cooked food filled the entire studio.

Everyone had gathered here today, including Zhang Ye.

"Director Zhang, let's eat."

"We ladies have cooked some food for everyone, so have a taste of our culinary skills."

"Director Zhang, are we allowed to drink today?"

"Feel free to!"

"But Director Zhang, should we really be drinking during working hours?"

"It's the weekend, so let's not be so uptight about the rules."

"Alright, I'll go get the beer then."

"Come, come, everyone, let's eat!"

"A toast to I Am a Singer for getting number one in the nationwide viewership ratings again!"

"We've already celebrated that last week. This time, we should be celebrating our defeat of Sing! After battling with Central TV Department 1 so many times, we've finally beat them into submission!"

"Right, let's toast to that!"

"Cheers!"

"Hahaha, let's drink!"

A celebratory feast was being held at the studio today. After Central TV Department 1 announced the time change for Sing! yesterday, the fourth milestone in their "Reach the Summit" plan could be said to have been completed ahead of time. Without a strong competitor, and without Sing!'s presence to spoil the show by taking a share of their show's popularity, they were virtually unstoppable now. Honestly, the studio's staff felt terrified at the beginning. Everyone knew that doing a singing show wasn't the best choice to make at the time. Even if the viewership ratings were not bad, as long as there was Sing! to clash with, they would still lose out on quite a bit of the popularity, which would in turn affect the progression of their plan. But this outcome was undoubtedly for the best, and they probably had been more frightened than hurt by anything. The most important thing was that Zhang Ye's screen time on I Am a Singer had turned out to be much more than they had expected, and the segment was also getting a lot of attention from the viewers. Therefore, with a large amount of attention and popularity generated for the show, it corresponded into a transfer to Zhang Ye. This was their main objective for this milestone, and it was more important than anything else.

At midnight, the Chinese Celebrity Rankings Index was updated.

Chen Guang had been pushed to the forefront of the B-list.

The once-popular Zhao Wuliu had returned to the rankings and was now among those in the D-list.

He Huan's rank rose by six places.

Amy was moving further and further up the B-list.

Xiaodong was in a similar position to Chen Guang as they both closed in on the A-list.

Grandma Zhang Xia had the greatest increase in popularity among their entire group. Her jump in the rankings astounded everyone. In just the timespan of one night, Grandma Zhang got promoted into the B-list. Even though everyone knew Zhang Xia because she was a familiar face to many people through her constant presence on the yearly Spring Festival Gala, she had always been considered just a C- or D-list celebrity due to various other reasons. The older generations all liked her a lot, but there weren't too

many from the younger generation who were her fans. This was also the cause of Grandma Zhang's prior lukewarm popularity.

But with the aid of her performances on I Am a Singer, Zhang Xia's songs and singing had destroyed everyone's mindset of her. Together with the somewhat fashionable gray hair of hers, many of the younger people turned into a fan of the old lady. This was what contributed to Zhang Xia's overnight shot to fame. Of course, this explosion of popularity was also due to the accumulation of decades of hard work by Zhang Xia, as well as her image. With all these conditions coming together, it brought about her miraculous rise in the Celebrity Rankings Index. This wouldn't have been possible if it were any person other than her.

As for Zhang Ye?

His rank remained the same.

He had been sitting in first place on the A-list for a very long time.

Some people simply gave it a quick glance, then skipped right past his name. But if anyone observed more thoroughly, they would have clicked on Zhang Ye's name and discovered that his popularity score was no longer the same as it was when he first reached the top of the A-list. The increase was slightly more than twofold, and he had shaken off the other A-listers behind him. Meanwhile, the gap between him and the seven S-list celebrities was no longer as large as before! While the public and the media still hadn't realized it, Zhang Ye was quietly creeping up to those seven spots!

After lunch.

The studio's staff sat down together.

Zhang Ye asked, "How far are we?"

Ha Qiqi, who was holding a statistics report in her hand, said, "We've caught up by quite a bit, but we're also still lacking by quite a bit."

Zhang Zuo laughed and said, "Perhaps it's because those seven spots have not changed in too many years, so everyone's mindset is that no one up there will be replaced anytime soon. That's why the media did not pay any attention to it. We should take this opportunity to score an unexpected victory and take them all by surprise."

Wu Yi sniggered. "Yeah, they still haven't realized it."

Tong Fu said excitedly, "Are we going to implement the fifth step now?"

Ha Qiqi nodded. "Yes, I think it's time."

"Yeah, I agree." Zhang Zuo looked at the calendar and said, "Based on the time frame that we identified, we can probably go ahead and start now."

Ha Qiqi asked, "Director Zhang, is your show recording schedule going to be busy?"

Zhang Ye smiled. "It's not too bad since everything is already on track, so I could spare some time."

Ha Qiqi blinked. "Then you should be prepared to get a little busier from here."

Zhang Ye acknowledged, "Yeah, I was the one who called for the 'Reach the Summit' plan to be implemented. From that moment on, I knew that we wouldn't have much time to rest. So how could I not be prepared for it? Which brands have we identified as targets? Are there any that I'm familiar with? It would be easier to deal with those that we've worked with before. For those that we haven't, it might be a little more troublesome to handle."

Ha Qiqi took out a document and handed it to Zhang Ye. "While you were working on the show, we got in touch with these companies. Of course, it's just preliminary contact for now. We still haven't had any in-depth discussions with them. As there are too many rumors going around about you, some of which are quite negative, we have to start a familiarization process with them. There are some brands who are very interested in working with you. But most of the major brands already have a fixed celebrity spokesperson, so it might not be easy to approach them. Especially for those brands that are endorsed by the Heavenly Kings and Queens. I believe those will be the most difficult to take down. We can only try our luck and see how it turns out."

