

## Superstar 681

### I'm Really a Superstar

#### Chapter 681: Creating a sensation!

At 9:10 PM.

Chenchen's form teacher, Zhao Mei, was at home watching television together with her boyfriend.

Her boyfriend said, "Zhang Ye's mouth is quite formidable. Is he really a relative of one of your students?"

"Of course, didn't I tell you before?" Zhao Mei said, "Zhang Ye has come to our school so many times that our grade's class teachers are already very familiar with him."

Her boyfriend said, "What is he like? Is he a troublemaker as the media reports him to be?"

Zhao Mei shook her head. "No, he's quite a nice person and doesn't put on any airs."

The two of them were chatting when suddenly, the intro clip of The Voice's first contestant appeared on screen: "My name is Luo Yu and I'm a physical education teacher at a primary school. Since I was young until now, my classmates, friends, and colleagues all call me 'Raspy Luo.' Each time I sing, people around me intentionally or unintentionally avoid me. No one has thought that I know how to sing or feels that my singing is good. Today, I would like to use the stage of The Voice to prove myself. I want to let everyone know that a fat person also has dreams. No matter what people say about me, all I want to do is sing!"

The intro clip ended!

The first contestant held a microphone and stood onstage.

However, Zhao Mei was stunned when she saw this on television. Suddenly, she rose and exclaimed, "Teacher Luo! It's Teacher Luo!"

Her boyfriend who also knew Little Luo said, "This...isn't this your school's P.E. teacher, Luo Yu? What the heck! How did she end up on The Voice!?"

Zhao Mei could not believe what she saw. "I don't know!"

At the same time, many of the other Beijing Experimental Primary School teachers who were also watching The Voice were dumbfounded. They even thought they were mistaken!

"It's Luo Yu!"

"It's really Little Luo!"

"Why did Teacher Luo go and join a singing competition?"

"My god! Did they get it wrong!? That lousy voice of Little Luo, even her normal speaking voice is raspy. How could she sing!"

"Who knows!"

“Little Luo’s too brave!”

“Damn, Teacher Luo really isn’t afraid of losing face!”

Some of the teachers even called each other when they saw this.

“Hello, Zhao Mei, quick, go and watch Central TV Department 1!”

“I’m watching it right now, it’s Teacher Luo!”

“Aiyo, what’s going on? Do you know?”

“I remember that day at the school field. Teacher Zhang seemed to be looking for Teacher Luo, but I don’t know what happened after that! I don’t know what’s going on now either! Teacher Luo’s voice...”

At this moment, many of the students of Experimental Primary School and their parents were also staring at Central TV Department 1’s channel with their eyes and mouths wide open. They all recognized her!

.....

The TV now showed the audience. They all appeared very indifferent, like they did not have an interest in what was happening.

Then the cameras focused on the four coaches.

Zhang Yuanqi: “Doesn’t look too good, does it?”

Chen Guang: “I don’t know.”

The musical introduction started, then the sound of the guitars and drums suddenly exploded!

“I’ve always been told I don’t understand lyrics, composing, or singing!

“I’ve always been told I don’t understand comfort, laughter, or living!

“I’ve always been told I don’t understand passion, women, or romance!

“I’ve always been told I don’t understand restraint, flexibility, or smarts!”

Listening up to here, Zhao Mei was already stunned!

Zhao Mei’s boyfriend was also so astonished that his eyes were like saucers!

Including many of Luo Yu’s colleagues from the school, all of them were shaken at this moment. “This, this was sung by Teacher Luo?”

Suddenly, Luo Yu’s voice erupted!

“Who told you I can’t sing!

“Who told you I don’t understand living!

“Who told you I can’t be cruel!

“Who told you I don’t know glory!”

That screaming was a punch to everyone’s gut!

Zhao Mei exclaimed excitedly, “So awesome! Little Luo is really awesome!”

Her boyfriend also exclaimed, “They turned! All four coaches have turned!”

A language teacher who was teaching the same grade as Luo Yu nearly jumped up at this when she was watching the show at home. “My god! “Holy shit!”

A little boy from a class Luo Yu taught was stunned as he watched his physical education teacher performing in the glamor of the limelight. His face expressed his shock as if he did not know who the singer was!

When the principal and several other school leaders of Experimental Primary School received this news from some of their school’s teachers, they immediately switched on their television to see. The moment they heard Luo Yu singing “Who Told You I Don’t Understand,” they were also left stunned. They knew Luo Yu all too well. She was the odd one out among the teachers, always randomly singing on the playground or the hallways and irritating many people.doing so. Once, the principal even asked to see her in the office to reprimand her stop singing, telling her that her voice was really terrible to listen to!

But then, was it actually terrible to listen to?

Thinking about it now, they realized that they had never seriously listened to Luo Yu’s singing before. Maybe it was because they felt that her appearance did not fit singing, that her raspy voice made her destined not to sing, so whenever she sang any song, they did not bother to truly listen or lay their eyes on her. Until today. Until they sat in front of their TVs and concentrated on listening to Luo Yu perform and paid attention to her voice did they discover that actually...actually Teacher Luo really knew how to sing!

All of a sudden, Luo Yu’s cell phone exploded with calls. Her relatives and friends were all calling to ask!

“Teacher Luo!”

“Little Luo, what’s going on?”

“Little Yu, why were you on television?”

.....

The Internet also exploded with comments from the netizens!

“Oh my god!”

“This voice is the be-all, end-all!”

“This fat woman is awesome! Is she really a P.E. teacher?”

“Where did Zhang Ye find such a great contestant!”

“Who says that if you’re ugly, you won’t attract people? Who says that The Voice’s contestants are all just amateurs? That their singing won’t be good?”

“I’ve always thought that I wouldn’t be able to accept non-good-looking people on a talent show, that’s why I did not have much anticipation for The Voice. But today I’ve realized I was wrong, because when a person sings a song with all their heart, the charm they exude is able to cover up everything else! I really like this P.E. teacher a lot!”

“The coaches are unable to see their faces and can only hear their voice. Such cool design!”

“So this is what The Voice is like!”

“How face smacking!”

“Yeah, Zhang Ye slapped everyone’s faces!”

“Does she have to sing it so breathtakingly!?”

“It’s only the first contestant to appear and the bar is already set so high?”

Onscreen, the fighting for the contestant part had begun. The coaches were all fighting each other for the contestant to join their teams. Chen Guang and Fan Wenli, the ideal couple who had a “great battle,” made everyone shout excitedly!

“Hahahaha!”

“How funny is that!”

“Fan Wenli was so funny!”

“So they could even take contestants in this way!?”

“I’ve never before seen such a talent show contestant selection!”

“Ah, she chose Chen Guang!”

“Zhang Ye has really brought this program to life with its segments!”

Some people were already starting to “@” their friends on Weibo: “Quick, watch The Voice. It’s exciting! It’s totally unlike what all the analysis and rumors said it to be!”

.....

The second contestant appeared!

“Wow!”

“He’s a train driver?”

“He’s singing so emotionally!”

“Oh god, I don’t know what to say anymore!”

“It’s another great contestant!”

Then the next contestant.

“A housewife?”

“Not bad at all!”

“I like her, I like her!”

“How have we never known that there were so many talented people among the common folk?”

“Ah, the coaches have turned!”

The fourth contestant.

The fifth contestant.

The seventh contestant.

The audience were also watching in anticipation. Soon, it was time for the last contestant to perform!

However, this contestant was not introduced like the others. In the intro clip, the contestant could not be seen at all. It was simply a silhouette. Then a voice-over done by one of the staff members said: “Our last contestant for today has a most unique voice. Will the coaches be able to accept this voice? Let us find out together.”

The contestant went on stage.

The cameras switched to the faces of the coaches, with their backs facing the stage which couldn't be seen clearly. On it was a very obscure figure of a person making it feel very mysterious.

“What's the meaning of this?”

“What's with this person?”

“I don't know.”

“Let's listen and find out.”

The melody began and the voice drifted out!

“When will the moon be clear and bright?

“With a cup of wine in my hand, I ask the clear sky.

“In the heavens on this night,

“I wonder what season it would be?

“I'd like to ride the wind to fly home.

“Yet I fear the crystal and jade mansions

“are much too high and cold for me.

“Dancing with my moonlit shadow,

“it does not seem like the human world.”

The people in front of their televisions were all engrossed listening!

“How beautiful, this woman’s voice is too beautiful!”

“It has to be the best voice of today!”

“What an elegant sounding voice!”

“I’m getting drunk listening to it!”

“With a voice like that, it must be a beautiful woman!”

“Listen to that magnetic charm and the emotions in the singing. I guess it must be a beautiful woman in her 30s! Why isn’t the camera showing her yet! Quick, focus on her!”

This was a huge tease, as all of the people could not wait any longer to find out the face behind the voice!

At this moment, on TV, Chen Guang instantly hit the button and turned around!

Along with the coach turning, the camera angles were cut together like they too were from the point of view of the coaches. It cut to the contestant who then appeared on the TVs!

With this, when the people watching the program on television saw the contestant, a lot of them screamed with shock. Some of them jumped up from their chairs or sofas like they had touched an electric current!

“Ah!”

“Oh my god!”

“It’s a man!”

“F\*\*k, it’s a man!”

“This song was sung by a man? A man??”

“That outfit, I think he should be a laborer?”

Without any despising looks or mocking laughter, when faced with this revelation of shockingly great contrast, all the people watching suddenly screamed in front of their TVs!

“I have goosebumps all over my body!”

“This is so nice to listen to! It’s great!”

“Awesome! Too damn awesome!”

“Is there anything more unbelievable than that!?”

“I just want to say this now. Zhang Ye, you’ve won! You’ve goddamn won!”

