

Superstar 1391

Chapter 1391: Throughout the ages, there has only been one!

It was fairly late.

Everyone at the studio was working overtime.

Zhang Ye's PSAs were constantly being disseminated in Asia. Due to a similar geographical region, similar races, and also the types of diseases and illnesses, these charity advertisements were virtually applicable to all of the Asian countries. Other than the changes made to the languages, there was basically no need to alter the advertisements in any other way. The universality of it also increased the speed in which the PSAs were propagated.

"The Indian netizens are full of praise!"

"It's the same for Japan!"

"The Korean media also reported about it!"

"The discussions in our country are even more heated and crazy!"

"The news in Asia is all about our PSAs!"

"The Asian Red Cross Society has been really supportive. The amount of the advertisements they're getting out there is massive!"

"Our Director Zhang is still the most impressive of all. The main point still lies in the quality of those seven PSAs. Without the sophisticated production and unique creativity behind them, no one would've paid much attention to them. It would not have been able to gain such a good reception in so many of the Asian countries if not for that. All of those ads are at the highest standards as compared to the charity sector's PSAs. Throwing them all out in one shot made the impact even better! All of Asia was stunned by them!"

"The ads were really great!"

"I also cried a few times watching them!"

Excitement!

Exhilaration!

The advertisements scored a victory all across Asia!

Checking the news and information that was reported back to them from the various countries, the studio's staff were all very delighted.

Ha Qiqi looked at Zhang Ye and smiled, saying happily, "You're still the most amazing of all. Once Director Zhang gets hands-on, we know exactly how the results will turn out. Our popularity this time is absolutely going to soar like a rocket—"

Zhang Ye smacked his lips and pretentiously waved it off. "Aiya, what popularity are you talking about, it's all for charity! For charity!"

Ha Qiqi immediately changed her tone and said, "That's right, that's right." Pointing at her own head, she claimed, "Just look at how shallow my thinking is."

Zhang Ye then said earnestly, "Well, it's for charity, after all, so we shouldn't be bothered about any loss or gain in popularity."

Ha Qiqi said, "That's right, I was too narrow-minded."

Zhang Zuo said, "It's still Director Zhang who's enlightened."

Wu Yi said, "That's true, how is Director Zhang the same as us?"

Little Wang said, "Director Zhang, you're my idol!"

Everyone was flattering and sucking up to him.

Zhang Ye laughed and gestured with his hands a calming motion. "Keep it low-key, low-key."

This fellow's every move and behavior exuded the air of a "great philanthropist" now.

But then again, the seven advertisements had indeed left everyone speechless. All of them were classic classics and had touched everyone who watched them. Zhang Ye had also given it his all this time. He had played so many different roles today, switching between being the father of a handicapped child, the son of an elderly dementia sufferer, an AIDS patient, a match for a leukemia patient, and a stomach cancer-stricken smoker. On television, he had so much to be busy over. In every one of the PSAs, Zhang Ye was personally involved.

Of course, the effects were also remarkable!

...

At the Asian Red Cross Society.

The staff were also visibly excited.

"The phones are blowing up with calls!"

"A lot of people are calling in to inquire about making a donation!"

"Boss, we don't have enough manpower! We can't answer the calls in time!"

"Ah. I have a Chinese businessman on the line who wants to give 5 million in donations!"

"Boss, after the ads were shown, the Red Cross Society of the various countries started receiving multiple calls. The number of volunteers signing up has increased by tenfold from before!"

"That's great! That's really great!"

"This is the power of a PSA!"

“To be able to arouse the attention and compassion of people in the society is truly an achievement. It looks like we have experienced the skill of Teacher Zhang today!”

“Yeah, this is really too surprising. I never thought that a few PSAs could stir up such a heated discussion. Teacher Zhang has got too many identities, and one of them is being the number one of the Chinese advertising world. From the looks of it, that title is indeed well-deserved. In the future with Teacher Zhang as the Asian philanthropic ambassador, our charity ads will definitely do very well. There’s a chance that we might be able to reach out to every corner of Asia! With so many more donations and volunteers, it will also become much easier to advance our charitable activities in Asia!”

...

In the Chinese media.

“Hot damn!”

“It has caused such a sensation!”

“Is this fellow really going to rely on his charity work to advance his rank on the Asian stage?”

“This is truly unbelievable!”

“Yeah, no one has ever done it this way before!”

“This Teacher Zhang really doesn’t fucking follow a conventional way of doing things!”

“Does he intend to conquer Asia in one breath?”

“You’re right. The news for the past few days in Asia was all about him The Heavy Metal Music Festival, ‘Preface to the Orchid Pavilion’ calligraphy, appointment as the Asian philanthropic ambassador, and now, a wave of PSAs? Those Asian S-list Heavenly Kings and Queens don’t even get the kind of exposure that he had for the past few days!”

...

In the advertising world.

“How did he come up with so many ads all of a sudden?”

“I heard that Zhang Ye made them in just two days.”

“What?”

“Two days?”

“How capable of him.”

“I can only admire that brain of his. How did he come up with all of these creative ideas!”

“Stop talking. Let’s study and learn from these ads first.”

“I’ve already watched them more than 20 times and they’re still as touching as ever!”

...

Late into the night.

It was almost midnight.

Zhang Ye said to everyone, "Alright, it's time to clock out. Hurry home."

But Little Wang said, "We've already waited until now, so we might as well wait a little longer since the Asian Celebrity Rankings Index will be updated soon, Director Zhang."

Tong Fu smiled and said, "Yeah, let's wait another five minutes."

Ha Qiqi said, "I'm not in a hurry to go back either."

Zhang Zuo laughed. "There's nothing for me to do even if I go home."

Zhang Ye blinked and said, "Eh, are y'all trying to cheat me of overtime pay?"

Little Zhou laughed, "Pfft!"

Everyone was talking and laughing as midnight approached.

For a moment, everyone was excitedly turning to their computers or cell phones to refresh the Asian Celebrity Rankings Index. To everyone here, only the popularity rankings meant anything. They'd already provided the money and the manpower. With so much effort put in to make all of those PSAs, they had given their best for charity. It was now time to see what grade the Asian market would give them.

Zhang Ye also sneaked a glance over. Immediately, he saw many surprised faces.

"Ah!"

"We're on fire!"

"We're on fire again!"

"Our ranking has gone up again!"

"It's risen by three spots this time!"

"My God, this is happening too quickly. It's only been a few days!"

"There must also be the additional popularity score added from the Asian philanthropic ambassador role! The appointment letter has already been issued and the press conference will be held tomorrow. The popularity from that must also have been counted in!"

"How great, Director Zhang! You're so awesome!"

"From today onwards, we'll no longer be loitering around at the bottom of the Asian A-list. We're already getting close to the middle of the Asian A-list rankings!"

"That's right, we're going to be in the middle of the A-list very soon!"

"Who else could advance at such speed! I want to know who else there is!"

"In the past three or four days, Director Zhang's Asian popularity shot straight up. Who else can stand in our way? Whoever does so will be exterminated!"

Everyone was extremely excited!

This result was such a pleasant surprise!

Although they already had an inkling of this, and there were already signs from today's quick spread and heated discussions of the PSAs, they still could not help but experience a gush of satisfaction, pride, and excitement when they saw Director Zhang's advance on the Asian rankings for themselves. This was the Asian Celebrity Rankings Index they were talking about, and not the Chinese rankings. In the region of Asia, the competition was clearly much more intense and crueler, especially for the Chinese celebrities who had always found it very difficult to make a name for themselves on the Asian rankings. How many A- and B-listers' names from their country were still not showing up on the Asian Celebrity Rankings Index? But for them? They actually managed to forge a bloody path and accumulate a large amount of popularity within such a short period of time!

There were those who managed this via movies that took Asia by storm.

There were those who starred in TV series that became extremely popular in Asia.

There were those who used their music to travel across Asia.

But to rely on PSAs to gain a foothold in the Asian market? Throughout the ages, there has only been one! Other than Zhang Ye, you would not find another who managed it!

Chapter 1392: Digging up dirt on Zhang Ye!

In the blink of an eye.

The day of the press conference to appoint the Asian philanthropic ambassador arrived.

The press conference was scheduled for the evening. During the morning, Zhang Ye sat down together with the staff of the Asian Charity Association and Red Cross Society to discuss the flow of the live broadcast at night.

"Teacher Zhang, the entire event will be broadcast live tonight."

"Sure, no problem."

"We've already arranged with all the TV stations in Asia."

"Alright, what do you need me to do?"

"About that, would it be OK if you wrote another calligraphy piece?"

"Ah? You still want me to write another one? What would you like me to write?"

"Ahem, something simple would do."

"So you mean something like a poem?"

"Yes, yes, that's fine. Can you see if this lyrical poem will do?"

Zhang Ye took it over and had a look.

Eh? ” Rivers Run Red ¹ “?

He was very familiar with this template ² , but he had never seen this particular poem before.

“Rivers Run Red” was a poem template that existed historically in both Zhang Ye’s previous world and this world. The format was the same, and the poem handed to Zhang Ye by the Asian Charity Association should be one of the more famous ones in this world. He glanced at the content and memorized it. The setting of this poem was very befitting to the occasion and spoke of benevolence. Writing this poem during the Asia-wide live broadcast was also a statement expressing their stand towards charity work. Of course, the most important thing was that this calligraphy piece would fetch some money when sold. Have tasted prior success, the Asian Charity Association definitely had to organize another charity auction here. And this time, the highlight of the auction would surely be this calligraphy piece Zhang Ye was going to write tonight.

Zhang Ye knew exactly what they were planning. However, he did not have any resistance to it.

It was for charity, after all.

A philanthropist should not be so fussy about such things.

“Will this do?”

“Sure, it’s fine.”

“Alright then, we’ll be depending on you.”

“It’s all for charity, there’s no need to be polite.”

“Teacher Zhang’s kindness is truly a role model for our generation to learn from!”

“Aiya, it’s all for the people, all for the people.”

The preparations continued in whatever time there was left.

Many of the media outlets were also intently watching this press conference that would be held in the evening.

When the promotions were released, Zhang Ye also started posting on Weibo.

Online.

“What?”

“Zhang Ye is going to write another calligraphy piece?”

“Haha, then I must really watch this.”

“His semi-cursive is really beautiful!”

“Pfft, look at his Weibo. He’s starting to post all those charity-related news again!”

“This fellow is at it again!”

“I’ve gotten used to it in recent days.”

“Me too. Just let him post whatever he wants.”

“Zhang Ye has really become a philanthropist!”

“Face-smacking Zhang is dead; let us offer joss sticks to him.”

“Hai, we might not get to see Face-smacking Zhang’s mighty killing prowess anymore!”

“Yeah, this fellow is now single-mindedly focused on doing charity!”

However, it was at this moment that something happened in Asia!

No one expected it to happen so suddenly, yet it was still somewhat within expectations. Everyone just didn’t think that it would come this early!

...

Japan.

The video of Zhang Ye leading those Peking University students to scold people surfaced.

“What the heck!”

“He’s scolded our people before?”

“I said it before. Didn’t you guys know?”

“I didn’t know!”

“I only found out about it recently!”

“That bastard!”

“Goddammit, how can a person like this be appointed as a philanthropic ambassador?”

“What on earth is the Asian Charity Association thinking!”

“Get out of Japan!”

“Right, boycott Zhang Ye!”

“Boycott Zhang Ye!”

“Boycott Zhang Ye!”

Numerous media outlets began exposing even more news!

Some of them were true, while some of them were fabricated!

Misdeeds linked to Zhang Ye suddenly swept through Japan!

...

Korea.