Zhang Ye said, "Make a list then."

Ha Qiqi said, "Alright."

Try our luck?

This wasn't Zhang Ye's style!

They would either go big or go home!

The "Reach the Summit" plan was a proposal that was drawn up to aid Zhang Ye in his goal to achieve S-list status. It involved a chain of steps, and the first step was done to pave the way for the second step, the second was done to lay the foundations for the third, while the fourth step to make a variety show was to service the fifth step's target. It was done to help Zhang Ye gain the maximum popularity and get continuous increased exposure in the television show industry. That would help increase his onscreen appeal so that the fifth step could be completed more smoothly!

And the fifth step of the plan was: fight for endorsements!

So why did they choose this time period to take action?

Because many of the major brand endorsements were due to expire during this period of time. There were at least seven or eight suitable lucrative endorsement deals whose contractual obligations with their celebrity spokespersons were expiring or had expired. Some of these endorsements might be renewed, but others had not been confirmed for renewal. That was why this window of time was extremely important for them!

For some of the ordinary endorsement deals, there shouldn't be a need for A- or B-list celebrities to fight for them. Some of the lousier endorsement deals might even get rejected by celebrities who were a little more famous. They wouldn't take the deal even if it paid a lot. Only some of the has-been celebrities or newcomers to the industry would be willing to earn this sort of money.

But for some of the bigger brand-name endorsements, even the A-list celebrities would have to fight for them. This wasn't simply about money, as some endorsements were a great help to raise the names and public presence of those celebrities. Citing an example, a big spender leading health supplement

company like Brain Gold had already thrown out over tens of millions of yuan to the various major television stations to buy their commercial spots and did not even feel a pinch. Just the title sponsorship fees for I Am a Singer had already cost them 200 million RMB. Every time a 15-second Brain Gold commercial finished broadcasting, there would be a shot of Zhang Ye onscreen. He would be shown on Beijing Television, Shanghai Television, and even Hunan Television.

Why?

Because Brain Gold had bought the commercial spots on all of those stations!

Because Zhang Ye was the spokesperson for Brain Gold!

He could get paid and get the help of a corporation buying commercial spots while gaining more exposure himself. As such, who wouldn't want to fight for it?

But some of the smaller companies and brands didn't have the capacity to do so. In fact, some of the shoddier and more inferior brands might even bring down the image and popularity of a celebrity. If anyone saw it, they would surely react by thinking, Whoa, you're even taking this lousy ad? Just how badly are you doing that you'd need to accept it? That would cause the common folk to lower their perception of said celebrity, and they might really start wondering if the celebrity was really that hard up for money. It would then cause the celebrity's endorsement value to drop and lower their market influence. As a result, the other brand names would have a lower valuation of the celebrity as well and wouldn't look to use them even if they had a good advertisement campaign coming up. Therefore, the waters of the endorsement industry were very deep. The brands with potential were all fought over, while nobody cared for the lesser ones. There was just no uniform reception them.

And this time, Zhang Ye was getting ready to dip his hands into the endorsement industry!

Do not underestimate the popularity brought by advertising exposure. One or two of them might not mean much.

But what about three?

Five?

Or eight?

Just imagine, when the people turned on their televisions each day, every channel would be showing Zhang Ye. As long as the television was on, there would be a commercial with Zhang Ye in it. As long as they visited an online video hosting site, there would be advertisements with Zhang Ye's picture. What kind of a concept was that? That was the power of forced advertising, and it would be enough to increase Zhang Ye's popularity by a great deal!

This was the fifth step of the "Reach the Summit" plan!

If they could complete this step, the plan to reach the summit would surely be nearing its completion!

They were approaching the day they could finally be crowned with success!

Chapter 1238: Isn't this advertising message a little too casual?

Monday.

Later that morning.

A crowd of guests arrived at the studio.

Little Wang opened the door. "You all are?"

The leader of the group smiled. "We have an appointment with your Manager Ha."

"Chairman Ma." Ha Qiqi came over to welcome them with a big smile. "You even dropped by personally? Come in quickly. Our studio isn't that big, so please make do with the space."

"It's a pretty nice place," Chairman Ma said as he looked around.

He was a vice chairman, but salutations generally wouldn't carry the word "vice" in it.

Ha Qiqi invited them to take a seat. "Director Zhang is taking a call upstairs, so please wait for a little while."

Chairman Ma said with a laugh, "That's fine, there's no need to be so courteous. It's not the first time I'm meeting Teacher Zhang anyway. We worked together on a second-tier ad during The Voice, so we're quite familiar with each other. My company understands Teacher Zhang very well as a person. We can only say that he is, as you Beijingers put it, 'fair and just.' That second-tier ad couldn't be called great, but after our company's people watched the show, we realized that Teacher Zhang would always chip in a few more words for us during the intermissions. That greatly increased the exposure of our products, and we weren't even charged an additional cent for it, so that was a really nice touch."

Ha Qiqi said, "That's right, Director Zhang has always been like that. Everyone has been so supportive of him and spent so much money as well, so the least that he could do was make it worthwhile for you all."

Chairman Ma nodded and said, "That's why when we heard that you all were interested in taking an endorsement, Chairman Xu got me to come down personally to see you right away. The timing is perfect since the previous two-year endorsement deal that we had just expired." He pointed behind himself and said, "We even brought our lawyer over. If we can negotiate this deal successfully, we can sign the contract immediately."

Ha Qiqi said, "Sure."

At this moment, Zhang Ye came downstairs.

"Yo, Chairman Ma."

"Haha, Teacher Zhang."