“Yes! Zhang Ye has won! He has totally amazed me!”

“I’ve realized that I’ve fallen for this program already!”

Qian Pingfan finished his performance.

Whether it was on television or outside of it, none of the audience could maintain their calm!

.....

Beijing.

A barbeque shop near Lishuiqiao.

A person pointed at the TV with his eyes wide and mouth agape. "I know that person! I know him! He's the one who repairs bicycles in front of the station!"

The person sitting opposite him said, "Are you serious?"

A woman said, "You must've seen wrong?"

That person said, "Impossible! He has repaired my bicycle twice for me!"

As it turned out, when the coaches interviewed Qian Pingfan onscreen, he revealed his occupation!

"He's really a bicycle repairman?"

"..."

"I have nothing I can say to that!"

"How could a bicycle repairman sing that well!"

"This program is going to get popular!"

"I really take my hats off to Zhang Ye!"

"This is the most surprising program I've watched this year!"

"This is what a real singing talent show should be in my mind!"

"For those who were waiting to see Zhang Ye make a joke of himself, denounced him and The Voice of China, I wonder what their expressions are like now?!"

"That might not be for sure yet, it will still depend on the viewership ratings!"

### [I'm Really a Superstar](#)

#### **Chapter 682: Yet another record breaking high!**

In the vicinity of Central TV.

At a rather good restaurant.

The restaurant's operating hour was actually only up until 9 PM, or at most extended until 9:30 PM for closing down. But now it was already past 10 PM and the restaurant was still open. There were even four tables of guests being served inside. As the owner of the restaurant and Jiang Yuan knew each other—and with this being the restaurant of choice for Central TV Department 1's events, with many years of business connections—, if Jiang Yuan asked, the restaurant would definitely make an exception for them.

"Everyone, have a seat!"

“There’s no space left over here.”

“There’s still a table over there, if that’s not enough, we can set up another table.”

“Waiter, please serve the food and alcohol. Beer and wine!”

Around 30 people were here. Other than Jiang Yuan, there were the program team staff of The Voice as well as those staff members who were temporarily transferred from other program teams to help out with the production. Although they did not officially belong to The Voice’s team, they had still contributed a lot to it. Since it was a celebratory banquet, then it was only natural that all those involved should attend!

There were two television sets in the restaurant and both were currently switched on and tuned in to The Voice. The show was only halfway through broadcasting when they made their way here for the feast. Since the recording and the post-production was all done, the rest of the broadcast would be handled by the relevant people in Central TV Department 1. The work for Zhang Ye and his team was over for the day, so they could relax a little. Everyone had worked until they were exhausted over the past few days!

The food had not yet been served, but the alcohol was.

A few interns were fighting to pour the liquor for the others.

Zhang Ye raised his glass. “I propose that we make a toast to Director Jiang first.”

Ha Qiqi, Zhang Zuo, and the rest stood up one after another, while a few other women who were not drinkers also symbolically poured themselves a little beer as they all toasted, “To Director Jiang!”

Jiang Yuan stood up and held up his hands to try to stop them. “The first toast should not be for me. Logically, the first toast should be given to Teacher Zhang Ye. If not for him, Central TV would not have this show today. If not for him working day and night, even living in the studio, The Voice could not have possibly made it in time for the broadcast. This is the celebratory feast for your team and you guys are the leads. So I must insist that first toast be given to Teacher Zhang!”

Zhang Ye declined, “Director Jiang, that won’t do.”

“Come.” Jiang Yuan raised his glass and said, “A toast to you.”

“Don’t, don’t.” Zhang Ye said, not daring to accept this honor, “Let me toast you.”

In the end, everyone just toasted to Jiang Yuan and Zhang Ye together.

Then, Jiang Yuan said, “Teacher Zhang, why don’t you make a short speech.”

Zhang Ye laughed, then looked at his subordinates. “First, let’s thank our director for his support. Without Director Jiang’s trust and support, we wouldn’t be here today.”

Jiang Yuan waved it off and just smiled.

“Next, I want to thank all of you,” Zhang Ye said sincerely. “Other than thank you, it’s still thank you. Thank you for trusting in me, sacrificing your sleep and rest for me and our show for the past several days. When other program teams work overtime, it’s because they are forced to, but not ours. Everyone



did it willingly, so when a few of our colleagues fell sick, I even had to push them to go home to rest, but they still stayed behind to help out, working while sick. I know that every one of you do it for me, because all of you trust me. I understand all of that. So I want to make a toast to all of you!”

They raised their glasses and clinked them together before drinking.

Everyone started talking.

“Director Zhang, don’t be so modest with us!”

“What’s the point of saying that?”

“Yeah, that was what we were supposed to do!”

“We’ll toast you!”

“Cheers!”

Zhang Ye’s sincere thanks from the bottom of his heart touched everyone. Thinking about those days of endless and tiresome work that couldn’t even be described, they felt lucky they managed to pull through. Under Zhang Ye’s leadership, they were now about to reap the great harvest they deserved!

Following that, everyone ate and drank.

“Aiya, the broadcast is almost finishing.”

“It’s time for Qian Pingfan to appear.”

“Haha, I bet everyone will be shocked by Little Qian!”

“Look, the comments on the Internet have exploded! They’re all discussing about our show!”

“Yeah, I just saw it too. Everyone has very good comments for us, especially the reading of the advertising message by Director Zhang at the beginning. That shocked so many people!”

“F\*\*k, Luo Yu has already become famous. Just how long has it been since she appeared in the show? Fans have already created a Tieba for her! It even has several hundred members already. It’s going to cross 1000 soon!”

“Look at the Weibo headlines! They’re about us too!”

“So fast? Weren’t we just in fifth place?”

“We’re now first!”

“Aiyo, then we have to toast again!”

“Cheers!”

Beside Zhang Ye, Chenchen sat there expressionlessly. She slowly took some food with her chopsticks and put it onto her plate. The little one had been with Zhang Ye for the past several days, going to school in the morning and then being brought by Luo Yu back to the television station in the evening. She slept at Central TV together with Zhang Ye and did not get much rest, so she looked very tired right now and was also sullen and upset at Zhang Ye at the moment.

Zhang Zuo came over. "Director Zhang, I want to toast you for giving us a valuable lesson with your program planning!"

"Let me offer you a toast as well," Ha Qiqi said. "When I first read your proposal back then, I did not think that it would work out at all. I believe many others felt the same way, but the results have proven that you were right, you saw further than any one of us, so let me offer you a toast."

They clinked their glasses together. "Alright, don't stand on ceremony anymore."

Chenchen pouted. "Zhang Ye, drink less."

"I know," Zhang Ye casually replied.

A while later, someone else came to toast Zhang Ye again.

Zhang Ye did not reject anyone. "Come, cheers!"

Chenchen said unhappily, "Zhang Ye, drink less."

Zhang Ye said, "How much have I drank? OK, OK, I will not drink so much."

Ha Qiqi was very envious. "Look at Chenchen. She's so sensible, knowing to tell you to have less to drink. If I had a daughter like that, how great would it be."

Zhang Ye said, "Then you better be prepared for tough days ahead."

Chenchen glared at Zhang Ye. "...Hur hur."

At this moment, the broadcast of The Voice ended.

Jiang Yuan's cell phone rang. When he saw the number, he went outside immediately to answer it. About five minutes later, Jiang Yuan walked in with a smile on his face. "I have some good news for everyone. I've just received an update three major online video hosting services have already contacted our station, hoping to get the exclusive rights to The Voice of China's online broadcast. Among them, one offered a sky-high price to secure the contract, can you all guess how much it is?"

Zhang Ye's contract with Central TV Department 1 was a little special. Other than Zhang Ye, Jiang Yuan and a few other people, most did not know the details. Before he signed with Central TV Department 1, Zhang Ye had a condition that he would get to keep the copyright to The Voice. This applied more on any foreign exports of his show's format and the second or third seasons of The Voice, which meant that Zhang Ye could, on principle, move to another station with the right to reproduce his show there. It also meant that Central TV could not use the name and logo of The Voice of their own accord, though the first season of all such copyrights were provided to Central TV for free. For example, the television broadcast, the title sponsorship fee, the rights to stream the show via an online video hosting service, all of these deals would not be given to Zhang Ye at all and belonged fully to Central TV. This was the reason why Central TV Department 1 had agreed to the terms after a long round of discussions as it had saved them a big chunk of their budget!

Ha Qiqi blinked. "30 million?"

Zhang Zuo guessed, "45 million?"

Little Wang said, "Could it be 50 million?"

"You've all guessed wrong," Jiang Yuan said elatedly. "There's an online video hosting service that is offering us an 80 million RMB price to secure exclusive rights!"

"Ah?"

"80 million?"

"I'm gonna faint!"

"This..."

Everyone was surprised at this news. It had to be said that they were unable to sell the online exclusive rights all this time, not because no one would buy it but because all the offers so far did not satisfy Zhang Ye's estimates. Some offered 20 million, some 10 million, and the highest offer was only 25 million RMB. But like for those advertising rights quotes, Zhang Ye did not step back on the prices and maintained a minimum base cost. Zhang Ye would rather hold them in hand than to take a lower price, and because of this matter, the station had also talked to Zhang Ye on several occasions, though he did not waver at all!

However, looking at it now, Zhang Ye had once again proven the brilliance of his strategy!

Jiang Yuan was also celebrating in his mind, thinking how lucky it was that the station did not overwrite Zhang Ye and sell off the online exclusive rights and advertising rights fee for cheap, otherwise, they would have suffered an enormous loss. It was a good thing that they listened to Zhang Ye!

80 million RMB!