The dirt on Zhang Ye was suddenly exposed without stop. Likewise, real and fake news were mired within and the means of propagation was very smart. Many things that didn't happen before were now firmly placed onto Zhang Ye's head!

In Lee Anson's interview: "There was one year in China when Zhang Ye did not get invited to the Spring Festival Gala. Because of that, I believe he must have a lot of pent-up anger when he decided to lay his hands on me! As I prefer to settle things peacefully, I managed to restrain myself in the end. But who could've known that Zhang Ye's behavior would get even more aggravated after that. This made me really disappointed in China!"

Park Jaesang's interview: "A person like Zhang Ye is very lacking as a person. What happened with Lee Anson wasn't a one-off incident. When I was in China, Zhang Ye also roughed me up before."

Kim Jichan's interview: "This kind of person is unfit to be an artist!"

"What?"

"He was the one who beat Lee Anson up?"

"How dare he hit my Anson-oppa!"

"Park Jaesang was beaten up by him too?"

"Kim Jichan got scolded by him as well?"

"This bastard!"

"Why is there still someone as shameless as him!"

"Chase him out of here!"

"We must not allow him into Korea again!"

"Right! Boycott!"

"Boycott Zhang Ye!"

Korea was also in an uproar!

The people were all heatedly discussing it!

...

As for the other countries, there wasn't much of a reaction from them.

It was only in Japan and Korea that Zhang Ye was suddenly pushed into the news!

The Japanese and Korean citizens were in an uproar as everyone shouted in rage. The calls to boycott Zhang Ye were coming wave after wave. In just a short span, momentum had built up!

Actually, for some of these events, Zhang Ye had never bothered hiding them. He had also never avoided the subject before. Be it the Peking University scolding incident or when he sent Lee Anson flying with a kick after the Spring Festival Gala, he was willing to straight-up talk about it if anyone asked. That was because he did all of it without a hint of guilt. There were reasons behind his actions. When

the Japanese guests and dignitaries came to visit Peking University, they behaved arrogantly and spoke disrespectfully to our students. So why couldn't I lead the students to scold you all? Oh, and when Lee Anson behaved like a diva by laying hands on a citizen of our country, why couldn't I do the same and hit him back? Based on what?!

Zhang Ye was not in the wrong!

He had always been upright wherever he went!

But who was Park Jaesang?

Who was Kim Jichan?

And all of those other mentioned incidents and people? I've never even fucking heard of them before!

Why are they pinning it all on me now? How did it become that I was the one who hit all of them?

When the staff of Zhang Ye's Studio found out about this news, they nearly exploded in rage!

Ha Qiqi said angrily, "What is with all this!"

Little Wang said anxiously, "Why did it suddenly become so serious? Why are there so many news reports discrediting Director Zhang all of a sudden?"

Wu Yi pointed at the web reports from the mainstream media in Japan and Korea. "Look at these, they're absolutely fake news. No such incidents happened at all! This is utter nonsense! And who the fuck is this person? This Korean celebrity is accusing Director Zhang of acting like a diva and scolding people? He even said that he witnessed it with his own eyes? Director Zhang has never even met him before, alright!"

Zhang Zuo said with a dark look, "This is what public opinion is over in Japan and Korea!"

Ha Qiqi said, "I won't believe it if someone says there wasn't a mastermind behind all this!"

Little Wang said, "So does this mean that someone's trying to use underhanded methods to suppress Director Zhang because his popularity ranking in Asia is getting higher and higher and he is becoming more and more popular?"

It was spreading really quickly!

Moreover, this was a suppression from the majority of the Japanese and Korean media!

And it was even coupled with the fanning of flames by many of the big names in the Japanese and Korean entertainment circle!

With the shelling coming from both the official media and celebrities, the affair turned more intense as it reached a point of no return!

Only the Chinese media was still speaking up for Zhang Ye.

"Japan and Korean set off wave of boycott!"

"Zhang Ye becomes target of public criticism!"

“Who has Zhang Ye offended?”

“Through investigations, Park Jaesang has never had any dealings with Zhang Ye before. The two have never met, so why did Park Jaesang claim that Zhang Ye had roughed him up during his interview with the Korean media?”

“Fake news has become the norm!”

“Whose interest has Zhang Ye intruded on?”

“Zhang Ye’s fight with Lee Anson was a result of an incident!”

“Why did the Japanese and Korean media and celebrities suddenly turn menacing?”

“Zhang Ye’s past as a nationalistic youth has returned to haunt him!”

...

In the afternoon.

Zhang Ye was taking call after call on his cell phone.

Ning Lan called.

“Did you hit Park Jaesang?”

“I don’t even know who he is!”

“These people are trying to pull you down on the Asian Celebrity Rankings Index.”

“I can see that.”

Wu Zeqing called.

“Little Ye, the Japanese and Koreans have made their move.”

“Yeah, they come bearing ill will.”

“Are you prepared for it?”

“You just reminded me two days ago, so of course I am. Or perhaps I’ve already been prepared for this since a long time ago when I joked about them on my talk show.”

“We’ll observe as the situation develops.”

“I still stand by what I said. I’ll deal with them as they come.”

“OK.”

Zhang Ye was not surprised by this outcome. He had always known that this day would come. The only thing he did not expect was that those people would all gang up and sully him! This made Zhang Ye sneer on end!

Chapter 1393: ‘Rivers Run Red’ appears!

In the evening.

It was almost time for the press conference. The storm from the afternoon was also growing more and more intense. A lot of the Japanese and Korean media and citizens were scolding Zhang Ye. Later on, even quite a few of their government officials started publicly speaking out and condemning Zhang Ye. The criticisms came wave after wave!

In the end, the Chinese netizens were so annoyed by it that they came forward to show their support for Zhang Ye.

“What the hell are they doing!”

“Can’t they differentiate fake news from the truth?”

“And why are the Japanese and Korean government officials adding fuel to fire as well?”

“It might have been started by those officials in the first place!”

“That’s right, that might be possible!”

“I’m on Zhang Ye’s side!”

“Me too! Those people are totally unreasonable!”

“How can they suddenly start scolding Zhang Ye like that?”

“Zhang Ye has been garnering donations for everyone and did those PSAs as well. This is something that would benefit the whole of Asia. After giving so much effort for everyone, you people are just going to turn hostile and ignore his contributions? Stab him in the back? Do you people have a conscience? Did it get eaten by dogs?”

“Just seeing this makes me so angry!”

“The problem is that those Korean stars are still continuing to fan the flames!”

“The Korean and Japan media are the same. They’re clearly targeting Zhang Ye!”

“Supporting Zhang Ye!”

“If it carries on like this, could Zhang Ye get banned in Japan and Korea?”

“Damn, they wouldn’t dare!”

“Let’s see how Zhang Ye will handle this!”

The netizens paid close attention.

The industry insiders paid close attention.

Members of the entertainment circle were also watching.

In the past, Zhang Ye’s minor skirmishes with the Japanese and Koreans had never been brought up so blatantly by anyone. It wasn’t that the news didn’t report about it, but that it didn’t receive a lengthy

mention and had little effect on public opinion. After all, Zhang Ye wasn't really famous at that time as he was just a run-of-the-mill celebrity in China. But it was different now. Zhang Ye had become very active in show business these days and was starting to step onto the Asian stage. His public exposure was soaring while his Asian popularity was growing by the day. With that, many of his past incidents were now being talked about again by people and had become the ammunition and weaponry to bring him down.

Those who have come are not friendly.

Those who are friendly have not come.

It was at this time that the live broadcast of the press conference began!

...

Japan.

"Damn!"

"He's coming out!"

"Zhang Ye is coming out!"

"Scold him!"

"Make him apologize!"

"Right, we have to make him apologize to us!"

...

Korea.

"He still has the nerve to go ahead with the live broadcast?"

"Zhang Ye! You better apologize to Anson-oppa!"

"And Park Jaesang too!"

"You owe the oppas an explanation!"

"Right! Apologize!"

"Calling for the philanthropic ambassador to be replaced!"

"That's right! Replace the philanthropic ambassador!"

"We must rid the Asian entertainment industry of such hooligans!"

...

At the venue.

The live broadcast began.

Reporters from all over Asia were present, and it was very chaotic.

At this moment, Zhang Ye entered the venue.

The coordinator at the Asian Red Cross Society was next to him and whispered, "Teacher Zhang, the Japanese and Korean media will surely be targeting you today, so try not to answer too many questions and don't talk to them too much. I've also heard the news and know that a lot of it is untrue. We understand everything, so don't worry. We're all on your side. Rumors will remain rumors, and it will collapse upon itself. Since we're involved in charity work, we cannot be afraid of such things."

Zhang Ye smiled. "Alright."

The coordinator said, "We'll try our best to steer clear of the reporters' questioning session or maybe cut it short. When you're finished writing the calligraphy for 'Rivers Run Red,' we'll end the press conference there."

Zhang Ye said, "Sure, that won't be a problem."

Kacha, kacha. The cameras were snapping shots without pause!

The Asian reporters immediately turned their attention to him!

Zhang Ye walked up onto the stage and gave the crowd a smile before sitting down.

The people from the charity joined him and sat down as well.

Around them, many of the staff and volunteers from the Asian Red Cross Society were very worried.

Some of them huddled together and spoke in whispers.

"What should we do?"

"They're taking it too far!"

"Teacher Zhang is such a good person."

"Yeah, I can't understand why there are people slandering a great philanthropist like him!"

"He donated a calligraphy piece worth a \$100 million USD just like that and also sponsored the money and manpower for our PSAs. Just think, how many people would do something like that?"

"What's more, Teacher Zhang is a very nice person and is especially kind."

"I've never seen him lose his temper before."

"Teacher Zhang has fully dedicated himself to charity."

"Look over there. Teacher Zhang still has a smile on his face at this time. How gracious of him."

"That's right. He's not even angry after something this big happened. He's really too kind."

Having interacted with Zhang Ye over the past few days, some of the youth volunteers at the Asian Red Cross Society had started admiring him a bit. So they naturally supported him and looked at the

Japanese and Korean reporters with disdain. Whoever determined that volunteers in charity couldn't have a bit of a temper?

The press conference formally began.

After adjusting the microphone on the table, the charity's coordinator said with a smile, "Good evening, everyone. We're here at the press conference today for the appointment of the Asian philanthropic ambassador. We are very honored to be able to get Teacher Zhang to take the role as our ambassador and also very happy to share this good news with the various media outlets from across Asia. I'm sure that no one's a stranger to Teacher Zhang. Since a long time ago, Teacher Zhang has always been involved at the front lines of charity work. For example, I wonder if everyone remembers the electricity conservation PSA and also the quit smoking PSA that aired in China a few years ago?"

The opening speech went on for a long time.

Finally, it was Zhang Ye's turn to speak.

Zhang Ye smiled before saying, "Thank you, everyone. And thank you for the trust that the Asian Charity Association has placed in me. To be honest, taking this role as the Asian philanthropic ambassador really stresses me out, but it has also given me motivation. I will do my best to help whoever I can."

Quite a few volunteers were looking at him in admiration.

When Zhang Ye finished speaking, they applauded him with all they had!

The applause by the Chinese media's personnel also rang out!

Only the Japanese and Korean media outlets were less enthusiastic as they showed no response at all.

The coordinator hesitated for a bit before saying, "Next up, it's time for the reporters' questioning session." He checked his watch and said, "Due to time constraints for the live broadcast, we will only accept three questions."

Before they could even pick a reporter to ask the questions, a Japanese reporter was already on his feet. When the Korean reporters saw this, they also started asking their questions. They didn't care about the rules at all.

"May I ask, can Zhang Ye apologize for those mistakes that he made in the past?"

"Teacher Zhang Ye, why did you attack Lee Anson?"