"Sorry to keep you waiting. I had a call from the television station."

"I know that you're busy with your new show, it's fine."

"So how's the endorsement deal going?"

"How can it? Ha, we're just waiting for you to give us the nod."

"Chairman Ma sure is easy to work with. We haven't even discussed the payment yet."

"Just name a price."

"Are we going to use my advertising proposal?"

"It would be best if we could use yours. Who in the industry doesn't know about those classic ads that you came up with? So many advertising agencies have turned them into teaching material. To be honest, we wanted to hire you as the spokesperson for our dairy product because we would also like to use your advertising proposal."

"In that case, the endorsement fees might have to be a little higher."

"That's not an issue as long as the proposal is good!"

The endorsement deals in the Chinese market usually lasted for two years, while some were even one-year deals. As for the price, based on Zhang Ye's worth in the market, a year's worth of endorsement fees should probably be in the upper range of several million. It could be 6 million RMB or 8 million RMB. But even the best offer would not pass 10 million a year, and that was with the condition that Zhang Ye come up with the advertising proposal.

Zhang Ye's endorsement fees with Brain Gold were actually much higher, but that was because it was a different situation. The Brain Gold Company did not base their valuation of Zhang Ye on his market worth. Brain Gold had gotten to where they were now because of an advertisement made by Zhang Ye. As an almost bankrupt company with the worst health supplement products in the market, they became the country's leading health supplement brand within just two years. To say they had achieved this due to Zhang Ye was not an overstatement at all. It could almost be said that this was a miracle that was single-handedly performed by Zhang Ye, so their endorsement fees for him were definitely much higher. But for the other companies that already had a mature presence in the market, their endorsement fees would still be based on the market rates.

Due to their previous cooperation, the negotiations between the two parties proceeded very smoothly.

The endorsement deal was for two years and valued at a total of 15 million RMB.

An additional term specified to the dairy company was: The budget spent on advertising each year must not be less than X amount.

While the condition for Zhang Ye was: He couldn't endorse similar brands during the contractual period and had to provide them with a full advertising proposal.

The contract was signed.

Then Ha Qiqi took out the advertising proposal Zhang Ye had spent two minutes writing in the morning and showed it to the dairy company.

Chairman Ma took it from her in anticipation.

The company staff around them also came forward to have a look at it.

But when they saw it, every one of them was speechless.

Chairman Ma said, "Teacher Zhang, there's only going to be one sentence for the advertising message?"

Zhang Ye nodded. "That will be the only sentence."

Chairman Ma wiped his sweat away and said, "Is it really going to be only this sentence?"

Zhang Ye nodded and said, "The core catchphrase will really only be that. I'm just providing the standard proposal for a 10 to 15 second TV commercial. I can also supervise the filming of the commercial, but for all the other matters like the follow up to the ads and Internet marketing, that will have to be handled by your company's advertising team." It wasn't possible for him to take charge of the soft marketing content and guerrilla marketing content. First, he didn't have the time to do so, and second, there was no need for it either. Their company would have a dedicated advertising team to oversee such matters.

Chairman Ma said, "That's for sure, but..."

Zhang Ye smiled and said, "Don't worry about it; there won't be any problems."

"Then...alright," Chairman Ma said.

The dairy brand company's employees looked at one another.

Fuck!

W-Would this really work?

Wasn't this advertising message a little too casual?

Chairman Ma was feeling extremely skeptical. But because of Zhang Ye's results and achievements in the industry, he didn't think that he should bring it up. As such, he could only take his staff with him and return back to their company.

After they left.

Little Wang immediately cheered, "That was too easy! We've successfully negotiated with one company!"

Wu Yi said happily, "What an auspicious start."

Zhang Zuo was the manager of internal communications of the studio, so when Ha Qiqi and the others were holding a meeting, he didn't come out to join them. When he finally came downstairs, he said, "They're one of the top three dairy brands in the country and have always had quite a good reputation. The quality of their dairy products put them at the higher end of the market, so it'd be good to get more of such products to endorse. It's a good thing that Director Zhang worked with them before this, or it wouldn't have been so easy to get it finalized."

Ha Qiqi flipped through her notes and said, "Director Zhang, I've also made an appointment with the next company. I'll be heading over to meet with their manager this afternoon to chat with them."

Zhang Ye asked, "Which industry are they in?"

Ha Qiqi said, "They're the number one reader app in the industry."

Little Wang immediately said, "I know it, I know it; I use that app to read books too."

Zhang Ye also seemed to have an impression of it. "I think Sister Zhang is their spokesperson, right?"

"Yes, it's Heavenly Queen Zhang's endorsement." Ha Qiqi blinked. "But I think the contract has expired."

Zhang Ye still had principles even though he was out to grab endorsements. Since it was his good friend's endorsement deal, he would have to ask her about it first. If she intended to continue endorsing them, he would definitely not get involved.

"Let's see, I'll go make a call first." Zhang Ye then went upstairs to call Zhang Yuanqi on her cell phone.

The call finally connected after ringing for a very long time.

There was definitely no one with Old Zhang as she didn't answer in a very friendly tone.

Old Zhang said, "What?"

Zhang Ye asked, "Busy?"

"I'm on set, hurry up and talk."

"Sure, I'll make it short. Are you endorsing that reader app? The one with the highest readership in the industry."

"Yes."

"Has the endorsement deal expired? Are you looking to continue working with them?"

"You want the endorsement?"

"That's why I'm asking you first. If you are, I won't go for it."

"I won't be continuing with them. That company has too many requests; it's too troublesome for me."

"Alright, I understand."