The Voice's production fees were only over 100 million, which was more or less covered by the title sponsorship already. So that meant they didn't make any losses or profit from there. Thereafter, once the remaining advertising rights fees and exclusive rights were sold, this would all become pure profit for Central TV Department 1!

What kind of a concept was a net gain of 80 million? Even if Central TV Department 1 were to combine a full 24 hours of shows on a Thursday, a total of more than a dozen programs such as drama series and interview programs, they wouldn't be able to earn 80 million per season. But with just one show from Zhang Ye, he managed to do it; he made The Voice earn more than the total combined output of more than a dozen programs added together, and this did not even include the unsold advertising rights fees yet. Just calculating it like that, it would be enough to scare anyone!

Besides, getting an 80 million RMB copyright sold for an exclusive online broadcast was the highest amount in the industry. Not only was it the most for the current ongoing programs, but it's also the most in the history of all programs. No other variety show had ever gotten an exclusive online broadcast fee of more than 60 million! But now Zhang Ye had rewritten the records for China's variety world and increased it by 20 million!

This was crazy!

Central TV was crazy!

The Voice's program team was crazy!

The entire television industry was crazy!

After the records of the title sponsorship and the production budget, The Voice of China had once again broken and set a new record for a variety show!

### [I'm Really a Superstar](#)

#### **Chapter 683: The night that belonged to The Voice!**

Online.

This news was exposed.

It wasn't leaked news, but the information was announced by the online video hosting service themselves. Their Vice President had directly announced this on Weibo to say that they were investing 80 million to purchase the exclusive online broadcast rights to The Voice of China, thus creating a gigantic wave!

"How exciting!"

"That much money?"

"Is The Voice really worth that amount?"

"Only one episode has been shown so far and they're already spending so much money to buy the rights? Am I crazy or has the world gone crazy? Isn't that too risky?"

"Yeah, they should at least wait for the viewership ratings to be released first!"

"If the viewership ratings released tomorrow show that it performed very well, then the might would be worth it. But if it's not as high as expected, then their money will have gone to waste. Was there a need to rush like that? Couldn't they have waited another day? Did they have to buy it today no matter what?"

"That may not be it. If the viewership for The Voice goes through the roof and performs beyond expectations, then by tomorrow, 80 million would not even be able to secure the rights. There might even be more competition and they would not stand a chance to get it anymore. They probably tabled an irresistible offer to Central TV Department 1 that they could no resist, hoping to gain an advantage and betting on Zhang Ye and The Voice!"

"F\*\*k, this is no longer a world I can understand!"

"Yeah, I don't understand it either. This is way too crazy!"

"Right now, no matter how the viewership ratings turn out, Zhang Ye has already come through with flying colors! He used his abilities to help Central TV Department 1 earn over 100 million! On top of that, it looks like The Voice does not only have those income streams, so it will definitely only get higher!"

"He's raking in a profit too quickly!"

"Even a gust of wind is not this quick!"

“I can only say ‘comparison always ends up torturing people, comparison always ends up trashing products.’ The other variety shows are all finding it difficult to meet their targets and have always been struggling just to keep things moving along. As long as they don’t lose money and be slightly in the black, they are satisfied. But what about The Voice? Zhang Ye had only just set up some stage, but he can still get people to throw their money at the show with his eyes closed! It’s the same type of singing show, but why is there such a gulf in the gap! Looking at those other, pitiful singing variety shows, I don’t have the heart to watch them anymore!”

“What’s more, they were rushed to finish it to fill the slot!”

“Right, on top of that, Thursday night’s slot isn’t exactly a good time either!”

“Is that what Zhang Ye’s true capabilities are like?”

The citizens were shocked!

The industry was in an uproar!

.....

At the restaurant.

Only Zhang Ye did not seem that surprised.

Jiang Yuan looked at him and said, “Little Zhang, what do you think of the offer?”

Zhang Ye smiled and said, “It’s OK.”

“Should we sell it?” Jiang Yuan wanted to hear his opinion.

Zhang Ye knew when he had to take a step back. “I will leave that to you and the leaders. Whatever the decision is, I will respect it, so anything is fine.” The offered amount was somewhat similar to Zhang Ye’s expectations. Back in his previous world, The Voice’s initial exclusive online broadcast rights were worth around 100 million, so this new offer here wasn’t that far off and not a big matter. Besides, he had to consider the market demand of this new world as well.

Jiang Yuan laughed, “Then we will sell it. You all can carry on eating, I will go back to handle this matter and find someone of the other party we can talk to regarding the contract.”

Zhang Ye said, “But we’ve only just started eating, you haven’t had much yet.”

Jiang Yuan said, “Previously, you were the one doing all the work. Now it’s my turn!” Before he left, Jiang Yuan looked at Zhang Ye and said, “Little Zhang, you’ve really helped Central TV Department 1 win back some vindication this time!”

Zhang Ye smiled blissfully. “Since Central TV has recruited me to join them, I definitely must do my best.”

Jiang Yuan nodded and then left.

Central TV Department 1 had always been somewhat average when it came to variety shows, and could even be said that it was already falling behind. Compared to many of the provincial satellite channels,

they couldn't even compare anymore. But now, Zhang Ye's arrival had single-handedly helped them turn things around! In a instant, Central TV Department 1 had jumped into the lead from someplace in the middle pack! It was evident that Zhang Ye's capabilities were there, just like what some people had said of him before—this was truly a person who could work miracles! The only thing missing now was the finalized viewership ratings figure!

Just how much would it be?

Just how much could they get?

Jiang Yuan did not want to even venture a guess!

At this moment, Zhang Zuo's cell phone rang and he went outside to answer it. When he came back, he immediately reported to Zhang Ye about the situation, "Director Zhang, one of the advertisers contacted me about their interest to purchase the rights to a first-tier advertisement."

Zhang Ye asked, "How much are they offering?"

Zhang Zuo said, "I don't know, I haven't gotten a quote from them yet. How much do you think we should ask for?"

Zhang Ye said, "Was it one of those companies we were in discussions with before?"

"Yeah, it's the executive of Heehee Dairy Industry, the one who met you in your office before." Zhang Zuo said, "They've come back after all."

Zhang Ye nodded and said, "Give them a quote of 4 million. The universal price for the first-tier advertising rights will be 4 million."

Zhang Zuo asked, "Wasn't it 3 million before? Surely they won't agree if we ask for 4 million, right? Besides, we've already broadcast one episode, so that's an episode less for their advertisements."

Zhang Ye explained, "You can't look at it that way. In the past, our show was not broadcast yet and not many people were optimistic about it. But now that it's been so well received, the show will get popular because of that. The only question left is how popular it will get. Now that they've approached us again, the price will definitely have to be set by us. Even if it's an episode fewer, the price will not remain the same as previously stated. Otherwise, if we keep it at 3 million and sell it to them, it would be unfair to the two companies who bought the first-tier advertising rights. They had risked uncertainty and spent 3 million on our program, but now that it has gotten popular, the other advertisers no longer face that risk, so how could the entry point for them still be 3 million? The difference is only an episode fewer of promotions? Do you think those who signed with us at the beginning would be happy? Would it be fair to them?"

Zhang Zuo nodded his head firmly. "That's true!"

Zhang Ye said, "We will stick to this new pricing, so for the second and third tiers of advertising rights, raise them by one-third too. You don't have to worry that nobody will buy them!"

"Alright." Zhang Zuo understood.

At this time, Ha Qiqi also remembered the day the advertisers came to Zhang Ye's office to discuss the advertisements but did not come to an agreement. After they had left, Zhang Ye told Ha Qiqi and the others that those companies would come to rue their decisions that day. As it turned out, Zhang Ye's words really came true!

The celebratory banquet finished rather quickly.

In the end, during the second half of the dinner and after some seven or eight calls, the unsellable advertisements for The Voice had all been bought at a 30 to 40% higher price than previously, even when the contractual terms remained the same! All sold out in 20 minutes!

That demand was too explosive!

The feeling was like they were all snapped up as if they didn't cost money!

After the contracts were verbally agreed upon over the phone, some of the advertisers who were still not feeling assured immediately sent over their lawyers and representatives to Central TV with the contracts to get them signed. They were afraid that The Voice would be recording its second episode very soon, and if they did not get the contract settled early, they might get delayed in the involvement of the second episode and miss out on another chance at publicity. Additionally, they knew that there were limited advertising spots, so if anyone came ahead of them, then they might miss out on the entire opportunity altogether!

In just the blink of an eye, another 20 million RMB had entered Central TV's accounts!

Along with these advertisers, there were many other companies that approached them; some wanted to get the rights to exclusive interviews and some entertainment companies expressed their interest to sign certain contestants. Zhang Ye did not need to deal with all these himself and just left them for Ha Qiqi and Zhang Zuo to handle, while some decisions they couldn't make on the program team level were redirected straight to Central TV Department 1!

.....

Lishuiqiao.

At a certain rented apartment.

Qian Pingfan's master, who taught him how to repair bicycles, held him by his shoulders tightly. "Good kid, you were really great!"

Qian Pingfan scratched his head and said, "Master, I don't wish to repair bicycles in the future any longer, is that OK?"

"You're still thinking of repairing bicycles?" His master laughed. "Just continue singing your songs well! Don't embarrass me!"

Unknowingly, Qian Pingfan's eyes turned teary. "Master!"

.....

Luo Yu's home.

After Luo Yu answered a call, she made several calls. Suddenly, she cried out wildly, “Dad! Mom!!”

“What’s the matter?” Her parents came running to her.

Luo Yu was almost unable to speak. “I...I...They...There’s a management agency that wants to sign me! They want to sign me as a singer!”

Mother Luo was surprised. “What?”

Father Luo couldn’t hide his happiness. “Really? Is that true?”