"About your attack on Teacher Park Jaesang, what explanation do you have for it?"

"I would like to ask the people from the Red Cross Society, what kind of criteria did you have for choosing the philanthropic ambassador?"

"Zhang Ye, please apologize!"

"The press conference is broadcast live to all of Asia and the people are watching. Since you've been appointed as the Asian philanthropic ambassador, you should make an example of yourself by adopting the right attitude. This is the best chance for you, so you should make an apology to the Japanese and

Korean people for the things that you've done to them in the past. It is the only way you can earn the respect and forgiveness of everyone!"

The Japanese and Korean reporters banded together to attack him. It made it seem like all of it had been arranged beforehand!

The press conference looked like a public condemnation session!

...

Japan.

"Right!"

"Apologize!"

"Apologize!"

...

Korea.

"Apologize immediately!"

"Apologize on the live broadcast!"

"Hurry up!"

...

China.

"Apologize, your sister!"

"Fuck!"

"You're starting to encroach even further now?"

"Why isn't Zhang Ye addressing the issue!"

"This fellow is still putting on airs?"

"Fuck, has Teacher Zhang become stupid from performing all that charity work!"

...

At the venue.

It was getting out of control.

All of the Japanese and Korean media outlets' personnel were kicking up a fuss as the volunteers and staff went forward in an attempt to stop them. However, they could not get things under control.

The coordinator immediately ended the reporters' questioning session. "Next, let us invite Teacher Zhang to write a calligraphy piece for us. This calligraphy piece will be open for bidding when it gets put

up at a charity auction in a month's time. All of the proceeds from it will then go towards our charity efforts in Asia, so let us thank Teacher Zhang for his generosity."

The applause was sparse.

It was mostly just the volunteers clapping.

The Four Treasures of the Study had been brought out and prepared beforehand.

The coordinator said, "Teacher Zhang, please."

Zhang Ye nodded. "OK."

A lot of people knew that the finale of the press conference today was going to be Zhang Ye's calligraphy of "Rivers Run Red: Boundless." It was a very famous contemporary poem and was considered a very widespread piece of literature. The content of it expressed boundless benevolence and was very suited for the occasion here. Using this work of poetry as the finale would bring the press conference to a close in a perfect way. Charity acts were not bound by geographical borders and also had an effect of opening up everyone's hearts. The coordinator at the Red Cross Society also hoped that Zhang Ye's calligraphy could appease the scoldings from the Japanese and Koreans a little.

The volunteers understood this.

And everyone else understood this.

But a few Japanese and Korean reporters still continued making a scene.

"Apologize!"

"Apologize!"

"Apologize immediately!"

Zhang Ye picked up the brush. He looked calmly at the clamoring Japanese and Korean reporters, then looked down and placed the nib on the paper!

"Rivers Run Red."

The volunteers shouted.

"Nicely written!"

"Wow!"

"That's so amazing!"

The Chinese media.

"It's in semi-cursive!"

"It's semi-cursive again!"

"'Rivers Run Red: Boundless' is indeed a good poem!"

"I also like this piece of poetry."

But when Zhang Ye carried on writing, a lot of people were stunned.

“On this’?”

“Are these the first two words of the poem?”

“They aren’t, right?”

“Yeah, I remember that it isn’t these as well.”

“Uh, did he get it wrong?”

“Damn, surely a literary giant like Teacher Zhang couldn’t have made such a bad mistake, right?”

“But it’s really written wrong!”

“This is bad. It’s even being shown on the live broadcast!”

The coordinator was stunned!

The volunteers were dumbfounded!

The Japanese and Korean reporters were very happy. They looked like they were enjoying watching someone make a fool of themselves!

He wrote it wrong?

Serves him right!

You deserve it!

Hahahahahaha!

But as Zhang Ye’s brush danced across the paper leaving a vivid trail of words behind it, the laughter of the Japanese and Korean media stopped. The Chinese media was stunned and the volunteers were dumbfounded. Meanwhile, the Japanese, Korean, and other Asian peoples watching the live broadcast nearly jumped out of their seats!

Each and every word had rocked them to their core!

Each and every word was full of malice!

“On this tiny globe,

“a few flies dash themselves against a wall.

“Buzzing drones,

“At times whining,

“At times weeping.

“Ants climb a locust tree, boast of a great nation.

“Mayflies talk of shaking trees—out of their station.

“The west wind scatters leaves over Chang’an,
“whistling arrows fly.
“So much to get done, making haste slowly.
“The world moves on, time passes by.
“Ten thousand years is too long,
“Seize every minute of every hour.
“The Four Seas crash,
“clouds and waters warring;
“the Five Continents thrash,
“wind and thunder roaring.
“If we sweep away all pests, invincible we’ll be!”

He signed it.

And set down the brush!

He finished writing it in one go!

On this year.

On this day.

At this moment.

” Rivers Run Red: Reply to Comrade Guo Moruo ¹ ” shockingly arrived!

Chapter 1394: Face-smacking Zhang returns again!

Silence reigned in the venue!

Everyone watching the live broadcast on television was dumbfounded!

It wasn’t written wrong! He did not write it wrong at all! This was indeed a “Rivers Run Red” poem. The line length and rhythm were all typical of a “Rivers Run Red” poem. But none of them had ever seen this piece before. This was a totally different “Rivers Run Red” from the one that they knew in their world. Boundless? Benevolence? Knowing no borders? None of the words written were about that. It wasn’t even fucking close to it!

This was a scolding!

This was a fucking poem used to scold people!

Flies dashing themselves against a wall?

Buzzing drones?

At times weeping?

Zhang! Who the fuck do you think you are you scolding!

The Japanese and Korean reporters at the venue were all long-term foreign correspondents stationed in Beijing, and almost every one of them could read Chinese. When they saw this calligraphy, they nearly fainted in anger!

“Zhang Ye!”

“You! You!”

“You’re pushing it too far!”

“You’re scolding us!”

“How can you do that!”

“This is a live broadcast! You’re too bold!”

“This is so infuriating! Pissing me off!”

The Japanese and Korean reporters couldn’t accept it and were turning green from anger!

...

At an entertainment company in China.

“Heavens! Something has happened!”

“What’s the matter?”

“Zhang Ye started something again on live TV!”

“What?”

“Let me take a look!”

Several celebrities immediately put down their work and ran over to watch!

...

At Yao Jiancai’s house.

“Uncle Zhang has made his move!”

“What move?”

“Dad, come watch the live broadcast!”

...

At Zhang Ye’s parents’ house.

“Why is Little Ye scolding other people again!”

“That child!”

“Forget it, we’re already used to it.”

...

Japan.

“Holy shit!”

“This guy is too sarcastic!”

“What sort of a person is this!?”

“How can there be someone like him? Scolding others in calligraphy on live TV?”

“Isn’t that as good as scolding us too?”

“Ahhhhh! This is driving me so mad!”

“This Chinese Heavenly King is just like a rabid dog!”

...

Korea.

“Oh my God!”

“He’s turned to scolding others now?”

“I’m gonna spit all over his face!”

“This is provocation! He’s definitely trying to pick a fight!”

“He’s pointing right at us and scolding us!”

“I can’t believe my eyes!”

“A philanthropist?”

“What kind of a goddamn philanthropist is this, fuck!”

“And he’s even the Asian philanthropic ambassador? Which philanthropic ambassador have you guys seen behave this way!”

...

It blew up!

When this was relayed over the live broadcast, the whole of Asia blew up!

No one could have expected that a philanthropic ambassador would actually scold people like that during a press conference organized by the Asian Charity Association and broadcast live throughout

Asia. To say nothing of the past, this was something that wouldn't even happen in the future. As such, countless people were shocked by the scene that had just unfolded!

Some people cursed and swore!

Some people vomited blood!

Some people were overjoyed!

Some people were just enjoying the chaos!

At the venue.

Beads of sweat were rolling down the head of the coordinator at the Red Cross Society. He pretended not to have noticed the furious expressions of the Japanese and Korean reporters and coughed. "Thank you, Teacher Zhang, for your calligraphy piece. I hereby announce that we have come to the end of our press conference." The press conference ended just like that and the live broadcast signal was abruptly cut off. Could he not end it early? If he did not do that, it would have probably erupted into a fight! The coordinator was almost in tears. He had been in charge of several appointment press conferences for the Asian philanthropic ambassador, and all of them had been conducted smoothly. What kind of situation could possibly happen in such press conferences? Even if there were an incident, how bad could it get? This was what he had thought, as well as what the staff members expected. But to the surprise of everyone, something really went wrong today! And it was even an extremely big incident!

The volunteers offstage froze!

"Uh..."

"This—"

"This calligraphy—"

"Ahem."

"Teacher Zhang has torn a hole in the sky!"

"Yeah, h-he has terribly offended them!"

The press conference was dismissed.

But Zhang Ye was a sea of calm. He looked like he hadn't committed anything wrong and the incident from just a short moment ago had nothing to do with him. The fellow walked off the stage like nothing had happened.

The coordinator rolled his eyes. "Teacher Zhang, didn't we agree that you would be writing 'Rivers Run Red?!'"

Zhang Ye blinked. "It is 'Rivers Run Red.'"

The coordinator was exasperated. "Not that 'Rivers Run Red.'"

Zhang Ye said, "Hai, they're all about the same. Which 'Rivers Run Red' isn't a 'Rivers Run Red?'"

All about the same?

This is fucking way too different, alright!

The Japanese and Korean reporters did not leave and stayed behind to protest loudly.

But at this moment, the staff of the Asian Charity Association discovered that the Chinese media's reporters were all as calm as Zhang Ye. Some of them hurriedly headed back to their offices after packing their equipment, while some others finished up their reports before heading back to publish them. Some of them even headed out of the venue in groups amid laughing chatter.

The coordinator was speechless.

The Japanese and Korean reporters were speechless.

The staff of the Red Cross Society was too.

How can you people still be this calm?

Do you know how big of an incident this is?

The Chinese media's reporters knew that this was a big event, of course. But they were not as surprised and shocked as the others since they were very familiar with such situations. They'd already had many years of experience when it came to dealing with Zhang Ye. The others might not know him well, but how could they not know him well? Scolding people on a live broadcast? You guys haven't seen such a thing before? But we've been through it too many times. Counting the number of cases that happened in recent years, when has Zhang Ye not scolded anyone during a live broadcast? Eight out of ten times, something would happen. Is it the first time you learned about this? In fact, the Chinese media's reporters were also very surprised. They were surprised that there were still people who dared to challenge Zhang Ye in these situations. Do you really not know who he is? Do you really not know what kind of a temper he has? Oh, you're letting down your defenses just because he started becoming active in charity for several days? Are you thinking that he'll be a pushover just because of that? Are you're finding him amiable just because of that?

Hur hur!

Childish!

If he really had such a good temper, there would've been peace in the entertainment industry long ago!

If he were so easy to speak with, he wouldn't be Zhang Ye!

—He was the most notorious hooligan in the Chinese entertainment circle!

Did you guys think that his nickname was for nothing?

Remember this! If you wish to scold Zhang Ye in the future, do it secretly. No matter what, you mustn't challenge him face to face. Otherwise, you'll realize that the person who gets scolded the most will be yourselves. Because when it comes to Zhang Ye's eloquent mouth and literary knowledge, even if there are a hundred people joining in to argue with him, you can't beat him!

...

Online.

The Chinese netizens were laughing like crazy!

Many people were elated!

“It’s starting, it’s starting!”

“The scolding has started! Zhang Ye is scolding people again!”

“I’m shedding tears of joy!”

“I knew it!”

“Our Face-smacking Zhang has returned!”

“Oh my God! Face-smacking Zhang is still the Face-smacking Zhang we knew in the past!”