After hanging up, Zhang Ye said to Ha Qiqi, "Go ahead with the negotiations. Old Zhang won't be looking to renew the endorsement."

Ha Qiqi smiled and said, "Sure thing, that'll be good. Otherwise, we really couldn't snatch it from a Heavenly Queen."

Zhang Yuanqi was already someone at the summit, so her team surely had set their sights on the international market. Their goals would be different from Zhang Ye's and were surely of a different level too. As such, many of the things that she might find troublesome would not be troublesome for Zhang Ye. This was the number one reader app in the market, so it already had an air of culture to it. It would be a very good advertisement to feature in and had a good quality to it as well. Zhang Ye was an author himself, and being involved in the literary arts, such an endorsement fit well with his identity and was thus more suited for him. For the app reader company, this would also be true. In the realm of reading, even though Zhang Yuanqi was a very popular figure, the effects of her endorsement definitely would not be that much better than Zhang Ye's endorsement. There might even be a chance that her influence

in this area was not going to be better than Zhang Ye's. As a result, the negotiations to get this endorsement were still very open and should be quite easy for them to take.

Chapter 1239: Fighting a Heavenly King for an endorsement!

One!

Two!

Three!

In just a few days, the staff of Zhang Ye's Studio secured three major endorsements in the market. The progress of their work was going very smoothly. After ensuring that I Am a Singer's recording would be able to carry on normally, Zhang Ye began focusing more effort on the advertisement endorsement projects that he had taken. In recent days, he had met up with many brand-name companies' representatives and written up so many advertising proposals that he nearly used all of the best advertising ideas from his previous world. They had thought that the fifth step of the "Reach the Summit" plan could be completed without a hitch, but there were still several hard nuts to crack along the way.

Fortunately, Zhang Ye had some ideas of his own to deal with that.

It was for a jewelry brand of diamond rings that the studio's staff had been working hard to seal the deal with to no avail. This was the largest brand name of diamond rings in the country, even if its revenue could not compare to those of the mass market jewelry chains. However, they were not targeting the mass market but the higher end luxury market. Their customers were all people from the upper class. Just a single diamond ring could easily go for the higher end of tens to hundreds of thousands of yuan, so of course they could not go the mass market route. But the brand's image was very good and also the reason Zhang Ye's team had identified it as a potential target. Additionally, the company's endorsement contract had expired a month ago, so they were thinking about how they could take it.

At the studio.

Ha Qiqi frowned and said, "Director Zhang, we still can't convince them."

Zhang Ye looked at her. "Is it too difficult?"

"Yeah," Ha Qiqi said, "they might've identified someone else. During this month of endorsement blackout, they've probably made contact with quite a few celebrity teams. All they have to do is decide who they want to represent their brand."

Wu Yi said, "Could they be thinking of not getting a celebrity spokesperson?"

"That's shouldn't be the case." Ha Qiqi said, "They're not short on money."

Zhang Zuo suggested, "Why don't we lower our asking price?"

Zhang Ye said emphatically, "That won't do."

Ha Qiqi agreed, "Yes, we cannot lower our asking price."

Lowering one's asking price in order to grab an endorsement deal was a pretty sensitive affair. In the past, there had been cases of celebrities lowering their endorsement fees. A male celebrity who was worth around 2 million in the endorsement market had offered to lower his asking price due to getting into gambling and was hard up for money. In the end, he lowered it to 800,000 RMB a year and managed to take quite a lot of endorsement deals. However, he had broken the industry rules. Ever since then, no other brands dared to approach him, and his popularity fell by a lot. Some of the companies who signed him for a much higher amount criticized him badly for this behavior. You're charging others 800,000 RMB a year, but 2 million RMB for us? What's the meaning of this? Do you think we're suckers?

Hurting the market.

Soiling one's own reputation.

These were the risks of lowering one's asking price.

In the entertainment industry, reputation was the most important thing there was. With Zhang Ye's current status and popularity, there wasn't a need to lower his asking price in order to get a deal. That would be too low for someone like him. The entertainment industry's number one person below the S-list had to lower his worth to fight other A- and B-listers for endorsements? It wouldn't be good if this got out. A lot of matters in the entertainment industry were not simply about money and couldn't be solved by simply adopting a business mentality.

Ha Qiqi said, "I haven't spoken to them in-depth yet, nor have I let them know about our intentions. That would make us look like we're trying to push a sale and lower our worth. But they haven't revealed anything to us either. Why don't I try to speak with them again to find out what their intentions are? Otherwise, we can switch our target to a different company and not waste our time trying to convince them. Hai, but then the other jewelry brands' endorsement deals have not expired yet, so that's real unfortunate."

Tong Fu said, "What about the mass market jewelry brand chains?"

Ha Qiqi shook her head. "That won't do. If we take too many smaller brands, it would be quite meaningless. We won't be able to bring up our endorsement profile."

Zhang Ye thought about it for a moment. "Let's lay all our cards on the table then."

"OK." Ha Qiqi said, "How though?"

Zhang Ye said a few words to her.

Ha Qiqi was stunned and her jaw dropped. "Are you sure?"

Zhang Ye smiled and said, "Of course I'm sure."

Ha Qiqi said happily, "Aiyo, you should have said so earlier."

...

Later that afternoon.

At a certain jewelry company.

In the lobby on the eleventh floor.

Ha Qiqi brought Tong Fu along with her.

The female receptionist stood up. "Hello?"

Ha Qiqi said, "I'm here to look for Director Cui."

The receptionist asked in an official tone, "May I know if you have an appointment with him?"

"I do. My name is Ha Qiqi," Ha Qiqi said.