Luo Yu was tearing up. “It’s true! It was Teacher Chen Guang’s agency that wanted to sign me. I-I’ve already verified it with Teacher Chen Guang! It was he who recommended me to his company! Then when I called Teacher Zhang Ye, he told me to wait a little longer and not rush to sign. He said that if I signed now, the terms of the contract would only be so-so. Teacher Zhang offered to help me speak to Teacher Chen’s agency after the competition is halfway through so that he can fight for the best contract terms for me!”

Sign a contract? Mother Luo hugged her daughter tightly when she heard that. “My god! My daughter is going to be a singer!”

Tears streamed down Luo Yu’s face as she cried, “Dad! Mom! I didn’t let you all down after all! I, I didn’t embarrass the two of you!”

.....

A lot of people’s destinies were changed because of The Voice!

A lot of people’s hearts were thumping for The Voice!

On this Thursday evening, the night belonged to The Voice of China! Countless people were screaming for The Voice! Countless people were going crazy for The Voice!

[I'm Really a Superstar](#)

**Chapter 684: The End!**

The next day.

At 8 AM in the morning, a cool wind was blowing on the streets.

After a good night’s sleep, the first thing Zhang Ye did when he woke up was bring Chenchen to Caishikou. He drove into the district where his parents’ home was and randomly parked his car in the not too large open space below their apartment.

“Let’s go.” Zhang Ye unbuckled his seatbelt.

“OK.” Chenchen was still playing on Zhang Ye’s cell phone, tapping here and there on it in a game.

Zhang Ye urged her, “Come on, we’re already here.”

Only then did Chenchen slowly get out of the car.

“Don’t keep playing on my phone until there’s no battery. I still have to take calls,” Zhang Ye said.



Zhang Ye had taken the day off today, or rather, more than half of The Voice's program team had been give the day off. This was specially approved by the station. After having been kept tremendously busy for two weeks without rest, now that the first episode had been successfully completed, they definitely had to have some time off to recharge and rest. After all, there had to be a balance between work and relaxation. If they actually had to work continuously for three months without a single day of rest, who could take it? That would end up affecting their work negatively instead.

In the district, a few elderly neighbors were already up and going to their morning exercises.

Grandma Cui waved from afar. "Little Ye, you're back?"

Zhang Ye smiled and said, "Ai, Grandma Cui, how have you been?"

"Rather good, rather good." Grandma Cui said excitedly, "Our whole family was watching your show last night. It was very enjoyable to watch, the show was great!"

Zhang Ye said happily, "Oh, you have my gratitude."

Grandpa Li who was just stretching his arm warming up said kindly, "Everyone is talking about your show now. Are the viewership ratings out yet?"

Zhang Ye said, "Not yet."

Auntie Chen asked, "When will it be released?"

Zhang Ye replied, "It's not definite. I'm also waiting for it."

Grandma Cui said, "All the best then. Our neighbors are all supporting you. We even switched on both TVs at home yesterday and tuned them to Central TV Department 1's channel, hur hur."

"I did that at my place too!"

"We must support Little Ye's shows!"

Zhang Ye immediately thanked all his elders before finally bringing Chenchen into the building.

On the way up, Zhang Ye reminded, "Chenchen, when you see them later, remember to greet them as Grandpa and Grandma, understand?"

As Chenchen climbed up the stairs while playing on the cell phone, she said, "OK."

"OK, that's enough. Stop playing and return my phone to me." Zhang Ye snatched it back from her.

Chenchen was not having any of that. "Zhang Ye, give it back to me! Give it back!"

Zhang Ye put it back into his pocket. "You've already played for the whole morning, rest your eyes."

Chenchen said, "Zhang Ye, I want to play awhile more."

"No." Zhang Ye avoided her just as they came to the house.

Before he could even knock, the door opened and his mother appeared behind the security door. "I could hear you talking to Grandma Cui from up here. Is this your landlord's kid?"

Zhang Ye pulled Chenchen into the house. "Yes, she's Rao Chenchen." He saw his father and waved to him. "Dad."

His father nodded back and then also came over to look at Chenchen. "Whoa, such a beautiful child?"

When Chenchen saw Zhang Ye's parents, she greeted them, "Grandpa, Grandma."

His mother was already smiling widely. "This child is really cute, she looks just like a porcelain doll."

"But her nature is like a chihuahua." Zhang Ye added, "The two of you better not take her to be like any other child. She's shrewd like an adult."

His mother did not like him saying that. "Heh, what chihuahua? How can you say that. What a good child. Come here Chenchen. Have you eaten breakfast? No? Let Grandma prepare something for you."

Chenchen said in her childish voice, "Thank you, Grandma."

"No need to thank me at all." His mother liked her greatly and kept looking at her. "What a pretty child. Little Ye, you better hurry up and find a partner so that your father and I can have a grandson, well, a granddaughter would be good too."

Zhang Ye slumped onto the sofa listlessly. "OK, OK, OK."

Chenchen suddenly asked, "Grandma, do you have a cell phone?"

His mother asked curiously, "Yes, why?"

Chenchen said, "I want to play on it."

Zhang Ye's eyes widened. "Don't give it to her. She has been secretly playing on my phone for two hours since I woke up."

But his mother said, "Kids this age always play, it's fine. Come here, Grandma will give you her phone."

Chenchen took it from her and immediately found a chair to sit on and started playing.

Zhang Ye said in a speechless manner, "You'll spoil her."

His mother said, "It's just for a while, what are you scared of?"

His father asked, "How have you been? Your mom and I were watching The Voice last night. I don't really get it but your mom keeps saying it's great."

When this topic was brought up, his mother's attention was perked. "With that intelligence of yours, what will you understand? How can this program not be nice to watch? It's so good that even I want to go and join the competition. Those contestants were each singing better than the other, especially that Qian Pingfan. His voice was be-all, end-all!"

Zhang Ye laughed. "My show isn't too bad, right?"

"It's too good! How're the viewership ratings?" His mother asked.

"It's not out yet, I'm guessing they will announce it in the afternoon," Zhang Ye said.

His mother joyfully said, "Alright, let me prepare breakfast for you and Chenchen. We'll talk about it again after eating."

Zhang Ye said, "Quickly please. I'm so hungry I could faint."

Suddenly, his cell phone rang. It was a call from Dong Shanshan.

"Hello, Shanshan," Zhang Ye answered.

Dong Shanshan immediately asked when the call connected, "Tell me about the viewership ratings."

Zhang Ye said, "It's not even out yet."

Dong Shanshan said, "What about the preview report?"

"I didn't see it either. There's no preview report this time. We'll have to wait for the direct report in the afternoon," Zhang Ye said. "You're already the fifth person to call me and ask about the viewership ratings today. At least you're calling me in the morning. That Old Yao called me at 3 AM, what the heck."

Dong Shanshan laughed, "That's true. How many industry insiders are not concerned about the situation regarding the viewership for The Voice now? All of the TV stations and industry insiders are paying their full attention to it."

Zhang Ye said, "Surely not?"

Dong Shanshan said, "What do you mean by surely not? Do you know how many TV stations have done concise research and analysis on The Voice internally? Your new program has not only shocked the audience, even the industry is in an uproar because of it. As Executive Producer Hu Fei put it this morning, it is a phenomenal variety show that should be thought of as a textbook example. Didn't you go on the Internet? There are many people and media outlets online who are predicting the viewership ratings of The Voice!"

After hanging up, Zhang Ye lowered his head and spotted seven or eight sets of newspapers lying on the coffee table. They were all this morning's newspapers. It didn't even warrant a question. It must have been his mother who bought them. Zhang Ye immediately picked one up and started browsing through them. Every newspaper's entertainment page had news of The Voice in it.

"Central TV Department 1's Ultimate Comeback!"

"All-around Praise for The Voice of China!"

"Zhang Ye vs Industry Peers, Comes Away with Another Victory!"

"Just What Will Viewership of The Voice be? Can Zhang Ye Get Last Laugh?"

"The Voice of China: Grand Gathering of Music! Carnival Created by Zhang Ye and Central TV Department 1!"

"The Voice's Shocking Launch! New Model for Variety Shows Maybe Born!"

"The Voice Creates 100 million RMB Wealth for Central TV Department 1!"

"Zhang Ye Once Again Creates Legend!"

“Traditional Big Brother Central TV Working Hand in Hand with Zhang Ye to Redeem Throne as Variety Big Brother?”

Zhang Ye adjusted the newspaper a little. “Whoa, all the articles are praising me?”

His father said, “Your mom didn’t buy those that didn’t.”

Zhang Ye: “ ...”

Checking online, there was also all kinds of news about The Voice being published.

There was an article that was written like this. It read as follows:

I’ve never hidden my admiration for Zhang Ye, just like how Zhang Ye has never hidden his ambition for the arts. We’re seeing Zhang Ye’s new work once again, and also seeing Zhang Ye fighting with his peers once more. How many times has it been? I don’t believe that it’s only me, but many others who probably have already lost count as well. Before the broadcast of The Voice, there were many people from the television industry who joined in the boycott and denouncement of Zhang Ye. Even after the program has been broadcast, after they have witnessed such an exciting show, there are still those who are harboring hopes that The Voice’s viewership ratings will not meet expectations somehow, wanting to call The Voice a show that’s good but has no appeal. I have to say this, but do people like this think they can surpass Zhang Ye? Do they think they can also produce a world-class program like that? Dream on! This is the reason why China’s variety shows are all going downhill!