“Hahahahaha, the scolding in this ‘Rivers Run Red’ was so satisfying!”

“How awesome, how wonderful! The best thing about this is how he didn’t change the tune template. It was still written to the format of ‘Rivers Run Red.’ Zhang Ye still adhered to using the ‘River Run Red’ ci tune and only changed its content. And he even changed it on the spot! This skill, this talent, this fighting prowess, there’s really no one like him in the entire world! That’s the trademark of Face-smacking Zhang! Just by today’s example, no one else has a thing on him!”

“What a good ‘sweep away all pests’!”

“Zhang Ye has shown his might!”

“Face-smacking Zhang is almighty! Nicely done!”

“How exciting! I got such a fright from seeing Zhang Ye becoming so involved in charity work in recent days. Seeing his Weibo filled with all that charity-related news every day really made me uneasy and terrified. Phew, I can finally heave a sigh of relief. Face-smacking Zhang’s style is still as glorious as ever!”

“This is the Zhang Ye we know! He won’t take it lying down as long as he’s not happy with something. It doesn’t matter who comes at him!”

“How exhilarating! What a release!”

“This is still the Zhang Ye that I’m most comfortable with!”

“Right, it’s so enjoyable when I see this fellow scolding people!”

“Others would scold people with curse words, but that’s so uninteresting to watch, and there’s nothing spectacular about it either. It’s still Zhang Ye’s scolding that is ruthless! It’s so pleasing to watch! He’s always coming up with all sorts of different styles!”

“Hahaha, just like I predicted, he wouldn’t last more than a few days. Who was the one who said that it would be good enough if he could go on for half a month doing this? You were so wrong! This guy can’t even hold himself back for three days! What is this? Hur hur, a leopard never changes its spots. That temperament of his will never ever change!”

“Seeing Face-smacking Zhang scold others again, I can rest easy.”

...

In China.

A lot of those in the industry who had a grudge against Zhang Ye were speechless!

“How good would it have been if you all had just let this guy settle in his role as a philanthropist!”

“Yeah, why did you all have to provoke him for no reason!”

“Hai, look at this, the hooligan has returned again after only two days of peace!”

Chapter 1395: He lives to seize every minute of every hour!

That same night.

A storm surged through Asia!

Scoldings!

Denouncements!

Criticism!

Boycotts!

Praise!

Applause!

The cacophony from all the different reactions clashed together, and everyone in each camp was embroiled in a fight. All of Asia had been plunged into chaos because of a live broadcast, a piece of calligraphy, and a name! This “Rivers Run Red” by that great man from Zhang Ye’s previous world had torn a hole in Asia’s sky!

In the sedan.

Ha Qiqi and several staff members came to pick Zhang Ye up.

Little Wang did not know whether to laugh or cry. “Director Zhang, why did you start scolding other people again?”

Zhang Ye sneered. “Scolding? They’re lucky I didn’t hit them!”

Tong Fu said nervously, “Didn’t you say that we will be walking the philanthropic path from now on? That we will be adopting a benevolent attitude? It’s only been three days and the image that we built up is—”

Compared to a few days ago, the current Zhang Ye sitting in the car right looked like a totally different person. He said, “What philanthropic path! Consider me enlightened. Once you show that you’re kind and amiable, other people start thinking you’re easy to take advantage of and climb all over you.” With

a pause, he unbuttoned his shirt collar and sat cross-legged. "I don't think that this path suits me much. I've had to hold it in so badly over the past few days. Just tell me, we've always been a casual and easygoing team that isn't afraid to go up against the other celebrities' teams, so do we have nothing better to do than acting all pretentious like this?"

Ha Qiqi laughed and said, "Did that only get through to you now?"

Little Wang said, "So, uh, are we not going to dabble in philanthropic causes in the future?"

Zhang Ye rolled his eyes. "I've only just been appointed to the role of philanthropic ambassador. Of course we have to carry on doing it."

Tong Fu said, "But that calligraphy piece you wrote just now has already—"

"We have to do our part for charity, but we also must continue scolding people!" Zhang Ye summarized, "This time, we were a little impulsive and got carried away by the temptation of a title and gaining some benefit. We forgot our surnames in the process. But this won't do. We cannot forget our initial resolution that built our character. We grew as a team amid our scolding of other people, and it was through fighting that we reached where we are today. How can we simply forget about that just because we took a job as a philanthropic ambassador? Initial resolution, comrades, initial resolution! In the future, every one of you must remember this lesson!"

Ah?

This is the first time we've heard something like that!

So you mean that scolding others has been your initial resolution all along?

Isn't this initial resolution of yours really terrible!

Little Wang gave a wry smile and said, "Director Zhang, I finally get it. Whatever it is, you're always the right one and everything always goes by your logic. We can't outargue you."

Ha Qiqi said, "The way that this matter has developed makes it really difficult to resolve. The Japanese and Koreans are probably going to take action, so there might be something big happening soon!"

Zhang Ye said, "Come on then, who's afraid of who? Let me tell you this, Old Ha. Don't ever be afraid of anything. Be it in the past or in the future, our studio must never lose even if it means we have no money or any work to take. Whoever tries to take a stab at us, I'll make sure we fucking get back at them. Who cares if they're from Japan or Korea? At most, I fucking won't develop my career in those two countries. But I must point my finger at them and make sure I scold them til I'm satisfied."

Ha Qiqi nodded. "I understand. In the first place, it was the Japanese and Koreans who targeted you on purpose. Even without this calligraphy or you scolding them, they were already hoping to pull down your Asian popularity rank. In fact, they would definitely have done it. If that's the case, then why not just scold them?"

Zhang Ye asked, "Who do you think is pulling the strings?"

Ha Qiqi gave it some thought. "I think everyone in showbiz in Japan and Korea has a part to play."

Zhang Ye said in a speechless manner, “Everyone? Is this bro really that unlikeable?”

Ha Qiqi laughed and said, “Did you think that you were very likable?”

Zhang Ye thought deeply for a brief moment. “Well, true that.”

Nobody used to care about Zhang Ye. But that was no longer true as Zhang Ye became more and more popular in Asia with his rankings jumping higher. Just a few days ago, he was lurking at the bottom of the Asian A-list rankings. But now he had reached the middle of the rankings index. His popularity had soared and he was gaining a lot of fame. Based on this momentum, it was possible that no one would be able to stop him. That was the reason for the group to slander him with fake news. This was likely the Japanese and Korean entertainment circles allying to boycott him. There was even some hint of the Japanese and Korean media participating in this operation as well, and their one and only aim was to bring down Zhang Ye!

Zhang Yuanqi could reach the summit of Asia!

Xu Meilan could reach the summit of Asia!

Any other person in the Chinese entertainment industry could reach the summit of Asia!

But only Zhang Ye must not be allowed to do so!

Only Zhang Ye, who had quarreled with the Japanese and Korean people before, must not be allowed to become an S-lister if the Japanese and Korean officials could have it their way!

The seeds that he had planted in the past.

They shall finally be sowed!

...

Back at home.

In the villa.

When Zhang Ye reached home, he realized a guest was visiting.

It was Wu Zeqing’s best friend—the mathematician from Tsinghua University, Xin Ya.

Zhang Ye smiled. “Yo, Professor Xin, you came to visit?”

Xin Ya rolled her eyes and stood up as she started nagging. “I just finished watching the live broadcast earlier with Old Wu. You sure are great. Why did you start scolding other people again? You’re even firing shots across the map now? You’re directly scolding the entire bunch of them all at once? Are you crazy? That was a live broadcast to the whole of Asia. I heard from Old Wu that you were thinking of trying for the Asian S-list, so what was with that? Didn’t you think about the consequences? If all of the people in Japan and Korea boycott you, how will you be able to reach the top? Even if you were to convert all of the people over here in China into your fan, even if you were to win over the rest of the Asian people besides those from Japan and Korea, you still won’t be able to reach the top!”

Zhang Ye was amused. “Professor Xin, I’m not even worried, so why are you panicking?”

Xin Ya said, "Nonsense, I'm angry for Old Wu's sake!"

But Xin Ya's concern was utterly refuted by Wu Zeqing's response.

Old Wu said calmly, "Are you tired?"

Zhang Ye smiled and said, "Not too badly."

Old Wu said, "I've already brewed tea, so have some first."

Zhang Ye said, "Thanks."

"How many days have you been wearing this shirt for? Didn't I tell you to take it off this morning?"

"Hai, I forgot. I just took whatever there was and put it on."

"Take it off and hand it to me. I happen to have some laundry I need to do as well."

"Alright."

The simple exchange of words was all about their domestic concerns.

Old Wu did not mention a single word about the live broadcast and the scolding that happened during it, and neither did Zhang Ye give any explanation for his actions.

A short while later, Zhang Ye went upstairs to take a shower.

That left Xin Ya very dumbfounded. "Old Wu, are you just going to ignore that?"

Wu Zeqing said calmly, "I have my ways of handling things, and he has his style of doing things as well. I will always support whatever he decides to do, and that's always been how our family is like."

Xin Ya was floored. "Aren't you going too easy on him? How can you do that? I'm not saying that Professor Zhang should not be scolding them since they pissed me off too. All of the fake news was clearly targeted at him to bring him down. It's a common method in the entertainment circle. But he should still have taken into consideration the timing of it. What kind of an occasion was it today? It was a charity's press conference! One that was broadcast to the entire region. Everyone in the whole of Asia could see it, so why couldn't he wait for a proper setting before responding? Why didn't he wait for a more suitable opportunity to vent his rage? There are loads of chances and time to do so in the future. When he becomes an Asian Heavenly King, he can scold whoever he wants and nobody can do anything about it! For him to write that calligraphy piece at this time, it was really the worst possible opportunity to do so. Don't you agree with me?"

Wu Zeqing smiled. "It was a bad time."

Xin Ya said, "Then why are you leaving him be? Why didn't he wait a little longer?"

Old Wu smiled and said, "This is where he has always been different from the others. The calligraphy that he wrote made it very clear. If you want him to wait, how long do you expect him to wait? A year? Ten years? A hundred years? Ten thousand years?" She shook her head and looked up in the direction of the upstairs bedroom. "To him, ten thousand years is too long. He seizes every minute of every hour."

Xin Ya fell silent and did not know how to respond.

...

At night.

The Asian Celebrity Rankings Index was updated.

Ironically, amid all the scolding and criticism by the countless Japanese and Korean media outlets and their entertainment industry's members, Zhang Ye's Asian popularity rose yet again!

Chapter 1396: A vermin that only appears once every 10,000 years!

The next day.

Early in the morning.

It was only after waking up that a lot of people realized that there was a change to the Asian Celebrity Rankings Index.

When many of the Japanese and Koreans saw it, they suddenly became quite enraged!

Anger!

Yelling!

Annoyance!

Many of them nearly vomited blood!

...

Japan.

Online.

"Damn!"

"What's happening?"

"How did this bastard's popularity go up again?"

"Could there be some error in the data?"

"So many people are scolding him, but why is his Asian popularity score still increasing?"

"He's even overtaken Touji-sensei! That's one of our country's new generation of movie stars we're talking about! So how can his Asian popularity not be higher than Zhang Ye's?"

"Motherfucker, this is infuriating!"

"His Asian popularity score should've been wiped clean overnight!"

"Ahhhhh, just what the hell is going on!"

...

Korea.

Online.

“My God!”

“Everyone, come and see this!”

“Did it really go up?”

“I’ve been scolding him all night, so how could he have risen in the rankings again?”

“How is that possible!”

“H-How did he manage that!”

“This fellow’s popularity can still rise after he scolded others the way he did?”

“Is there any justice in this world?! This doesn’t make any sense!”