The receptionist lowered her head to check the appointment schedule before saying, "Hello, Manager Ha, your appointment is at 3 PM. Director Cui is currently in a meeting, so please wait—"

As she was speaking.

Director Cui and two young men came walking over side by side and seemed to be heading for the conference room.

Ha Qiqi went up to him. "Director Cui."

Director Cui was taken aback. "Manager Ha, you're here so early?"

Ha Qiqi laughed and said, "What Manager Ha? I'm just an errand girl for Director Zhang."

The two young men beside him probably recognized Ha Qiqi as well, so they started looking somewhat wary of her. She was Zhang Ye's Studio's external communications manager, so who in the industry wouldn't recognize her?

Ha Qiqi and Tong Fu also recognized them. The short-haired young man did not look familiar to them, but Ha Qiqi the other young man who had a ponytail. This guy was also pretty well-known in the industry and was the younger cousin of a Heavenly King. He was also one of several managers of that Heavenly King. When she saw him, Ha Qiqi instantly knew what was going on. She understood just why the jewelry brand's representatives had been hesitating with their decision. It was because there was a big name celebrity among their choice of spokespersons, someone with a place among the top seven spots, an S-list celebrity much more famous than Zhang Ye.

Fighting a Heavenly King for an endorsement?

Ha Qiqi suddenly found this rather exciting.

Meanwhile, Director Cui felt a little awkward. "This..."

Every celebrity would have a "territory" of their own. In the industry, almost every brand's endorsement had already been taken by a celebrity. For example, Chen Guang, who endorsed a cell phone brand that focused on sound quality, had been doing so for three years now. The money was good and the advertisement coverage was wide as well. It was a quality endorsement deal and was where Chen Guang's territory was. If any other celebrity tried to snatch this endorsement from him, they would offend him for sure. A lot of celebrities had had relationships turn sour because of such endorsement

deals. A quality endorsement deal was the livelihood of a celebrity and also a source of their long-term income.

Director Cui clearly understood this and was hoping that the two parties wouldn't bump into each other, but to his surprise, he still couldn't keep that from happening. In truth, he had already made up his mind. Faced with deciding between a Heavenly King and several A-list celebrities, he was of course more inclined to choose the Heavenly King. Disregarding any other factors, his fame alone was enough for him to make the choice. However, he also considered using Zhang Ye since he was also very popular. Further, he was constantly at the forefront of the news in recent times and had an exposure that was definitely comparable to the Heavenly Kings and Queens'. He also coveted the advertising proposals that Zhang Ye was famous for. The only factors holding him back were that Teacher Zhang was considered an oddity in the industry and had an image that fluctuated between high and low at times. He was just afraid that he might kick up some issues again in the future that would affect the image of their brand, and thus, the hesitation.

Director Cui said, "Manager Ha, why don't you—"

Ha Qiqi laughed. "Let's talk together, Director Cui. We're already here and we all know each other."

The Heavenly King's cousin was shaking his head in his mind. We're already here, so what do you have to discuss?

Director Cui couldn't offend both of them, so he looked at the Heavenly King's cousin for direction."

The Heavenly King's cousin shrugged. "Anything is fine."

"Well, alright then. Please, follow me." Director Cui ushered them into a conference room. When everyone got seated, he had an assistant serve them tea.

The Heavenly King's cousin was obviously prepared for the meeting.

The moment his assistant sat down, he took out a document and started rambling. His introduction was all about how great they were and the positive results of their past cooperations with other brands. In short, all of that was mentioned so they could talk about the endorsement fees. Naturally, they hoped to get as much out of it as possible.

For a full five minutes, only he was speaking.

Director Cui occasionally nodded at him even though he already knew all of it.

He was a Heavenly King.

Had a pretty good reputation.

And was extremely popular as well.

But his asking price wasn't so high that it was unacceptable.

Although Zhang Ye's side's asking price was much lower, their company had enough of a budget for it. Several million yuan for a one-year endorsement was not exactly much to them. That was why even if Zhang Ye's asking price was only 8 million RMB while the Heavenly King was asking for almost double at

14 million RMB, they didn't really mind. What they cared about was how much the celebrity's endorsement could increase their revenue. For all brand endorsements, this had always been the ultimate objective. But of course, not minding didn't mean they would pay however much the celebrities asked for. It still had to be cost-effective since no one's money would just appear out of thin air. They would pay whatever the celebrities were worth, and on that point, the difference in value between an S-list and A-list celebrity was clearly going to be larger, even if that A-list celebrity was the top A-list celebrity.

Director Cui already had an idea of who he would go.

The Heavenly King's cousin asked, "Director Cui, if everything's fine, let's discuss the contract."

Director Cui smiled and said, "We'll still have to negotiate the price, but yes, we can talk about the contract."

The Heavenly King's cousin nodded and then looked at Ha Qiqi and Tong Fu. "What about the others?" What he meant was for them to leave. Discussing such an important issue as the contract would have to be done in private.

Director Cui also looked at Ha Qiqi. "Manager Ha, why don't..."

A sensible person could see what was going on.

However, Ha Qiqi did not move from her seat.

Director Cui blinked several times at her.

The two people on the Heavenly King's management team frowned.

But then, a single sentence from Ha Qiqi dumbfounded everyone in the room. She calmly said, "Teacher Zhang is getting married soon."

What?

Getting married?

Director Cui was taken aback. "When?"

Ha Qiqi said, "Within the year."

Director Cui gasped excitedly. "A-Are you sure?"

"I'm a 100 percent sure," Ha Qiqi said with a smile.

Director Cui's breathing quickened as he said, "Please wait a moment. This news is too sudden. I need to make a call first." He wasn't the head of the company, just the head of the advertising department. As such, he had to seek instructions from the higher-ups.