I’m sure I will get critics regarding this article, that I will be scolded or insulted. But I’m not afraid. All I want to ask is, which of our own Chinese variety shows have the potential to move out of the domestic market? Just tell me, which one? In all these decades, none has been able to do so! All we have are foreign, imported shows that we spend large sums of money to purchase licensing and spend all our energy on trying to promote them! But now? Zhang Ye’s appearance has changed the entire situation. There are already people overseas who have seen Zhang Ye’s Talk Show and at least two foreign teams are already discussing importing the talk show to their shores. I’ve received news that foreign television stations are already prepared to make an offer to buy Zhang Ye’s copyrights, our Chinese copyrights, to the show. There’s even a possibility of Zhang Ye becoming their consultant to the show. When all these will be confirmed is just a matter of time!

What no one has been able to achieve in decades of our domestic variety world has been achieved by Zhang Ye. Only he has been able to do it!

So isn’t it worth it for us to support a person like that? Is it not worth our effort to go and love and protect him?

But what is the truth of all that is happening? They are saying that Zhang Ye has stolen all the limelight for himself and wrecked people’s careers. The industry and many of his peers are all boycotting him! It’s all a huge mess!

I really want to laugh at this!

But at the same time, I feel like crying!

Is The Voice not worthy of its title sponsorship and joining fees? Based on what reason is it not worthy of it? Please do not compare it to those shows and standards of yours! You all think that The Voice's viewership ratings will not be good because the variety show market is in a downturn? The market is too small? The market is too saturated? That's basically a pack of bull! If your viewership ratings are not good, that only goes to show that your shows are not crafted well enough! It only shows that your standards are not good enough! Those are all excuses that you all are using to cover up your failures! But what I believe in, or am willing to believe in, is that The Voice will definitely give us fully satisfactory viewership ratings. If you don't believe so, let's just wait and see. I have every confidence in The Voice and even more so in Zhang Ye!

—The End!

After reading it, Zhang Ye was elated.

Well said!

Very well said!

Just look at those words, just look at those paragraphs, it's all extremely professional!

[I'm Really a Superstar](#)

**Chapter 685: The viewership ratings that shocked the whole country!**

Online.

Starting from last night, the talk surrounding The Voice did not stop being discussed at all. Even at 3, 4 AM in the morning, there were still netizens who were discussing the show, contestants, as well as Zhang Ye's amazing recital speed. There were all kinds of discussions about the show but weren't too focused on one subject. However, since this morning, the netizens and industry insiders were only talking about one thing. The most repeated topic was—just how high viewership ratings The Voice would get!

"It's still not out yet?"

"How slow!"

"I've already watched The Voice three times over since last night!"

"I've been waiting since nighttime, but there wasn't even a preview report released!"

"It's almost 9 AM, is the staff not awake yet? Hurry up and quickly compile all the information. The entire nation is waiting for it!"

"Hurry, hurry, hurry!"

"F\*\*k, this is not a matter of waking up or whatever. The collection of the viewership ratings is very complex and requires a compilation of many figures and statistics before they can give us the most accurate viewership figures."

"I'm looking forward to it!"

"I'm so anxious!"

“Me too, I really want to know how high they were!”

“I wonder if The Voice can beat those shows imported from Korea!”

“Don’t you know Zhang Ye’s nickname? This dude is the leader of Professional Korean Insulters! Somehow, I get the feeling that he made this show to attack those Korean shows! I know Zhang Ye too well!”

“Everyone, prepare yourselves a little first. Most shows do not fare too well in their first episodes, unless they are those foreign-imported shows that have already been well-known for a while. Either that or they are phenomenal shows which are already in their second or third seasons and already have an audience base. Those are the ones who have the possibility to hit 1% in the viewership ratings. Otherwise, even our domestic variety shows which are very popular only get 0.7% to 0.8% for their premiere episodes. Even those with an average viewership rating of 1.1% needed to slowly gain and accumulate popularity. So, my guess is that The Voice will get 0.9% for its premiere episode, or about 0.85%, thereabouts! And that’s on the conservative side!”

“The person above has analyzed well.”

“Agreed, don’t have too high expectations, otherwise, if the viewership ratings don’t turn out so well, I really wouldn’t be able to accept it!”

“Premiere episode getting 0.9%? That’s already defying all logic!”

“I don’t think that will be all. This show is very enjoyable to watch, so we cannot use our usual standards to judge it, nor should we analyze it that way. The Voice’s premiere episode will get 1% at the very least no matter what! For sure!”

“Is there a chance for 1%?”

“What suspense! Even if it’s unlikely, anything is possible!”

“I also think The Voice will do well! Zhang Ye’s really awesome!”

“I love Zhang Ye so much! I love The Voice too! This is what a real singing show should be like! This is what you call the most sincere form of art! A Like for Teacher Zhang!”

Many of those who worked in the television industry also gave their stand on things and did their own analysis and viewership rating estimates of the show.

Like Beijing Television’s Hu Fei—he predicted 1.2%, which was very high!

And Beijing Television’s host, Dong Shanshan, who also posted on Weibo, predicted The Voice to hit 1.1% in the viewership ratings. That was very high as well!

Weiwo Online Television Station’s Wang Xiong gave a prediction of 1.0%.

Central Radio Station’s Tian Bin predicted 0.95%.

.....

Just before 10 AM, a Weibo poll was created by the official Weibo site. It was a poll to let all the netizens predict the viewership ratings of The Voice!

There were 5 options to vote for.

1: Viewership rating of 0.5% and below.

2: Viewership rating between 0.5-0.8%.

3: Viewership rating between 0.8-1.0%.

4: Viewership rating between 1.0-1.2%

5: Viewership rating between 1.2-1.5%.

The netizens all rushed to vote at once!

“Choose option 4!”

“F\*\*k, option 4? Isn't that too high?”

“Yeah, option 3 seems to be the most likely result!”

“I'll choose option 5!”

“Damn, that option is definitely impossible!”

“Option 5...that's way too high!”

“Ahem, calm down, calm down. I like The Voice too, but the fifth option is really kinda outrageous. Much less The Voice's premiere episode, even those popular variety shows still airing now or those Korean, American, Japanese licensed programs would at most get an average of 1.3% or so. Like that recent Korean licensed reality TV show, it's viewership rating now is at 1.4%, right? The best it got did not even pass 1.5%, am I right? That is already the peak of variety shows these days for the nationwide, simultaneous daily time slot top spot, nationwide weekly top spot, and nationwide monthly top spot. A reality TV show licensed from Japan shown on Sundays has a viewership rating of 1.35% and that's already the top for Sunday's nationwide simultaneous time slot. It only got second overall for the nationwide monthly viewership ratings, behind that Korean licensed show. As you can see, this is the overall situation for the state of variety shows these days, with the other average variety shows struggling to get around 0.5%. The Voice wants to achieve 1.2-1.5% viewership ratings in just its first episode? Thinking of challenging those extremely popular foreign licensed shows immediately after broadcasting the premiere episode? That's definitely too unbelievable!”

“Why would that be impossible? There's no limit to my confidence in Zhang Ye!”

“Supporting! We will choose option 5 without explanation!”

“Uh, I also hope that The Voice will contend on behalf of our domestically produced variety shows. I too hope that The Voice can outperform those foreign licensed shows, but this still isn't likely, after all, it's only the first episode. We can wait until later, when The Voice grows more popular and gathers more viewers. When The Voice goes to the finals of the competition, we can fight it out with all those other shows for first place! To compete and find out who is better!”

“We still have to wait for that many episodes?”

“We must settle this once and for all with the first episode!”

“Right, kill them! Who cares!”

“Wasn’t The Voice viewed with pessimism back then? Didn’t everyone think that those words ‘to see other summits dwarfed, and savor the scene’ uttered by Teacher Zhang were pure nonsense? Then let’s show them the people who don’t know the immensity of the universe! I shall choose option 5 as well! F\*\*k them!”

When it came to foreigners or foreign related things, some of those people did not even look or ask any questions. They were definitely Zhang Ye’s fans as only he would have so many nationalistic fans like himself. Whenever they saw something foreign, it was like they were on stimulants, cursing and swearing without control!

“5!”

“I choose 5 too!”

“Yes, we can’t lose on momentum alone! Voting for option 5!”

“Supporting Zhang Ye! Supporting our domestic variety shows!”

“Right! Let’s fight it out with those foreign imported shows in the viewership ratings!”

The resolute Zhang Ye fans moved many people as they also went along and voted for the impossible option: 1.2- 1.5%.

Finally, after two hours, the poll results were finalized. A total of 35,000 people voted!

Option 1: 6%.

Option 2: 9%.

Option 3: 18%.

Option 4: 42%.

Option 5: 25%.

The majority of the netizens still voted for option 4: 1.0- 1.2%, as this was the most likely and hopeful outcome, or because it was a result they wanted to see.

.....

When a few leaders of Central TV Department 1 saw the online poll results, they lightly nodded their heads in agreement. This poll reflected the predictions they had in mind as well. They were hoping that The Voice would be able to get off to a winning start and get 1% in the viewership ratings to help them get the top spot for the nationwide simultaneous time slot for Thursday. As for the weekly or monthly nationwide viewership ratings, they did not think that far. After all, there were so many 1.3-1.4% Japanese and Korean licensed programs blocking their way to get that result.



Ha Qiqi was very surprised at the results of the poll, because her own predictions were not even that high. She had not expected the netizens to think so highly of them and trust in them!

Zhang Zuo did not even see this poll. He was at home, unable to stay settled, feeling very nervous and full of anticipation. He kept checking his phone to see if there were any updates of the viewership ratings.

Other than Central TV, the other television station were also fully focused.

.....

Liaodong Television Station.

“Is it out yet?”

“Not yet.”

“Hur hur, did you see the voting by the netizens?”

“I saw it, they’re all just laypeople.”

“Yeah, indeed, their thinking is too amateurish. There even people who chose option 5? Do they really believe that The Voice will get 1.2- 1.5% of the viewership ratings?”