“Protesting it!”

“Seriously protesting it!”

...

Only in China was everything going on as normal.

Only the Chinese netizens did not find it surprising.

“Hahaha!”

“His popularity went up just as expected!”

“I knew it, there’s no running away!”

“Look how the Japanese and Koreans are reacting. They’re cursing the shit outta him.”

“Pfft, they must be so confused. How could such a hated celebrity that keeps scolding others rise in popularity? We can’t blame them though. They’ve never encountered Zhang Ye before and do not know how he had scolded his way to the top of Chinese showbiz. The more he scolds, the higher his popularity. The worse his reputation, the higher he climbs on the celebrity rankings! This has already become Zhang Ye’s modus operandi!”

“Haha, they don’t know what’s going on? Actually, we are also not sure of it. We just know that Zhang Ye scolded and fought his way to becoming a Heavenly King in the country. We’re already accustomed to all of this.”

“Teacher Zhang has moved on to scold people on the Asian stage.”

“Yeah, he has scolded his way out of the country this time.”

“This is the Zhang Ye that I know!”

“That’s right, this is the true glory of Face-smacking Zhang!”

“That fellow is probably gonna get banned again.”

“Hehe, it’s not like he hasn’t been banned before, right?”

“I just love seeing Zhang Ye start trouble!”

“Of course. Who doesn’t love watching the world burn as long as it doesn’t affect them?”

“I’ve really got to take a good look at how this battle is going to turn out. Zhang Ye has always been going up against his domestic peers, but it’s different this time. He has started bringing his battles to Asia and the level of fighting has shot straight up!”

...

Elsewhere.

Jiaomen East.

At Zhang Ye’s Studio.

“Good morning, Director Zhang.”

“Your popularity has gone up again.”

“Did you see it yet, Director Zhang?”

“This is such an unexpected result. Although we don’t know if there will be any big moves in reaction from the Japanese and Koreans, we’ve gained quite a bit of popularity this time.”

“Right, every ranking rise counts!”

“In any case, as long as the popularity comes in, we can worry about other events when they happen!”

Everyone was busy discussing and the atmosphere was rather relaxed.

After all, having been through so much with Zhang Ye, everyone had gotten used to such situations. Every time Teacher Zhang stirred something up, it would always be a bigger incident than the previous one. Once, twice, a year, or two years, it had always been this way. No matter how psychologically weak they were or how bad their mental fortitudes were, there was still nothing they couldn’t handle!

Little Wang.

Little Zhou.

Tong Fu.

The young ones had all been well-trained.

Seeing everyone’s expressions, Zhang Ye felt very relieved. That’s right, this is how it should be. This is what my team should be like. Zhang Ye was actually not surprised by yesterday’s rise in popularity. It was a live broadcast to all of Asia, so what kind of exposure would that get? Just based on this fact alone, it should be obvious that the attention on it would not be sparse. Furthermore, the topicality that came afterwards gave an even greater boost to Zhang Ye. As for him scolding people? As for his reputation? The reputation of a celebrity was not something that could be reflected in the Celebrity

Rankings Index. It would definitely have an impact on it, but no one could say for sure how large its effect was. Otherwise, if a celebrity were to be ranked according to their reputations, Zhang Ye would never have even made it into the Z-list rankings, much less become the Chinese S-list Heavenly King that he was now!

See, the reason for his soaring popularity was very simple.

And that was also why Zhang Ye had never been afraid of being scolded ever since the day he debuted.

Rather, more than half of his popularity came from him being scolded!

Later that morning.

A meeting was held.

Everyone expressed their views and discussed the measures that the Japanese and Koreans might take.

“A warning would be the best situation to deal with.”

“Yeah, it won’t be too bad if we were to only receive an official warning.”

“I’m only afraid if it’s something slightly harsher than that.”

“Yeah, the worst outcome would be either Japan or Korea banning Director Zhang. That’s not really something we can manage.”

“Hopefully that won’t be the case.”

“Right, at least Director Zhang still has his status as the philanthropic ambassador to back him up.”

“Let’s hope that that will serve as a protective talisman then.”

“But regarding the fake news, their motives and goals were so obvious to begin with. With this ‘Rivers Run Red’ poem, will they really let things rest?”

They analyzed.

They thought about it.

They studied the situation.

And finally, they could only wait.

Meanwhile, Zhang Ye carried on doing what he had to do. He wasn’t affected by the situation at all.

At around noon, a piece of explosive news arrived anyway. This news had spread from Japan and Korea. It was a little worse than the worst case scenario that the staff of Zhang Ye’s Studio had predicted!

Not only in Japan!

But also Korea!

Both sides released the news after the other!

Regarding Zhang Ye's misdeeds and remarks, the Japanese and Korean authorities had taken three measures:

Banning him from performing!

Banning his ads!

Banning him from entering the country!

When the news was revealed, it immediately spread all across Asia!

This was a first!

It was the first time that Japan and Korea had joined hands in banning an individual celebrity!

There had never been a similar incident in history. Zhang Ye was the first person to be sentenced to such a punishment!

Japan was shocked!

Korea was shocked!

China was shocked!

Asia was shocked!

Unprecedented incidents like this would usually attract the most attention from people!

And besides, everyone knew that the relationship between Japan and Korea was not that good either. Historically speaking, these two countries had not been that friendly towards each other. But now they had actually come together and issued a restriction notice on the same Chinese celebrity? What did this mean? Only a scourge like Zhang Ye had the ability to make two countries that were not on friendly terms with each other gain an unexpected solidarity against him!

At the earliest moment, the Asian Charity Association expressed their objections. What was the meaning of this? We can't do anything about you not letting him perform in your countries. But to restrict our appointed Asian philanthropic ambassador from entering your borders? Restrict his advertisements? Then how are we going to carry out our future plans? How will our charity work ever be able to progress? Are you all going to take responsibility for it?

The Red Cross Society was enraged!

The coordinator called them directly!

Several of the administrators at the Asian Charity Association were alarmed!

Finally, the Japanese and Korean authorities made a response due to pressure. They explained that the prohibition on entering the country was not an outright ban and would depend on the nature of the work that Zhang Ye was going over for. If it was for charity events and there was a guarantee from the charity that he was there on behalf of, they would still approve of his travel visa. As for the ban on the advertisements, they also relented by not prohibiting the PSAs that were made in conjunction with charities from being shown. What would be banned instead were Zhang Ye's commercial

advertisements and promotional activities. In other words, the PSAs that Zhang Ye had starred in and directed could still be broadcast in Japan and Korea as usual. Any other types would not be allowed.

However, the Red Cross Society still did not accept it. They continued issuing letters in writing to express their objections to this matter and brought up the unfair treatment that the Japanese and Korean authorities had shown towards their philanthropic ambassador!

The Red Cross Society was extremely friendly towards Zhang Ye. They did not care what his temper was like, nor his past misdeeds. All they knew was that Zhang Ye had really given a lot to the cause of charity. Be it money or him as a person, he had really given it his all. So they would of course do their utmost to help him as well.

And besides, this matter made their charities look very bad as well. You people are cooking up all that fake news about our philanthropic ambassador so soon after we appointed him? And then banned him over that? Whose face are you all trying to smack here? Moreover, the donations that Zhang Ye had garnered and the money from selling that calligraphy piece of his would be channeled to charity causes within Asia. That included both your countries as well, so it was not like you wouldn't be benefiting from it!

But look at you guys?

Fake news?

Banning?

Backstabbing?

Weren't all of these actions too ugly?

Wouldn't all of these make people's hearts turn cold?

The various Asian charities started taking on the Japanese and Korean authorities!

...

Japan.

The media was cheering.

"Great!"

"Well done!"

"They should have banned him long ago!"

"I support this!"

"Let's see how he can keep on being arrogant!"

"We've finally managed to vent our anger. Otherwise, I would surely have been driven to my grave by him!"

"Let's wait for his Asian popularity to start dropping, hahaha!"

“Will his popularity really fall?”

“It definitely will. With all these restrictions in place, it’s as good as cutting off all his opportunities here in Japan and Korea. So how will he maintain his popularity? Do you think that he’s some kind of god?”

“I’m glad to hear that!”

...

Korea.

Quite a few people were also jumping with joy.

“Great!”

“He deserves the ban!”

“The Asian Celebrity Rankings Index is finally going to get some peace!”

“He’s such a black sheep!”

“He can mess around in his own home country, just don’t let him do it here in Asia!”

“Hahaha, he can’t come here anymore even if he wants to!”

“Let’s see how many rankings he’ll drop this time!”

“He most definitely will tumble down the Asian A-list rankings!”

“Or rather, it will surely be much more than that. Hahahaha, he will definitely drop down to the Asian B-list rankings!”

“Right, and then we’ll make his name disappear from the Asian popularity rankings!”

“This scourge has finally been suppressed!”

...

China.

Online.

“Damn, they made such a ruthless move?”

“He got banned by both countries?”

“Pfft, they’re giving Zhang Ye too much face!”

“Yeah, the trouble that this fellow stirs up is always bigger than the previous incidents that he was involved in!”

“No one else in history is as capable of causing trouble as him. He even attracted the authorities of two countries to come for him. To get such a level of attention, there’s really no one else!”

“He’s just a vermin that appears once every thousand years!”

“Surely it’s not only once every thousand years, right? More like once every ten thousand years!”

“Teacher Zhang is really out of luck!”

“Lord Zhang will be made to kneel for sure!”

“Motherfucker, these Japanese and Koreans are so shameless!”

“This move of theirs was indeed quite despicable. They were clearly the ones who provoked him first. Those fake news reports were all cooked up by them in the first place. But when Teacher Zhang scolded them back for it, they switched to shifting the blame? If they dare do that, then don’t touch the donations that Teacher Zhang helped to raise! I suggest that the Asian Red Cross Society should restrict the distribution of donations to these two countries!”

“The Red Cross Society is still on Zhang Ye’s side. A few of the administrators have already taken a public stance against the Japanese and Korean authorities! The other volunteers and staff are also showing their support for Zhang Ye!”

“These charities are truly honorable!”

“That’s true. Zhang Ye is the ambassador for their philanthropic causes after all!”

...

The incident blew up!

This was probably one of the most interesting times of all in the history of the Asian entertainment industry!

Zhang Ye’s Studio had once again become the epicenter of happenings in Asia!

At the studio.

Ha Qiqi said helplessly, “As expected!”

Little Wang was floored. “This is really the worst of the worst outcomes!”

Wu Yi said, “With this, Director Zhang’s development in Asia will become much more difficult. Japan and Korea are both countries with huge entertainment industries. Now that they’ve closed their doors on us, Director Zhang’s path to reach the summit of Asia has been cut off. How are we supposed to carry on like this? What’s there still left for us to play for?”

Zhang Zuo said, “It should be reasonable to say that such official restrictions on a celebrity’s appearance are usually not indefinite. It’s just that we do not know how long it will take before the ban gets lifted. If it’s only for a short duration, that would still be acceptable. We can just wait it out and everything will turn out fine in the end. But if it’s a long-term ban lasting a year or two, we might really be left with no choice!”

“Director Zhang!”

“What should we do?”

“Tell us, how we should handle this?”

Everyone turned to look at Zhang Ye.

However, they only saw him with a sneer on his face.

Banned from performing?

Why would I perform in your countries!

Banned my ads?

Did you think I'm crazy enough to take advertising deals in your countries?

Banned from entering your countries?

Did you think that I like traveling there? I'm getting along just fine in my own country!

Strictly speaking, the measures that Japan and Korea had implemented were just restrictions on Zhang Ye and were not an outright ban on him. Just based on these three restrictions, Zhang Ye did not think that it would do him much harm at all. He had no intention of going over there to further his career anyway. He was still going to base himself domestically on the Chinese market.