The two on the Heavenly King's team were stunned!

Within just two minutes, Director Cui returned with around eight other staff members. The moment he came in, Director Cui said, "Manager Ha, about Teacher Zhang's endorsement, can we talk about it?"

Ha Qiqi smiled and said, "But of course. That's what I'm here for, aren't I?"

Director Cui had gotten clear instructions from the company's CEO!

He was to sign Zhang Ye!

At all costs!

...

Outside the company.

The Heavenly King's cousin and his assistant headed downstairs dejectedly. They had let it slip out of their hands. It gave them the impulse to curse and swear. It made them feel furious and, at the same time, not know whether to laugh or cry!

Your sister!

You can even do it like that?

This is the first time I've seen anyone snatch away an endorsement like that!

Chapter 1240: A Heavenly Queen's agent genuflects!

The next day.

They held a meeting at the studio.

Little Wang said in surprise, "Sister Ha, did you really seal the deal?"

Ha Qiqi laughed and said, "I really did. Even the contract has been signed."

Tong Fu was overjoyed and said, "You guys didn't see the expressions on those two bros' faces. I suppose we've terribly offended them, hai."

Wu Yi said, "Why do you still look so happy when you've offended others?"

Tong Fu said, "Well, it was fair competition."

Some people could not understand. "Sister Ha, how did you do it?"

Someone else said, "Yeah, haven't we been unable to convince them all this while? And we were even up against a Heavenly King for this endorsement? It's not that I'm lauding the enemy and belittling our own master, but I'm making an objective observation here. Be it popularity, image, or honors, uh, I don't think that we have any fight, do we?"

Zhang Ye came down from upstairs. "It's because I'm getting married."

"Ah?"

"What?"

"Damn, really?"

"Congratulations, Director Zhang!"

"Didn't you just get engaged?"

"You're getting married this soon? That's great!"

"I knew it!"

"Yeah, so it's the jewelry brand that wants to get your favor!"

"Pfft, that's such a lethal tactic that leaves the jewelry company with no grounds to reject you!"

"When I learned that they were offering to us 10 million a year for the endorsement, I thought that they must have gone crazy. So it's because of this. They're preparing to make full use of your wedding to create publicity. I suppose they'll be the designated jeweler for your wedding then? No wonder the jewelry company is willing to pay so much."

It finally dawned on everyone!

This was a surefire kill!

This tactic was too fucking ruthless!

Yes. Their Teacher Zhang did not have any advantages over the opponent. His popularity and image were not as good as that Heavenly King's. By comparing them side by side, Zhang Ye would definitely lose out to him by quite a bit. However, Zhang Ye was about to get married, which was the only thing no one in the entire entertainment industry could outdo. The identity of Zhang Ye's fiancée was still being actively discussed in the industry. The citizens were making wild guesses. In fact, even the studio's staff did not know who she was and were incredibly curious. The topicality of such discussions had previously reached a high. And now, once Zhang Ye announced that he would be getting married, just how much attention would it get? No one dared to imagine it. The Heavenly Kings and Queens were either single or secretly married, so how were they going to fight with Zhang Ye over the jewelry endorsement?

Even a Heavenly King would have to kneel to that!

This advantage Zhang Ye had could crush everyone else!

Zhang Ye laughed and said, "Everyone, it's good enough that you know about it, but please don't spread the news for now."

Zhang Zuo immediately asked, "Do you need our help with your wedding?"

"Not for now," Zhang Ye chuckled. "Me and my fiancée's parents are handling it for now. We haven't agreed on a date yet, but it'll be within the year. It won't be long now, so if I still need everyone's help at that time, I'll let you know in advance. Don't worry, none of you will be able to run off. Everyone's mission now is to take all of the endorsements that we've identified. Whichever of those major brand names that can be taken, take it. Every single one counts. Just do it without any restraints. Be it a Heavenly King or Heavenly Queen, I'm not afraid of offending anyone."

"OK!"

"Understood!"

"Director Zhang, congrats once again!"

"Thanks!"

After saying a few words.

Ha Qiqi took out a copy of a document. "This will be the toughest nut to crack."

Zhang Zuo frowned. "Is it that sanitary ware brand?"

Ha Qiqi gave a wry smile and said, "Yes, this will be the most difficult deal to get. It's almost impossible, so I really don't know where to start with them. Director Zhang, do you have any suggestions?"

Zhang Ye said, "Give me a brief introduction to the brand."

Ha Qiqi said, "This is the biggest sanitary ware brand in the country..."

As the leader of the industry, this sanitary ware brand mainly promoted its toiletries in the market. It had an extremely high market share in the Chinese market, and even its expansion into the foreign markets was pretty good. In Southeast Asia, their brand awareness and market share were also very high. This product did not sound like it was something very good, nor should the celebrities be too willing to endorse a brand like it. Toiletries? Sanitary ware? It just didn't sound like it was something great. But it was quite the opposite. The competition to endorse this brand was the most intense of all the Chinese brand names. In the past six years, this brand had been fronted by a Heavenly King or Queen, and even some Asian megastars!

First, this brand was targeted at the high class.

Second, their company was supremely wealthy.

Third, they were not afraid of spending money. The advertising volume of this brand could easily be described as shocking. Not only did they flood China with advertising, they also did so for all of the Southeast Asian countries they had a presence in. This would also greatly boost the exposure of the endorsement stars as a result!

Therefore, this sanitary ware brand was identified as the most important piece of the fifth step in the "Reach the Summit" plan. It was also the endorsement project they placed the most emphasis on!

Zhang Ye asked, "Who was their previous spokesperson?"