“They’re just blindly voting, but it doesn’t matter whichever one they vote for.”

.....

Shanghai Television Station.

“How much do you guys think it will be?”

“0.9%, I guess.”

“That’s more like it. Looking at the votes from the netizens, they’re really being too optimistic.”

“That’s because they don’t understand the situation in the industry.”

“Yes, although I don’t wish to admit this, there really aren’t any domestically produced shows that can beat the viewership ratings of a foreign licensed program.”

.....

At Beijing Television Station.

“I hope that The Voice will give us something to cheer about!”

“Though it’s not likely that it will surpass 1% in the viewership ratings, right?”

“It’s all up to Teacher Zhang!”

“We definitely need to support it. After all, Teacher Zhang was a host who walked through the doors of Beijing Television Station! Hopefully it can hit 1%!”

.....

There were even more negative responses at the television station where the variety show licensed from Japan was shown at, especially within that program's team itself.

"They won't be able to do it."

"Trying to compete with us in viewership is definitely impossible."

"Yeah, how can they compete with 1.35%?"

"The netizens are such teases, why are they even voting for option 5?"

"The Voice's viewership rating might not even pass 0.9%. It's just the first episode after all!"

"Back then, Zhang Ye even dared to spout nonsense of overtaking all the variety shows? Claiming that all the variety shows in the country won't be better than his? I would like to see just how high the viewership of The Voice will get!"

"He's truly too arrogant."

.....

Everyone's predictions were different!

Every television station's prediction was also different!

But the common thing among them was that everyone was paying crazy attention to the viewership ratings of The Voice!

Suddenly, at noon, just past 12 PM, the nationwide viewership ratings for Thursday's variety shows were released under the focus of numerous people!

"Ah!"

"It's here, it's here!"

"Let me take a look!"

"Dammit, it's finally released!"

"What's the situation like? How high was The Voice?"

Countless netizens had gathered at once!

Countless industry insiders were observing!

However, when they saw the statistics for the viewership ratings, everyone was shocked. In their minds, they could only say something along the lines of "What the f\*\*k to your second granny!"

"How's that possible!"

"Heavens!"

"I've been blinded!"

"F\*\*k your grandfather!!"

“This...was this compiled erroneously!?”

The figure on the statistics report was totally shocking to look at!

The Voice of China’s first episode of viewership—2.01%!!!

### I'm Really a Superstar

#### **Chapter 686: Number 1 in the nation!**

Online.

Starting from last night, the talk surrounding The Voice did not stop being discussed at all. Even at 3, 4 AM in the morning, there were still netizens who were discussing the show, contestants, as well as Zhang Ye’s amazing recital speed. There were all kinds of discussions about the show but weren’t too focused on one subject. However, since this morning, the netizens and industry insiders were only talking about one thing. The most repeated topic was—just how high viewership ratings The Voice would get!

“It’s still not out yet?”

“How slow!”

“I’ve already watched The Voice three times over since last night!”

“I’ve been waiting since nighttime, but there wasn’t even a preview report released!”

“It’s almost 9 AM, is the staff not awake yet? Hurry up and quickly compile all the information. The entire nation is waiting for it!”

“Hurry, hurry, hurry!”

“F\*\*k, this is not a matter of waking up or whatever. The collection of the viewership ratings is very complex and requires a compilation of many figures and statistics before they can give us the most accurate viewership figures.”

“I’m looking forward to it!”

“I’m so anxious!”

“Me too, I really want to know how high they were!”

“I wonder if The Voice can beat those shows imported from Korea!”

“Don’t you know Zhang Ye’s nickname? This dude is the leader of Professional Korean Insulters! Somehow, I get the feeling that he made this show to attack those Korean shows! I know Zhang Ye too well!”

“Everyone, prepare yourselves a little first. Most shows do not fare too well in their first episodes, unless they are those foreign-imported shows that have already been well-known for a while. Either that or they are phenomenal shows which are already in their second or third seasons and already have an audience base. Those are the ones who have the possibility to hit 1% in the viewership ratings. Otherwise, even our domestic variety shows which are very popular only get 0.7% to 0.8% for their

premiere episodes. Even those with an average viewership rating of 1.1% needed to slowly gain and accumulate popularity. So, my guess is that The Voice will get 0.9% for its premiere episode, or about 0.85%, thereabouts! And that's on the conservative side!"

"The person above has analyzed well."

"Agreed, don't have too high expectations, otherwise, if the viewership ratings don't turn out so well, I really wouldn't be able to accept it!"

"Premiere episode getting 0.9%? That's already defying all logic!"

"I don't think that will be all. This show is very enjoyable to watch, so we cannot use our usual standards to judge it, nor should we analyze it that way. The Voice's premiere episode will get 1% at the very least no matter what! For sure!"

"Is there a chance for 1%?"

"What suspense! Even if it's unlikely, anything is possible!"

"I also think The Voice will do well! Zhang Ye's really awesome!"

"I love Zhang Ye so much! I love The Voice too! This is what a real singing show should be like! This is what you call the most sincere form of art! A Like for Teacher Zhang!"

Many of those who worked in the television industry also gave their stand on things and did their own analysis and viewership rating estimates of the show.

Like Beijing Television's Hu Fei—he predicted 1.2%, which was very high!

And Beijing Television's host, Dong Shanshan, who also posted on Weibo, predicted The Voice to hit 1.1% in the viewership ratings. That was very high as well!

Weiwo Online Television Station's Wang Xiong gave a prediction of 1.0%.

Central Radio Station's Tian Bin predicted 0.95%.

.....

Just before 10 AM, a Weibo poll was created by the official Weibo site. It was a poll to let all the netizens predict the viewership ratings of The Voice!

There were 5 options to vote for.

1: Viewership rating of 0.5% and below.

2: Viewership rating between 0.5-0.8%.

3: Viewership rating between 0.8-1.0%.

4: Viewership rating between 1.0-1.2%

5: Viewership rating between 1.2-1.5%.

The netizens all rushed to vote at once!

“Choose option 4!”

“F\*\*k, option 4? Isn't that too high?”

“Yeah, option 3 seems to be the most likely result!”

“I'll choose option 5!”

“Damn, that option is definitely impossible!”

“Option 5...that's way too high!”

“Ahem, calm down, calm down. I like The Voice too, but the fifth option is really kinda outrageous. Much less The Voice's premiere episode, even those popular variety shows still airing now or those Korean, American, Japanese licensed programs would at most get an average of 1.3% or so. Like that recent Korean licensed reality TV show, it's viewership rating now is at 1.4%, right? The best it got did not even pass 1.5%, am I right? That is already the peak of variety shows these days for the nationwide, simultaneous daily time slot top spot, nationwide weekly top spot, and nationwide monthly top spot. A reality TV show licensed from Japan shown on Sundays has a viewership rating of 1.35% and that's already the top for Sunday's nationwide simultaneous time slot. It only got second overall for the nationwide monthly viewership ratings, behind that Korean licensed show. As you can see, this is the overall situation for the state of variety shows these days, with the other average variety shows struggling to get around 0.5%. The Voice wants to achieve 1.2-1.5% viewership ratings in just its first episode? Thinking of challenging those extremely popular foreign licensed shows immediately after broadcasting the premiere episode? That's definitely too unbelievable!”

“Why would that be impossible? There's no limit to my confidence in Zhang Ye!”

“Supporting! We will choose option 5 without explanation!”

“Uh, I also hope that The Voice will contend on behalf of our domestically produced variety shows. I too hope that The Voice can outperform those foreign licensed shows, but this still isn't likely, after all, it's only the first episode. We can wait until later, when The Voice grows more popular and gathers more viewers. When The Voice goes to the finals of the competition, we can fight it out with all those other shows for first place! To compete and find out who is better!”

“We still have to wait for that many episodes?”

“We must settle this once and for all with the first episode!”

“Right, kill them! Who cares!”

“Wasn't The Voice viewed with pessimism back then? Didn't everyone think that those words 'to see other summits dwarfed, and savor the scene' uttered by Teacher Zhang were pure nonsense? Then let's show them the people who don't know the immensity of the universe! I shall choose option 5 as well! F\*\*k them!”

When it came to foreigners or foreign related things, some of those people did not even look or ask any questions. They were definitely Zhang Ye's fans as only he would have so many nationalistic fans like himself. Whenever they saw something foreign, it was like they were on stimulants, cursing and swearing without control!

“5!”

“I choose 5 too!”

“Yes, we can’t lose on momentum alone! Voting for option 5!”

“Supporting Zhang Ye! Supporting our domestic variety shows!”

“Right! Let’s fight it out with those foreign imported shows in the viewership ratings!”

The resolute Zhang Ye fans moved many people as they also went along and voted for the impossible option: 1.2- 1.5%.

Finally, after two hours, the poll results were finalized. A total of 35,000 people voted!

Option 1: 6%.

Option 2: 9%.

Option 3: 18%.

Option 4: 42%.

Option 5: 25%.

The majority of the netizens still voted for option 4: 1.0- 1.2%, as this was the most likely and hopeful outcome, or because it was a result they wanted to see.

.....

When a few leaders of Central TV Department 1 saw the online poll results, they lightly nodded their heads in agreement. This poll reflected the predictions they had in mind as well. They were hoping that The Voice would be able to get off to a winning start and get 1% in the viewership ratings to help them get the top spot for the nationwide simultaneous time slot for Thursday. As for the weekly or monthly nationwide viewership ratings, they did not think that far. After all, there were so many 1.3-1.4% Japanese and Korean licensed programs blocking their way to get that result.

Ha Qiqi was very surprised at the results of the poll, because her own predictions were not even that high. She had not expected the netizens to think so highly of them and trust in them!