But he couldn't just swallow it!

Besides, Wu Yi and the others were right too. With Japan and Korea closing their doors, it would make Zhang Ye's attempt to reach the summit of Asia a very difficult task. This was definitely unacceptable, and he would surely have to get back at them for it!

How long had it been?

How long had it been since he was last banned?

For a moment, Zhang Ye actually started reminiscing as his emotions welled up.

Then Zhang Ye narrowed his eyes was instantly filled with fighting spirit!

Come on!

Let's do this!

I'll let you all know why everyone refers to me as a vermin that only appears once every ten thousand years!

Chapter 1397: How did his popularity rise again!

A call arrived.

It was from Heavenly Queen Xu Meilan.

"Sister Lan."

"Teacher Zhang, just wait it out for now."

"OK."

"These kinds of restrictions never go on for too long."

"It's fine."

"How can you call this fine? Well, true, you're already used to it."

...

Zhang Xia.

"Grandma Zhang."

"Look, you've gotten into trouble, haven't you?"

"Ha, how am I supposed to increase my popularity if there's no trouble?"

"You sure are great. How can you laugh when this has happened?"

"Why can't I laugh?"

"Your mental fortitude is really great, huh? If this happened to anyone else, they'd have already broken down!"

"Haha, I've been through many battles, after all."

...

The Asian Red Cross Society.

"Teacher Zhang, we're currently sending letters to the Japanese and Korean authorities to communicate our stand. For now, it won't look like that it'll help much. But don't worry, this issue is definitely not over yet. We will definitely make them answer for it! Each day they don't lift the restrictions on you, we will keep looking for them until they do! We will keep doing so until they lift the restrictions!"

"Thank you, but it's fine."

"That won't do. If they don't fully explain it, we won't let it rest. The leaders have already held two meetings to discuss this and set the tone for us to fight them til the end!"

"Alright."

"What plans do you have?"

"Me? I'll fight them to the end!"

"Great!"

...

The outside world was in an uproar!

The news was overwhelming!

"Japan and Korea announce 'Zhang' restrictions!"

“Zhang Ye hit by three restrictions from Japan and Korea!”

“First-ever celebrity restriction order in history!”

“Zhang Ye gets on the nerves of Japan and Korea!”

“Zhang Ye’s path to the summit of Asia gets cut off!”

“What will become of Zhang Ye’s advancement in Asia?”

“Zhang Ye’s career development gets restricted to the Chinese market!”

The Japanese media.

The Korean media.

The Indian media.

And so on and so forth. All of the media outlets in Asia were reporting a flurry of news!

The news of this unprecedented two-country restriction order instantly made rounds across Asia!

Some people were angered!

Some people were disappointed.

Some people were delighted.

Some people were waiting to see Zhang Ye fall off the altar.

...

At the epicenter.

Zhang Ye’s Studio.

The telephone at the studio was exploding with calls from people from everywhere.

Only Zhang Ye was unaffected by this as he went upstairs to his office and called Wu Zeqing. The two of them spoke for over 20 minutes.

Downstairs.

Everyone was looking for him.

“Eh, where’s Director Zhang?”

“I don’t know?”

“I saw Director Zhang going upstairs to make a call.”

“Director Zhang is still holding up so well?”

“When has Director Zhang ever not held up well!?”

“Let’s just see how Director Zhang will handle this.”

With such a big incident happening, they didn't have a clue how to handle it. Even the Chinese media and industry insiders were in a state of confusion right now, to say nothing of them. The main issue was that there had never been a case of Japan and Korea banning someone like this before. Therefore, they could only wait for Zhang Ye to decide on how to handle it.

Shortly after, Zhang Ye came down.

Everyone finally noticed that Zhang Ye, who had just gotten off the phone, had become even calmer.

Ha Qiqi's heart skipped a beat.

Little Wang gave a look to Zhang Zuo.

Zhang Zuo was wiping his sweat off.

Wu Yi cautiously gazed at Zhang Ye.

Tong Fu was a little rattled.

Others might not understand Zhang Ye, but could they not know what he might be thinking? Every time Director Zhang wore such an expression, it fucking meant that something big was going to happen. What terrible idea had Director Zhang come up with this time? And who in Japan and Korea was going to be down on their luck because of this?

...

At night.

At a dinner party in the crosstalk world.

Quite a few veteran crosstalk comedians came together and drank toast after toast.

"Come on, cheers!"

"Yeah, let's all raise a glass!"

"We have to celebrate this!"

"What a happy day it is today!"

"Yeah, that fellow has finally been stifled!"

"There's no one in China who can get him, but people abroad are still capable of it. Look at what happened this time, just look at it. He has offended too many people, and his past misdeeds together with the troubles caused by this 'Rivers Ren Red' are too much for him to handle. This fellow is finally going to drop in the Asian popularity rankings!"

"He stands no chance of reaching the summit in Asia."

"Right, let's toast to that!"

"Cheers!"

In China.

Overseas.

Zhang Ye had truly offended too many people over the years. Right now, a lot of people felt the same as the crosstalk world's people, celebrating with drinks as though they were celebrating the new year.

But right at midnight.

The Asian Celebrity Rankings Index was updated again!

When the rankings were revealed, countless people nearly spat out a mouthful of blood!

It rose again!

Zhang Ye's popularity had actually grown yet again!

The crosstalk world's people nearly went crazy.

"What?"

"What's happening?"

"How did it increase again?"

"That fucking bastard!"

"He has already been placed on the restriction list in Japan and Korea. Zhang Ye's reputation has gone down the drain, so how did his popularity still grow?"

"Damn! Is there any justice in this world!"

"Based on what!"

That's right!

Based on what?!

Many of Zhang Ye's foes in China were hopping mad. All of them had worked so hard to grow their popularity and reputations, not daring to make any mistakes or say a wrong word. Everyone had always been on their best behavior in the public eye, but in the end? They could not even garner more popularity than Zhang Ye had received for scolding other people? Based on what could he behave so lawlessly and scold whoever he wanted, yet his popularity still grew higher and higher by the day?

...

Japan.

"Holy shit!"

"Holy shit!"

"What is this!"

"Zhang Ye's popularity has gone up again!"

"Oh God, even the restriction order couldn't stop him?"

“Fuck, who was the person who said that Zhang Ye was going to drop off from the Asian A-list rankings? Who said that they’ll make Zhang Ye’s name disappear from the Asian popularity rankings? Fucking hell! How the fuck did he still increase his popularity?”

“It was like this the previous time, but it’s still happening now?”

“I’m being driven to my grave because of him!”

“This guy is too hateful!”

“Ahhhhhh!”

“Bring him down! Hurry up and bring him down the list!”

“I can’t stand the sight of him!”

...

Korea.

“Oh my God!”

“Is this person born in the year of the cockroach ¹ ?!”

“What the heck! He can still increase his popularity in this situation?”

“Yeah, this is the first time I’ve seen someone who has been banned by two countries still making a splash like that in the Asian Celebrity Rankings. This fellow is too unconventional!”

“I know the reason why. It’s because there have been too many news reports about him across Asia today. All of China, Japan, and Korea have been reporting about his news, so he keeps getting a whole lot of exposure in the media. Even if there is a restriction order in place, it is still exposure for him. Everyone knows about it, can see it, and are discussing it. Perhaps that’s what contributed to his rise in popularity? Let me make a suggestion! Everyone, let’s not give him any attention at all! We must not let him have it! If we see Zhang Ye’s news on television, we’ll shut our eyes!”

“Right, I’m not going to look at him anymore!”

“That’s right! As long as we give him our attention, he will gain popularity. The more we do so, the more popular he gets. Dammit, stop looking at him, shut your eyes, block him out!”

“Shut my eyes? How am I supposed to fucking shut my eyes? I still have to work! I can’t just quit my job because of him! And not leave my house at all?!”

“This is pissing me off!”

“It’s alright, it’s only for today!”

“That’s right. From today onwards, there won’t be any news about him here in Japan and Korea. There also won’t be any of his works, so his Asian popularity will definitely plummet! I don’t believe we can’t do anything about it!”

“Right!”

Chapter 1398: Zhang Ye's crosstalk tour!

Several days later.

The discussions were still going on.

The talk of Zhang Ye's impending drop in the Asian Celebrity Rankings Index was growing louder and louder.

However, it was all calm over at Zhang Ye's Studio. There wasn't any noise from them, which made many of those who were familiar with Zhang Ye feel rather surprised.

There was murmuring all across the industry.

"What's going on?"

"Why isn't there any news from them?"

"This doesn't feel like Zhang Ye's style, does it?"

"Who knows? I guess they must have ran out of ideas this time."

"Yeah, what else can he do now that Japan and Korea have joined hands to restrict his development in Asia?"

"It looks like he's going under the radar to handle things this time."

"That's right, by keeping a low profile, he might even get his restriction order rescinded earlier."

"Zhang Ye has finally wised up."

"That's right, he definitely can't afford to lose the popularity in Japan and Korean."

...

Noon.

At Yao Jiancai's house.

Zhang Ye strolled upstairs and knocked on the door.

"Who is it?"

"Sister-in-law, it's me."

When the door opened, Yao Jiancai's wife appeared behind it. "Yo, Zhang'er? What are you doing here? Come in quickly, we're just about to have lunch."

Zhang Ye smiled and said, "Sure."

Hearing the voice, Yao Mi also came running out. "Wow, Uncle Zhang, it's really you!"

Zhang Ye laughed heartily. "Has school started yet?"

Yao Mi said, taken aback, "School started long ago. We've been attending classes for many days."

"Ah? Is that so?" Zhang Ye said.

Old Yao's wife said, "Just look at you. You're a professor at Peking University and Media College, yet you're so out of touch that you don't even know that school has started? Have you eaten yet?"

Zhang Ye said, "Not yet, but aren't I here to scrounge off you guys now?"

From the kitchen, Yao Jiancai emerged. "Whoa, your timing is really good. I personally prepped lunch today and you came to visit? What are you here for?"

Zhang Ye smiled and said, "I had nothing to do, so I came to visit."

Old Yao's wife asked, "Are you still banned?"

Yao Jiancai said with a laugh, "Oh yeah, you can't further your career over in Asia anymore, so of course you must be really free. It's good that you're getting some rest now since you've been really busy these past few years."

They started eating.

The four of them chatted happily as they ate.

After lunch, Yao Jiancai dragged Zhang Ye out to the balcony to have a smoke.

Zhang Ye lit a cigarette and asked, "What have you been up to recently?"

Yao Jiancai answered, "The last movie I acted in just finished filming, so I'm resting at home like you are too."

Zhang Ye nodded. "Alright, spare some time for me in the coming days then."

"What for?" Yao Jiancai asked.

Zhang Ye smiled and said, "Let's hold a crosstalk tour."

Yao Jiancai said with interest, "Oh? A crosstalk tour? Where are we holding it?"

Zhang Ye said, "At the Beijing Exhibition Center. I've already gotten my people to contact them. As for the other locations, we can think about that later. We've worked together for so long, yet we haven't even held a special performance tour together. That doesn't justify it. In any case, I'm booking you in advance. As for the detailed date and time, we'll settle that afterwards, so don't go taking other projects for the time being."

Yao Jiancai said, "Sure thing, I have no problems with that arrangement."

Ring, ring, ring.

Zhang Ye's cell phone rang.

Zhang Ye answered: "Hello."

Ha Qiqi said: "Director Zhang, the date and time has been confirmed."

Zhang Ye said: "Alright, I got it."

Ha Qiqi said: "Are we really doing this?"

Zhang Ye chuckled and said: "Of course we are."