Ha Qiqi replied, "It was a Korean celebrity, one of the Asian A-list superstars."

Zhang Ye asked, "What about now? Do we have other competitors?"

Ha Qiqi said in anguish, "Yes. Back then, we put in a lot of effort on this project because in the one year that the Korean celebrity endorsed them, there hasn't been any significant growth in the domestic sales of the sanitary ware brand. I found out that they wouldn't be renewing the endorsement contract as a result, so I thought that we would surely stand a chance of getting it. But who could've expected that there would be an intruder when one of the Heavenly Queen's agent suddenly joined the bid as well? When I mentioned that you were going to get married soon, the company's representative did not seem

to react. I suppose that isn't enough to move them, so I didn't go into any further detail with them. It looks to me that they've already decided which Heavenly King or Queen to use for their endorsement."

Zhang Ye blinked. "It's not Old Zhang, right?"

"No," Ha Qiqi said, "Sister Zhang won't take such endorsements."

Zhang Ye nodded. "Alright then. If it were Old Zhang, I wouldn't want to fight her for it. But for anyone else, they're all fair game. We'll just have to see who's more capable."

Ha Qiqi said, "But the problem is that we don't stand out at all."

Zhang Ye said, "It's a toiletry brand, right?"

"Yes, it's a sanitary ware company that mainly focuses on their toiletries," Ha Qiqi said.

Zhang Ye thought for a moment before saying, "How about this, give me an hour."

Ha Qiqi was taken aback.

An hour?

What are you planning?

Nobody understood.

Zhang Ye went upstairs, and the sound of someone singing could be heard after a while.

When everyone heard that, they were even more confused about what Zhang Ye was doing.

...

On the same night.

Ha Qiqi arrived at Shanghai by plane.

The moment she got off her flight, she called the deputy director who was in charge of the sanitary ware company's brand management.

"Director Bai, it's me."

"Oh, it's Manager Ha. Hello."

"Regarding your company's endorsement deal, we've communicated with you about it before. Can we have an in-depth discussion about it this time?"

"About that, Director Ha, I'm really sorry. We've long heard of Teacher Zhang Ye and have been wanting to work with him as well, but I'm afraid this time...we've essentially made a decision. We can only hope to work together with you all next time. Is that alright?"

"Hur hur, Director Bai, then would it be fine if we just have a meal together?"

"Aiya, I'm afraid I can't today."

"But I'm in Shanghai. Surely you wouldn't just turn me down, would you?"

"Ah? You're in Shanghai?"

"Yeah, I just got off the plane."

"Aiyo, alright then, I'll send someone to pick you up."

"Thank you very much, Director Bai."

An hour later.

At the headquarters of the sanitary ware company.

Ha Qiqi spotted Director Bai, as well as that Heavenly Queen's agent.

"Director Bai."

"Manager Ha, sorry to trouble you for coming all this way."

"Hai, it's all for business."

"Let me introduce you."

When he finished introducing both parties.

Ha Qiqi and the Heavenly Queen's agent shook hands with each other.

The Heavenly Queen's agent smiled and said, "Boss Ha, I've long heard of your great name."

Ha Qiqi smiled and said, "You're too kind. It's me who's long heard of your great name."

The agent grinned and said, "Teacher Zhang has been rather active these days, huh? I heard that he's taken quite a few endorsements recently. He's even taken an endorsement that another Heavenly King had his eyes on."

Ha Qiqi giggled. "It's just fair competition. We've always advocated a win-win situation for the parties involved."

The Heavenly Queen's agent gave her a look. "Right, fair competition. I like those words."

Just from the simple conversation they had, hostilities flared.

Ha Qiqi and the people she brought with her were standing on the left side, while those from the Heavenly Queen's team were standing on the other side.

Director Bai bluntly said, "Since everyone's here, I'll cut to the chase. First off, thank you for thinking so highly of our brand. This is the greatest recognition we can get, and I'd like to thank all of you on behalf of the company. Next, we have given a lot of consideration to the endorsement deal, though the final decision will still have to be approved by the company's CEO. That's why we'll just eat and drink today, not talk shop. Since all of you are here, we're all friends today."

Ha Qiqi smiled and said, "Sure, we'll do as Director Bai says."

The Heavenly Queen's agent also smiled, apparently confident that they had already won. They were not feeling any pressure.

This was the company's reception room.

On the large round table the dishes were quickly served.

Director Bai was actually in a predicament. He hadn't expected that the two celebrities' teams would follow up on the endorsement deal so closely. At first, he wanted to meet with Ha Qiqi alone but hadn't expected that the Heavenly Queen's agent would be so thick-skinned to follow. He felt that it wouldn't be nice to say anything about it, so he was forced to allow all of them to sit together. He was really afraid that the two parties would clash.

But surprisingly, Ha Qiqi was holding up pretty well.

She ate.

And drank.

And did not refuse any food or toasts that were offered to her.

All the while, she made no mention of the endorsement contract.

This impressed Director Bai, and he couldn't help but start wondering what she was planning. Honestly, the moment their main office received the quote from the Heavenly Queen's team, they decided on hiring her. Although the asking price was high, she had the fame to back it up. There was no reason for them not to work with her. As for Zhang Ye, they also found it rather tempting to hire him. Teacher Zhang was always talked about, appearing in the headlines every other day and had a very high public exposure. But even considering all of those points, they still felt that Zhang Ye's status in the entertainment industry was not comparable to any of those seven S-list celebrities.

The Heavenly Queen's agent did not talk about business.

Ha Qiqi was steady as a rock.

As it turned out, it was Director Bai who couldn't hold it in. He smiled and said, "I Am a Singer has been doing quite well."