Zhang Zuo did not even see this poll. He was at home, unable to stay settled, feeling very nervous and full of anticipation. He kept checking his phone to see if there were any updates of the viewership ratings.

Other than Central TV, the other television station were also fully focused.

.....

Liaodong Television Station.

“Is it out yet?”

“Not yet.”

“Hur hur, did you see the voting by the netizens?”

“I saw it, they’re all just laypeople.”

“Yeah, indeed, their thinking is too amateurish. There were even people who chose option 5? Do they really believe that The Voice will get 1.2- 1.5% of the viewership ratings?”

“They’re just blindly voting, but it doesn’t matter whichever one they vote for.”

.....

Shanghai Television Station.

“How much do you guys think it will be?”

“0.9%, I guess.”

“That’s more like it. Looking at the votes from the netizens, they’re really being too optimistic.”

“That’s because they don’t understand the situation in the industry.”

“Yes, although I don’t wish to admit this, there really aren’t any domestically produced shows that can beat the viewership ratings of a foreign licensed program.”

.....

At Beijing Television Station.

“I hope that The Voice will give us something to cheer about!”

“Though it’s not likely that it will surpass 1% in the viewership ratings, right?”

“It’s all up to Teacher Zhang!”

“We definitely need to support it. After all, Teacher Zhang was a host who walked through the doors of Beijing Television Station! Hopefully it can hit 1%!”

.....

There were even more negative responses at the television station where the variety show licensed from Japan was shown at, especially within that program’s team itself.

“They won’t be able to do it.”

“Trying to compete with us in viewership is definitely impossible.”

“Yeah, how can they compete with 1.35%?”

“The netizens are such teases, why are they even voting for option 5?”

“The Voice’s viewership rating might not even pass 0.9%. It’s just the first episode after all!”

“Back then, Zhang Ye even dared to spout nonsense of overtaking all the variety shows? Claiming that all the variety shows in the country won’t be better than his? I would like to see just how high the viewership of The Voice will get!”

“He’s truly too arrogant.”

.....

Everyone’s predictions were different!

Every television station’s prediction was also different!

But the common thing among them was that everyone was paying crazy attention to the viewership ratings of The Voice!

Suddenly, at noon, just past 12 PM, the nationwide viewership ratings for Thursday’s variety shows were released under the focus of numerous people!

“Ah!”

“It’s here, it’s here!”

“Let me take a look!”

“Dammit, it’s finally released!”

“What’s the situation like? How high was The Voice?”

Countless netizens had gathered at once!

Countless industry insiders were observing!

However, when they saw the statistics for the viewership ratings, everyone was shocked. In their minds, they could only say something along the lines of “What the f\*\*k to your second granny!”

“How’s that possible!”

“Heavens!”

“I’ve been blinded!”

“F\*\*k your grandfather!!”

“This...was this compiled erroneously!?”

The figure on the statistics report was totally shocking to look at!

The Voice of China’s first episode of viewership—2.01%!!!

[I'm Really a Superstar](#)

**Chapter 687: Highly sought after!**

At Zhang Ye’s parents’ house.

Zhang Ye was having lunch with his parents and Chenchen in the living room when he received a call regarding the viewership ratings. Upon hearing the news, he was slightly stunned and then said: “Oh, thanks for telling me.”



The person who called him was Little Wang from the program team. After hearing Zhang Ye's calm reply, she didn't know whether to laugh or cry, then said agitatedly: "Director Zhang, the viewership rating is 2.01%! It's 2.01%!"

Zhang Ye said: "I got it."

Little Wang said: "You're not satisfied with that?"

Zhang Ye said: "No, I am very satisfied. Isn't this quite good?"

Little Wang said: "Only quite good? This is already defying all common sense! You're really too awesome!"

It wasn't that Zhang Ye did not feel excited, but that this viewership rating was already within Zhang Ye's expectations when they started on the production of The Voice. The people from this world had not seen the charm and power of The Voice before and were unfamiliar with it since it was not within the market norms. Thus, many people did not have any expectations for The Voice from the very beginning or only had very low expectations for it. They felt that it would be pretty good if they could achieve 0.7% in the viewership ratings. If the viewership ratings hit 1%, it would be a surprise. But Zhang Ye was different; he knew the popularity of The Voice in his previous world. Hence, when the result of the viewership ratings achieve a score just over 2%, although Zhang Ye was surprised and felt very happy, his reaction was definitely not as great as others.

After hanging up, his mother immediately asked, "Are the viewership ratings out yet?"

Zhang Ye acknowledged while smiling, "The viewership ratings are 2.01%, still passable."

Upon hearing that, his mother said with a slightly hoarse voice, "My goodness! It broke 2%?"

His father did not quite understand, so he asked, "Is that very high or very low?"

"Of course it's very high!" His mother knew more about viewership ratings and continued, "Right now, the most popular variety show, which uses Korean copyrights, has only slightly more than 1% of the viewership ratings!"

His father nodded and said, "Then that's pretty good."

His mother could not sit still any longer. She put down her chopsticks and said, "I'm not eating anymore. I'm going to our neighbor's house for a while to tell them about the viewership ratings!"

His father said, "Are you going to brag and act cool again?"

His mother rolled her eyes and said, "It's none of your business!"

"Mom." Zhang Ye gave a wry smile and said, "Please eat your lunch first."

"I'm already full." His mother dressed up a little formally and went out immediately with a smile on her face.

Zhang Ye shook his head, then picked up his chopsticks and hurriedly grabbed some food. "I also have to eat quickly. There's probably going to be many calls coming and I'll have to answer them all."

Indeed, just after Zhang Ye took his last bite and put down his chopsticks, the phone calls came in wave after wave!

.....

“Zhang’er, you’re awesome!”

“It’s not too bad.”

“When will you be treating me?”

“Whoa, we’ll have to wait until I have finished with my work this quarter.”

“Then we have reached an agreement. You definitely can’t escape from treating me!”

.....

“Zhang Ye, you’re getting even more popular now!”

“Think about what you’re saying. I’ve always been very popular.”

“The viewership ratings have broken 2%, you’re too face smacking! Some people’s faces are all swollen now!”

“Ha!”

.....

“Teacher Zhang, I’m from the Beijing Times. Can we ask you for an interview?”

“Which day?”

“Is today OK?”

“Oh, these next two days will be difficult as I’m very busy.”

“It’s fine. Then we will interview you on another day based on your schedule. Oh right, I have to congratulate you first!”

“Thank you.”

.....

“I finally got through. Teacher Zhang, your cell phone is even more difficult to get through to than a president’s phone?”

“Hai, it’s only today that I’m getting so many calls. Usually, no one will contact me at all.”

“Your new program is too awesome! You have made it so godly!”

“It’s not bad, right?”

“You’re really not being modest at all.”

“Why should I be modest? It was within my calculations.”

.....

“Brother Zhang.”

“Ai, CEO Wu.”

“I just want to update you on something. I’ve just received news from various retail chains and sales channels that our Brain Gold product sales volume has been soaring off the charts. The exact data is not out yet and we’ll have to wait until the end of this month or beginning of next month to find out, but the trend is already very obvious! Especially in these major cities and districts like Beijing and Shanghai, there was an exceptionally obvious increase in sales volume! It’s even higher than what we estimated yesterday!”

“That’s good.”

“Thank you, Teacher Zhang!”

“Don’t say that, I should be the one thanking you instead. If not for your investment on the title sponsorship, we would not have the money to make The Voice into what it is now.”

“It’s because of your good planning that it worked. In the future, if there are such good opportunities again, you must not forget us!”

“That’s for sure.”

.....

In the blink of an eye, he had already received more than a dozen calls.

Some of the calls were from people at Central TV.

Some were from his relatives.

Some were from the newspaper reporters.

And many were from Zhang Ye’s friends.

The calls lasted from 12 PM until 2 PM. This was already the usual for Zhang Ye. He had already gotten used to it. As his circle continued growing with his rise in popularity, Zhang Ye got to know more and more people. Naturally, with such a big commotion, everyone would be guaranteed to call him up to congratulate him.

After the calls were done, his father went to take his afternoon nap. Chenchen kept holding onto Zhang Ye’s mother’s cell phone and playing games on it on the sofa. Zhang Ye shouted at her, “Don’t play too long.” Then, he went back into his room and switched on his computer to browse the Internet.

The Internet was in an uproar!

The industry was in an uproar!

The media was in an uproar!

The entire country was discussing The Voice!

In the past, Zhang Ye had also created many big issues and released numerous works like the lecture on Dream of the Red Chamber at Peking University, Zhang Ye's Talk Show, Lecture Room, and his crosstalk. Among them, there were a few that hit the headlines while some others also received great response and created heated discussions. But now, when compared to The Voice, all of those issues were nothing. Zhang Ye had never gotten on the headlines so easily before. It was safe to say that this was the work that most people were paying attention to and the response to it was really too explosive!

You couldn't begin to imagine it when 4 of the top 10 topics on Weibo were related to The Voice!

You couldn't even imagine it just by randomly checking the entertainment section of any forum. There, 1 out of every 3 posts wrote about The Voice!

Zhang Ye's name was also brought up numerous times by the netizens and media!

An unprecedented amount of discussions!

An unprecedented level of popularity!

For some programs to be considered phenomenal, they would have to be assessed first on the show's influence, and second on its viewership ratings. For many variety shows, after broadcasting its first episode, it would take some time to gather data on whether or not it had the makings to become a phenomenon, because viewership ratings needed to stabilize step by step while its popularity would have to increase bit by bit. Until the viewership ratings reached a certain level and the attention that the citizens paid to the show reached a certain point would the program be confirmed by the industry as a phenomenal variety show. This would then be the highest honor that a variety show could receive that would confirm its status.