Ha Qiqi said: "Oh, alright, I understand."

...

On the same night.

The entertainment circle was taken over by a piece of news.

"Korean star Park Jaesang's concert is coming soon!"

"Asian A-list Superstar Park Jaesang to appear in Beijing very soon!"

"Park Jaesang's debut concert in China!"

"Millions of Chinese fans go crazy!"

"Chinese market becomes essential competition ground for Japanese and Korean celebrities!"

"Will Park Jaesang's debut concert be a success? Let's wait and see!"

On Weibo.

Many fangirls burned with passion.

"Wow!"

"My prince!"

"Oppa is coming to hold a concert!"

"Oh my God, I have to get the tickets to the show!"

"I have to buy them even if I end up eating dirt!"

"Buy, buy, buy! Watch, watch, watch!"

"Park Jaesang's concert has been delayed for over a year now, but it is finally going to happen soon!"

"I can't wait!"

"The media is so stupid. Why would they even ask if Oppa's debut concert will be a success or not? It's Park Jaesang we're talking about. He's a big-shot A-lister of Asia who has many fans in China! How can it not be a success?! The tickets will definitely sell like crazy. Furthermore, there will be an even greater frenzy if there's a livestream of the concert!"

"When do the tickets go on sale?"

...

Korea.

Park Jaesang's team.

"This is our first time going to China."

"Right, we must be absolutely careful to ensure that nothing goes wrong."

"If the first concert does not do well, there's no way we can hold a second concert."

"There's no need to worry. Jaesang's popularity in China is very high."

"It seems like there are other people who will be holding their concerts during this period of time as well?"

"Yeah, I've heard about it too. But there's no need to worry. The dates and cities are all different."

"It'll be fine then."

Nearby, Park Jaesang smiled without saying a word. He was one of the Korean stars who claimed that Zhang Ye had beaten him up before during the bombardment against Zhang Ye by the Japanese and Korean media, as well as the entertainment circles of both countries. Clearly, that had been said to publicize his impending activities in China. Although he had many fans in China, there were still a lot of people who did not know him. The battle against Zhang Ye in recent days had given Park Jaesang much more attention in China, and they took full advantage of that to promote his upcoming concert. Park Jaesang was feeling extremely confident as well.

But suddenly, his team's staff started exclaiming.

"What?"

"Come look at this, quick!"

...

Meanwhile.

Zhang Ye's Studio, which had been completely silent the past few days, suddenly posted a announcement poster!

"Zhang Ye and Yao Jiancai's debut crosstalk tour to be held at the Beijing Exhibition Center soon!"

It blew up online.

"Holy shit!"

"Old Zhang and Old Yao are going to go on tour?"

"A crosstalk tour?"

"That's impressive!"

"I haven't heard a crosstalk from them in a long time!"

"Right, the two of them have finally decided to go on tour!"

"Ah!"

“Come look at this, quick!”

“Look at what?”

“Look at the date and time!”

Countless people in China were stunned!

Venue: Beijing!

Date: Next Friday!

Time: 7 PM!

It was exactly the same!

It was exactly the same as Park Jaesang’s concert time!

“What a coincidence!”

“Yeah, how could it be so coincidental?”

“Fuck, it’s a clash!”

Instantly, there was an explosion of discussion among the people!

...

The next day.

Another piece of news came out!

Korean star Kim Jichan would be meeting his fans during a concert in Shanghai next Saturday. This event had been scheduled a long time ago, and the news had made its way around before the new year, but the exact date was not yet announced at that time. But now, the exact time had been confirmed, and all that remained were the ticket going on sale.

This was not Kim Jichan’s first time holding a concert in China. He had garnered a great deal of popularity in China, so the scale of the concert was going to be huge, and it would be held at one of the largest venues in Shanghai. This was a venue where most celebrities with average popularity would never hold their concerts at since they couldn’t live up to expectations. The scale and size of a venue was also sometimes the measure of a celebrity’s popularity, and Kim Jichan was clearly qualified enough to hold it there.

“Another Oppa is coming!”

“I can’t go to Shanghai!”

“Hahaha, I’m in Shanghai, so I can go!”

“This is awesome!”

“Go broke, go broke! Buy tickets, buy tickets!”

But to the surprise of everyone, Zhang Ye’s Studio posted another announcement poster!

Zhang Ye and Yao Jiancai's crosstalk tour's second stop: Shanghai!

Next Saturday!

7 PM!

Everyone was taken aback.

"What?"

"It's on the same day again?"

"It's such a coincidence?"

"Why do the dates keep clashing?"

...

That afternoon.

Japanese superstar Kimura Kazuya announced that he would be holding a similarly big concert in Shenzhen next Sunday. The promotional materials for the event were massive!

"Kimura is coming!"

"I'm so looking forward to it!"

"That's an Asian rock superstar!"

"One of the founders of rock! How cool!"

"I love him!"

"Kimura has always been especially popular in Asia, but he's only somewhat famous in China. If this concert is successfully held, he can finally gain a foothold in China and develop his career here. This is going to be especially important for him to raise his popularity in Asia. The Chinese market is the biggest in all Asia!"

"Wishing Teacher Kimura great success!"

"It will definitely be successful. In the field of rock 'n' roll, there's only Chen Guang who can compete with Teacher Kimura. However, Old Chen doesn't have the seniority yet. If we were to base it on that instead, only Teacher Zhao Wuliu has a fight with him. They're rock stars from the same generation, and no one else can compete with them."

"This is awesome!"

"We just celebrated the new year, and the Asian superstars are now starting to arrive!"

"Right, the big performances always takes place right after the new year!"

But at the next moment, Zhang Ye's Studio's Weibo lit up once again.

Zhang Ye and Yao Jiancai's crosstalk tour's third stop: Shenzhen!

Next Sunday!

7 PM!

Everyone was dumbfounded!

Everyone's jaws dropped!

"Ah?"

"It's another conflict?"

"Holy fuck!"

"It's so coincidental?"

"How could it be so coincidental?"

Coincidence?

Coincidence, my ass!

Once!

Twice!

Thrice!

All of them were the same?

And even the locations and times were the same?

This was fucking intentional!

This was clearly Zhang Ye's Studio trying to make trouble!

The entertainment industry was plunged into chaos!

The reporters stared at this situation!

The industry insiders were all dumbfounded!

Zhang Ye's friends were all facepalming with bitter smiles!

The Chinese netizens were stunned!

Both the celebrity teams of those two Korean superstars became angry!

The Japanese rock superstar's team nearly spat out a mouthful of blood!

What the heck?

What the heck is Zhang Ye playing at?

Chapter 1399: Anyone who comes will be sent packing by me!

At Zhang Ye's Studio.

Everyone was at a loss to laugh or cry.

Little Wang brought over a few forms. "Director Zhang, these are the listings of performances held in China by some of the Japanese and Korean celebrities in the coming days. There will be three concerts held on next Friday, Saturday, and Sunday. The remaining ones are all listed in here as well."

Zhang Ye nodded and said, "OK."

He took it from her and flipped through it page by page.

The performance listings was an internal document that was of course given to him by Secretary Bai. Needless to say, when a foreign celebrity performs in China, or even when a local celebrity holds a concert or a tour, they all have to register with the overseeing authority first. As Wu Zeqing's secretary, Secretary Bai was easily the most informed. These information were all filed with the SARFT after all. This was Zhang Ye's home field. With just a call, there wasn't much information that he couldn't get his hands on.

His cell phone suddenly started ringing away.

The calls were all from Zhang Ye's friends.

Ning Lan.

"What are you planning?"

"I'm not planning anything."

"If you're not planning anything, why are you challenging those three people?"

"It was just a coincidence, a coincidence."

"Cut the crap, you think I don't know you well enough!?"

Chen Guang.

"Zhang'er, you're starting something again?"

"Am I?"

"Isn't it obvious!"

"Do you mean to say that they're allowed to hold their concerts, but I'm not allowed to do my tour?"

"But your timing is just too..."

"Hahaha, it's just a coincidence."

"What's so coincidental about that!"

After bullshitting for half a day, he finally managed to brush off his friends.

Seeing that Zhang Ye had gotten off the phone, Zhang Zuo came up to him and said, "Are we really going to do this, Director Zhang? Those three people are all big names in Asia. Some are more popular than

you and some are slightly less popular than you, but they're still not pushovers. Even if we take them head on, it doesn't necessarily mean that we can beat them. Besides, what are we really aiming for here? There's no meaning in taking on just one or two of them. Even if you do vent your frustrations, the ban in Japan and Korea will still—"

Zhang Ye gave him a look and cut him off. "Who said that we'll only be taking on the three of them?"

Zhang Zuo said, "Ah?"

Ha Qiqi also looked over in surprise.

Zhang Ye calmly said, "The Asian entertainment industry's greatest influencers are the Korean celebrities, but that's not something that we can change for now. But let me ask you all this: Which market is the largest one in the Asian entertainment industry? It's here! It's China! Without the Japanese and Korean markets, it is not going to be easy for me to reach the Asian summit. But similarly for them, they won't be able to keep their place on the Asian A-list if they lose the Chinese market, much less reach the Asian summit. They're all going to fall off the rankings! They won't let me play in Japan and Korea, right? Then fine, I'm also not going to let them flourish over here in the Chinese market!" He pointed at the performance listings in his hand and said, "The few of them? Starting today, any Japanese or Korean celebrity who comes here will be sent packing by me, one by one! If there are ten of them, I'll send all ten of them back to where they came from! I'll make it extremely difficult for them to make any progress in the Chinese market! I'll make sure that all of them scam back home!"

Isn't it just creating trouble?

Who's afraid of who!

This bro will gladly take all of you on!

Do you people think I can't get to you on my home turf? You must be joking!

Ha Qiqi gasped!

Little Wang wiped away her sweat!

Tong Fu's legs turned to rubber!

The staff at the studio looked at one another. They had all been shocked by the words of Director Zhang. My God! Has he gotten serious? Director Zhang is really going all out this time! This is going to really blow up! And can they actually stop those Japanese and Korean stars? Just with Director Zhang alone? Just by the strength of their studio? Don't even mention the far future. Just based on what was in front of them, how were they supposed to take on those three concerts? How were they supposed to fight them?

However, Zhang Ye already had a plan in mind.

How do you flatter others?

He didn't know how to do that!

How do you step on others?

Now this, he was extremely experienced in!

Furthermore, the most important thing was that Zhang Ye was fighting on home field this time!

The time?

The location?

The parties involved?

He had the advantage in all of that!

As such, Zhang Ye was brave enough to take them on. He was fine even if he had to do this forever. You all might be more popular than me overseas, you all might be more popular than I am in Asia as well, but this is China. Over here, do you dare to compete with me in terms of popularity? Alright then, let's do that and see how it turns out!

—This was who Zhang Ye was. The greatest thorn and the dirtiest hooligan in the entertainment industry. When he decided to get ruthless, there was absolutely no use in trying to reason with him!

...

Kimura Kazuya's team.

"He's obviously making trouble!"

"How despicable!"

"I've never come across such a type of person before!"

"I've never met someone as immoral as him either!"

"And to think he's even the Asian philanthropic ambassador? Ptui! When has there ever been such a hooligan of an ambassador before!"

"What do we do now?"

"This guy's too popular in China. The—"

"He can be popular for all we care. It has nothing to do with us. He can do his crosstalk and we can hold our concert. There shouldn't be any conflict of interest, isn't that so?"

"Hopefully."

...

Kim Jichan's team.

"That damned hooligan!"

"He's trying to cause trouble!"

"He won't succeed!"

"Right. He can sell his tickets, and we can sell ours."

"I don't believe we won't be able to sell out our tickets!"