Ha Qiqi smiled and said, "Director Bai watches it too?"

Director Bai laughed and said, "Of course I watch it. Everyone in the company, including my family, watches it. Why isn't Teacher Zhang thinking of participating? He sings really well too."

Ha Qiqi said, "He can't compare with those great singers."

"How modest." Director Bai asked, "Has Teacher Zhang released any new songs recently?"

Ha Qiqi suddenly said, "Now that you mention it, Director Zhang has written a new song."

Director Bai got interested as he liked Zhang Ye's songs a lot. "Oh? What kind of song is it?"

Ha Qiqi looked at him. "How about I let you give it a listen?"

Director Bai said in surprise, "I can listen to it ahead of release?"

Ha Qiqi said, "Director Bai is no stranger, so of course you can."

Those on the Heavenly Queen's team looked at her.

Then they saw Ha Qiqi take her cell phone out and plug in earphones. She increased the volume before handing it to Director Bai. "Just press play and see how you like it."

Director Bai said in anticipation, "Alright, I'll have a listen!"

Getting a chance to listen to Zhang Ye's new song first? That was quite an honor for him!

Director Bai looked down at the screen and pressed play. Then he got startled.

Eh?

This title?

" Toilet 1 "?

A song existed with this title?

Through the earphones came the sound of singing. Perhaps due to the volume being too loud, even those who were sitting close by could hear it. The people on the Heavenly Queen's team pricked up their ears too.

As a result, the first verse that was sung stunned all those in the room!

"I have a toilet at home.

"There is a hole in the throne.

"Above the hole a smile's always shown.

"Smiling at how helpless we are alone."

This is?

This is?

Director Bai got the goosebumps!

The people on the Heavenly Queen's team were all dumbfounded!

"Every house has a toilet.

"Everyone has to use it.

"After every use you feel relaxed and carefree.

"Guaranteed to make you infinitely happy.

"Every single toilet is a hero.

"With just a simple flush,

"It can flush away all of your sorrows.

"No matter how much your pain,

"No matter how deep your loss,

"For you, it will take all of it away!"

A female employee on the Heavenly Queen's team let out a "pfft" and spat out all the fruit juice in her mouth onto the table!

Fuck, aren't you shameless?

Zhang Ye, aren't you too goddamn shameless?

"Every single toilet is a friend.

"You can trust it with all your heart.

"You can't do without it in your life.

"My secrets are too many.

"My dreams are too grand.

"But slowly, you will understand.

"My beloved toilet bowl!"

The song ended.

A toilet is a friend?

A toilet is a hero?

Everyone looked flabbergasted!

The Heavenly Queen's agent was even more at a loss and nearly fell out of her chair!

Ha Qiqi smiled and said, "Director Bai, this song isn't too bad, right?"

But Director Bai got really excited. It was simply too good! It was so apt! This....Wasn't this song written with their sanitary ware brand in mind? Could there even be a more suitable song than this one?

They had to get it!

They most definitely had to get this song!

Director Bai stood up then and there. "How much does this song cost?! We'll buy it!"

But Ha Qiqi shook her head. "Director Zhang never sells his songs. We only talk about working together."

Working together?

The endorsement?

The Heavenly Queen's agent got mad. "Director Bai! We've already agreed on the endorseme—"

"Manager Ha," Director Bai said firmly, "could we step aside to talk?"

Ha Qiqi said, "No problem."

The Heavenly Queen's team nearly fainted!

"Director Bai!"

"What's the meaning of this?"

"What's going on?"

"Didn't we already come to an agreement?"

"Director Bai, surely you can't do things this way, right?"

...

Half an hour later.

The Heavenly Queen's team left the sanitary ware company headquarters cursing and swearing!

"What the heck was that!"

"How could they be so unethical!"

"No one snatches endorsement deals the way they did!"

"The fuck was that! Zhang Ye's team is too goddamn immoral!"

"Shameless! Shameless to the max!"

"That guy's a real hooligan!"

Everyone felt as though their lungs were going to explode!

Every single toilet is a friend?

Friend? Your grandpa!

Every single toilet is a hero?

Hero? Your grandma!

Do you have a shred of moral integrity left in you?

Do you even have a bottom line that you don't cross?

Even a toilet can become a hero, so why haven't you ascended to Heaven yet!

As they cursed and swore, the Heavenly Queen's agent also started to feel a little amused. That song had really left her with nothing to say. She was so convinced that she could have no complaints! The client was marketing their sanitary ware brand, after all. Zhang Ye had mythologized the toilet into a hero, and even ended the song by fucking calling it "my beloved toilet bowl"? Faced with such an unconventional advertising jingle, who could possibly take the endorsement from him?

A Heavenly King?

A Heavenly Queen?

An Asian megastar?

Whoever came would surely kneel in defeat!

Whoever came would even have to kowtow to him!

This time, they had really underestimated Zhang Ye's team and totally underestimated Zhang Ye's level of shamelessness. He was really the greatest wonder of the entertainment circle and didn't play by the rules. All of his tricks were more devious than the last! But thinking about it again, so what even if they hadn't underestimated Zhang Ye this time? Could they have written a song like that? Even if they did, would the Heavenly Queen go and sing it? That would be impossible! Even if the Heavenly Queen was paid 100 million RMB in endorsement fees, she couldn't possibly go and sing it. It was the same for all the other S-list celebrities, and maybe even the other A-list celebrities. None of them could be as thick-skinned as Zhang Ye and do so!

They had lost, but they couldn't complain!

Just on this point alone, they were forced to accept the loss!

This was really something that only Zhang Ye could have done. Moreover, it was done in that usual shameless style of his and was something that no one else could have copied!