"Don't worry about him. Have you contacted the livestreaming site yet?"

"I've already contacted them. They're a very big platform in China."

"Well, Park Jaesang's concert is taking place before ours anyway. Let's observe and see what that Zhang guy is planning so that we can be prepared for it."

...

The three Japanese and Korean celebrities went about doing their own thing.

Plans for the concert ticket sales were also underway.

The concert preparations intensified and were not thrown off by Zhang Ye's Studio messing around. Because up to now, they still did not believe that a totally unrelated crosstalk tour would pressure them at all.

However, the Chinese did not seem to think so!

In the Chinese entertainment industry.

"Did you see what's going on? Zhang Ye has flipped out!"

"If it were anyone else, they would surely get angry as well. The Japanese and Korean citizens, media, and celebrities all ganged up to slander him, so who can possibly take that lying down? Besides, don't forget about that temper of Zhang Ye's!"

"If I were them, I would definitely change the time."

"Me too."

"Thinking to back then...Hai, there are just too many examples."

"But what will Zhang Ye do to compete with them?"

"Who knows? I just know that this fellow has got too many despicable ways of doing things!"

"Yeah. Zhang Ye's Studio had been so quiet for the past few days. So it was all because they were preparing for this big move. I read online that someone had said that Zhang Ye had finally wised up and learned to keep a low profile. I nearly burst out laughing at that. If that fellow can learn something like that, the Chinese entertainment industry would not have been in such chaos for the past few years!"

The Chinese netizens.

"Teacher Zhang has made his move!"

"Something big is gonna happen! Something big is gonna happen!"

"I also have an ominous feeling!"

"Pfft, he's clashed with someone again!"

"Zhang Ye is challenging Japan and Korea this time!"

“Supporting Zhang Ye! Just fight it out with them!”

“Especially that Park Jaesang and Kim Jichan! They were both involved in that fake news debacle from before that was used to stain Zhang Ye’s reputation! Such a way of getting attention is really disgusting! I only understand now. So it was because they were garnering attention for the promotions for their concerts in China!”

“Right! Supporting Zhang Ye!”

“This time, I’m on Zhang Ye’s side as well!”

“Damn, we should of course side with our own people!”

“Ah, I support Zhang Ye too. But I also like Park Jaesang-oppa. What should I do?”

“This is so conflicting! I don’t know if I should buy the tickets to Kim Jichan’s concert or not. I love him so much!”

The netizens were also divided on the issue!

Chapter 1400: The ripping off begins!

In the blink of an eye, the day of the ticket sales arrived.

The three Japanese and Korean celebrities’ concerts had all adopted online ticket sales and it was the same for Zhang Ye and Yao Jiancai’s crosstalk tour as well. The traditional method of selling tickets had long been replaced by this. These days, the success of a concert would usually be measured by four points of information.

- 1.) The size of the venue
- 2.) Whether the tickets were sold out
- 3.) Duration it took for the tickets to sell out
- 4.) The response and praise after the concert is over

The promotions by the three Japanese and Korean celebrities had already begun long ago and were currently underway in full swing.

On Weibo.

“Have they opened up the ticket sales?”

“I’ve lost count of how many times I’ve refreshed the ticketing website!”

“It should be starting soon!”

“Their tickets definitely won’t be easy to get. It’s going to be all up to luck!”

“The promotions are so overwhelming.”

“That’s right, the Chinese market is very important to them, so of course they will spare no effort in marketing their events.”

“Heh, why is Zhang Ye the only one who did not promote his tour?”

“I’m also puzzled by that. Isn’t Teacher Zhang trying to make trouble for them? Then why is he keeping so quiet?”

“Pfft, are you guys joking? The reason why those Japanese and Korean celebrities are advertising is that there are many people in the country who still do not know about them, so of course they will have to give it as much publicity as they can. But for Zhang Ye? Tell me who in China doesn’t know of him? He just needs to hang up a sign for his crosstalk tour and that’s good enough.”

“That’s true, but I’m not really optimistic about the crosstalk tour. Having three consecutive performances in three cities over Friday, Saturday, and Sunday, he’s really putting his life at risk. It will also be very tiring as well. Besides, such large-scale crosstalks have not taken place for over ten years now. They can’t even sell out tickets that cost ten to twenty yuan for a theater that holds up to 100 audience members, let alone at a venue as big as the Beijing Exhibition Center. The majority of crosstalk comedians have been surviving by making appearances on the Spring Festival Galas to keep up their popularities and no longer do theater shows. No one has ever organized a show at the Beijing Exhibition Center like this. Even though Zhang Ye and Yao Jiancai’s crosstalks are very well-spoken of, it’s still very difficult to say if their tour will succeed or not.”

“It’s enough as long as Zhang Ye’s name is there!”

“Right, Zhang Ye and Old Yao’s crosstalk mustn’t be missed!”

“I’m still looking more forward to Park Jaesang’s concert.”

“I’m waiting here to get ahold of Kimura’s tickets!”

“Let’s wait and see whose tickets will sell better.”

...

At Zhang Ye’s Studio.

Everyone was extremely busy.

Wu Yi had already led a team of people to head to the Shanghai venue.

Tong Fu and his team went straight to Shenzhen to liaise with the venue and ticketing office.

Meanwhile, Ha Qiqi took charge of the Beijing Exhibition Center venue and was running back and forth to get everything in order.

...

Back at home.

Zhang Ye was in a very relaxed mood.

His mother asked, “Are you really going to take them on?”

Zhang Ye smiled and said, "Yeah."

His father asked, "How are you planning to do it?"

Zhang Ye smiled. "Just wait and see. In my territory, I will torment them to death!"

He then called Old Wu's secretary.

Zhang Ye asked: "Hello, Secretary Bai, have the ticket sales been approved yet?"

Secretary Bai replied: "I guess they're probably getting to it soon?"

"Help me check with them, could you? Their work efficiency is too poor."

"Alright, I'll get back to you immediately."

Soon after, his cell phone rang.

"Mr. Zhang, it's done."

Zhang Ye said: "Alright, thank you."

The three Japanese and Korean celebrities had begun planning and preparing for their upcoming concert in China since half a year ago. The approval process had also been completed very early on, and the concert was very well-planned as well. Meanwhile, Zhang Ye had spontaneously decided to go ahead with his crosstalk tour, so not many preparations were done yet. But since Zhang Ye had the home field advantage, be it the venue or the approval process, he was basically able to get the green light with just a phone call.

The formalities were complete.

Now it was just a matter of setting the ticket prices.

Zhang Ye narrowed his eyes and began thinking.

How much should he price them?

How many categories should he have for the seating?

...

Kimura Kazuya's team.

They had already arrived in China to prepare for their concert.

"How much should we price the tickets?"

"How much does it usually cost in China for their concerts?"

"It depends on the popularity of the person. Judging from our reputation, the seat categories at our level should be going for 600 RMB, 1,200 RMB, and 3,000 RMB for the premium VIP seats."

"Isn't that too low?"

"Yeah, I think it should be doubled."

“If it’s too high, I’m afraid it’ll sell very slowly.”

“But we still have to make money. If we set it too low, we won’t be able to make much at all.”

“Right, and if the ticket prices are too low, it would reflect negatively to the quality of the concert.”

...

Park Jaesang’s team.

“No, the ticket prices can’t be so low!”

“I heard that the lowest price for Kimura’s concert tickets is 1,000 RMB!”

“What? It’s that high?”

“Then we must set ours higher than theirs!”

“That’s right, our popularity is higher than his!”

“Yeah, it won’t reflect well if the ticket prices are too low.”

“Let’s raise them then! Bring them up a tier!”

...

Kim Jichan’s team.

“I heard that Kazuya Kimura’s and Park Jaesang’s ticket prices are not cheap.”

“How much is Zhang Ye selling his tickets for?”

“We still don’t know about that.”

“He’s really popular in China, so he’ll definitely sell them at a higher price!”

“That’s right, if we lower our prices, it’ll reflect really badly on us!”

“Raise it!”

“Right, set a higher price!”

...

Park Jaesang’s team.

“What?”

“They raised it again?”

“Let’s raise ours too then! Raise it!”

...

Kazuya Kimura’s team.

“What the hell!”

“Are they competing to see who can go higher?”

“Who’s afraid of who! Raise ours too!”

...

The tickets were almost going on sale!

The three Japanese and Korean celebrity teams almost got into a fight over the pricing!

Some did it for the sake of making money, while others did it for the sake of face. As a result, the ticket prices got pushed higher and higher!

Finally, when the ticket prices for the three concerts were announced, many Chinese citizens were shocked!

Kazuya Kimura’s concert ticket prices:

The lowest tier went for 1,200 RMB.

The middle tier went for 1,800 RMB.

The premium tier went for 3,500 RMB.

And the VIP seats went for 8,888 RMB.

Kim Jichan’s concert ticket prices:

The lowest tier went for 1,200 RMB.

The premium tier went for 3,000 RMB.

And the VIP seats went for 12,888 RMB.

The highest priced tickets were for Park Jaesang’s concert.

Park Jaesang’s VIP seats were priced at a staggering 18,888 RMB!

...

Zhang Ye also received the news.

At this moment, he immediately rushed back to the studio.

Zhang Ye said, “Has it been confirmed?”

Little Wang instantly pointed on her computer screen. “It’s been announced. They’ll be selling the tickets very soon!”

Ha Qiqi said, “Director Zhang, let’s hurry too. Don’t let them get a head start over us. How much should we set our prices at? Should we make them a little higher than theirs? Or the same as them?”

Zhang Zuo added, “Although it’s a bit expensive, this is the first time we’re doing a crosstalk tour, so we’ll definitely need to set it at a higher standard. Furthermore, the cost for the venue, staff, and

equipment still have to be paid to the organizers, so that should justify the higher cost of the tickets. This is the market rate these days. Prices have been increasing by the year.”

But Zhang Ye did not say anything.

He suddenly remembered something that happened in his previous world.

It was about how the concert of Heavenly Queen Faye Wong ¹ went from being the most anticipated event to devolving into a scolding mess!

Then, Zhang Ye made up his mind.

He was going to start ripping off people!

...

Online.

The netizens were ridiculing.

“So expensive?”

“Oh my God!”

“Even Zhang Yuanqi’s concert last year wasn’t this expensive, was it?”

“Have concert ticket prices risen to such a level these days?”

“*faints* And I thought that I could go to watch it live at the venue. Now it looks like I won’t be able to afford it even if I break the bank!”

“This price seems a bit unreasonable, doesn’t it?”

“I think it’s fine. They’re really famous after all.”

“Yeah, it’s a bit expensive.”

“But it’s still worth it for Oppa!”

“That’s right, that’s right. At most, I won’t go shopping or eat out for the rest of the year!”

“I just received my allowance from my family, but I’ll still buy the tickets! For Park Jaesang-oppa, anything is worth it! I just want to see him in person at the concert!”

“Surely there’s no need for that! Previous few posters, please don’t spend beyond your means.”

“What do you know? They’re all priced like this nowadays.”

“That’s right, he’s one of the big name A-listers in Asia, so how can they price the concert tickets too cheaply?”

“Yeah, Zhang Ye’s tickets will surely be more expensive than that!”

There was a lot of controversy on the Internet, but it didn’t cause too much of an upheaval.

Only when the ticket prices for Zhang Ye's crosstalk tour were announced did the entire nation blow up!

Beijing Exhibition Center ticket prices:

Lowest tier seating: 288 RMB

Middle tier seating: 388 RMB

Premium tier seating: 588 RMB

VIP seating: 888 RMB

At this moment.

Some people were stunned!

Some people were dumbfounded!

Some people were overjoyed!

Some people turned green!

It was a steal!

It was an absolute bargain!