However, this was unnecessary for The Voice. The Voice no longer needed time to slowly build up or to depend upon its future performances. After only the first episode, The Voice had already reached the level of a phenomenal variety show. Whether it was someone who had biased views against Zhang Ye or the industry insiders who did not like The Voice, none of them could deny this reality. They had to accept the truth as it was!

If the viewership ratings of a premiere episode could annihilate all the variety shows in the country and not be proclaimed as a phenomenal variety show, then what program would still dare to be crowned with this title!?

The netizens were coming up with all sorts of theories!

"Zhang Ye is invincible!"

"In the variety world, who can stop The Voice?"

"Zhang Ye has once again proven his ability to everyone! He's really unbeatable!"

"Those television stations and industry insiders who doubted him are such jokes. I wonder where they disappeared to now. They haven't shown up since the viewership ratings were released!"

"They definitely won't show themselves."

"Who would still dare to come out? Their faces have already turned green from the face-smacking!"

“2.01% of the viewership ratings! And only turning green? This is more like being face-smacked until they vomit blood!”

“Even now, I am still in disbelief of the viewership ratings! How could it be so high?!”

“That’s right. Just look at everyone forwarding that poem, Admiring the Mountains. It’s already been forwarded tens of thousands of times and commented on hundreds of thousands of times. A few days ago, who would have thought that The Voice of China could get such a viewership rating? Who could expect that Zhang Ye actually managed to achieve his lofty claims of ‘Someday I shall ascend your highest heights / to see other summits dwarfed, and savor the scene’! To be honest, I can understand what those industry insiders are feeling. It’s not that they are unprofessional, but just that Zhang Ye is too ridiculous!”

.....

Meanwhile.

In a meeting room at a certain television station.

There were about a dozen people attending the meeting room. The atmosphere was heavy. Everyone was staring at the Thursday’s variety shows’ viewership ratings ranking dazed.

During the boycott of Zhang Ye, their television station had been the one who pushed for the most support. From the leaders to the program team heads, many of them were involved in the boycott of The Voice. They had condemned Zhang Ye for breaking the industry rules and disrupting the market prices as their television station had two programs that were affected by this when a few celebrities rejected and broke their contracts to record the programs because they felt that the joining payment was too low. But now, those people who boycotted Zhang Ye could no longer muster up a word anymore. There was no way to boycott him at all. The Voice had used its viewership ratings to tell those doubters that their joining payment was definitely worth its price! That it was worth the amount of the title sponsorship fee! Rather than 100 million RMB for its title sponsorship fee, with the viewership ratings that they had, even if Zhang Ye asked for 150 million now, there would still be companies willing to purchase it!

After a while, the silence was broken.

A person said, “Everyone, let’s discuss it.”

Everyone stayed silent.

After a few moments, that person suddenly said, “Go and check Zhang Ye’s contract with Central TV Department 1. How long is his contract duration? Is it a yearly contract or a program based contract?”

A woman said in surprise, “What do you mean?”

That leader said, “If it is a program based contract, then when Zhang Ye’s contract with Central TV expires, see if we can get Zhang Ye to join us!”

A man smiled bitterly and said, “It should be a yearly contract.”

Another staff member said, “I heard from my friend working in Central TV saying that Zhang Ye has signed a one-year contract with Central TV.”

That leader said, “There’s no other way then.” After saying that, he sighed and shook his head continuously.

At that time, when Zhang Ye was suspended by Peking University because of the scolding incident, he was also featured on the news. Someone from the station had previously suggested that they should invite Zhang Ye to join them but after some discussion by the station, it was not approved. But now, even if they wanted to poach Zhang Ye, they did not have a chance to do so!

The other television stations also began to check out Zhang Ye’s contract terms with Central TV, toying with the idea of poaching him. The birth of The Voice had tempted many of them! But after they found out that Zhang Ye’s contract with Central TV was a yearly one, those television station basically gave up on the idea of poaching him at all. They knew for sure that Central TV Department 1 would definitely not release him even if they paid the breach of contract fees for Zhang Ye!

For a person who could produce a program that received over 2% of the viewership ratings so effortlessly, who would not want him?!

Besides, he was very different from the other famous program planners. You could poach many famous program planners, but would still have to fully fit all the aspects of the program team and setup. There might be a chance that some segments or staff members who did not fit properly or gel well would cause some problems to occur in the end. But Zhang Ye was different, if they managed to poach Zhang Ye, it was equivalent to poaching an entire team of the program planner, executive director, and host. Just him alone would be equivalent to a whole team!

Hence, who would not want him?

Who would not feel tempted?

From being the reason of a boycott in the industry to becoming highly sought after, this change in attitudes could not be any greater!

[I'm Really a Superstar](#)

**Chapter 688: The country’s citizens imitate!**

That night.

The Voice of China’s online video was officially uploaded. As Central TV Department 1 had already agreed on a contract with an online video hosting service, the project was initiated very quickly as they wanted to ride the momentum of the show’s popularity. The online video hosting service website’s team had finally gotten everything in working order overnight. At 7:30 PM, The Voice’s first episode had appeared on the website’s main page at a prominent location together with an ad banner. This was also covertly a publicity campaign for The Voice to have an online channel of distribution.

1 million!

5 million!

10 million!

Once the video was uploaded, the number of views kept increasing!

Many of the “northern drifters”<sup>1</sup> who stayed in rented apartments did not own a television set. Having found out about The Voice from short online video clips, they wanted to catch the full episode, which was the reason why the views on the video were increasing so quickly. Many of these younger people were savvy at using the Internet.

At this time, the popularity of The Voice continued on strongly. With every second that passed by, The Voice was creating history in the recent years of variety programs. This program had been pushed to the very top and Zhang Ye was also riding on the crest of this wave!

However, there were also some side events occurring at the same time.

At 8 PM, Zhang Ye received a call from the program team’s Assistant Director Ha Qiqi.

Ha Qiqi: “Hello, Director Zhang.”

Zhang Ye: “Sister Qi, what’s the matter?”

Ha Qiqi said: “About that, an advertiser just contacted me, it’s the executive from Dahua Hotel. He was requesting that you slow your reciting during the advertising messages’ segment from the second episode of The Voice on. Just a slight pause where you can clearly pronounce their hotel’s name syllable by syllable. This doesn’t apply to any of the other advertisers; they just hope that the words ‘Bei-jing Dahua Ho-tel’ can be slowed down a little.”

Zhang Ye asked: “Why didn’t he contact me directly?”

“I don’t know why either, perhaps he wasn’t too comfortable speaking with you and just contacted me directly instead. I think he also contacted Central TV Department 1 and the station was thinking that you might really have spoken too fast, and that it wouldn’t do justice to the advertisers. After all, they did spend money to purchase the advertising rights, so...” Ha Qiqi sounded a little hesitant.

Zhang Ye said: “Did the station approve this already?”

Ha Qiqi answered: “Not really, they did not say so directly.”

Zhang Ye determinedly responded: “Tell the executive at Dahua Hotel that I won’t be slowing my speed. The future style of hosting in The Voice also won’t change. If they feel uncomfortable about it, they can come and look for me directly and talk about it. If that still doesn’t work out, then we will refund them the advertising costs.”

“Refund?” Ha Qiqi said with a hint of surprise, not expecting Zhang Ye to be so persistent.

Zhang Ye confirmed that.

Ha Qiqi probed a little: “But if the station says...”

Zhang Ye interrupted: “It doesn’t matter who says what.”

“Sure then, I understand.” Ha Qiqi knew what had to be done from here.

Zhang Ye was very stubborn and headstrong in his position on this matter. In the field of artistic performances, he'd always had his own principles to follow. To put it in Beijing jargon, he was very stiff. No matter what anyone said, he would not listen or change his mind. In his previous world's version of The Voice, Hua Shao had been pressured by the program team leader and advertisers to slow down his reciting of the advertising messages several times to adhere to the requirements of the advertisers. That made The Voice have one less interesting point to look forward to.

However, Zhang Ye was not ready to cave in on such matters, nor was there a need to do so. Hua Shao was only a host on the program team of The Voice, and therefore did not have much authority in the decision making process. He also did not have much fame as a celebrity before becoming the host of The Voice. But it was different for Zhang Ye, as he had come on board to The Voice as a B-list celebrity. His fame and reputation were already known by everyone. The key factor was that he was also the executive director and executive program planner, while also informally the executive producer of the program. He was in charge of The Voice's overall planning and spending, so that would make him the highest up on the program team. Even the executive producer, Old Fu, had to step aside for him. Zhang Ye had no need to listen to anyone trying to give him instruction or making thoughtless comments!

.....

Past 8.

After he got off the phone, a heated discussion about Zhang Ye's eloquent reciting skills suddenly began online. The topic had slowly shifted from talking about the program and the contestants to focusing on Zhang Ye!

"That reciting speed, how godly!"

"Yeah, I was totally dumbfounded the first time I heard it!"

"I get shocked every time I listen to it, how could he be so fast!"

"Was it put together with the help of a computer?"

"You're thinking too much, why don't you make one for us to listen to?"

"Are those professional hosts all crazy like that? Is that something that all broadcasting hosts can do?"

"I don't know."

"Right, I've never ever heard someone speak that fast before!"

Suddenly, the host of Beijing Television's Do You Remember, Dong Shanshan posted an audio clip. It turned out to be her trying to imitate Zhang Ye's advertising messages. "I will not accept any gifts this year The only gift I will accept is Brain Gold I will not expect...There's no need to watch any TV shows this year The only TV show you need to watch is The Voice The authentic health product The attacking, the authentic The Voice Welcome to the broadcast of The Voice of China brought to you exclusively by our title sponsor The health Brain products...in health products...leader in health products...Brain Gold..." The audio clip ended there and accompanying this was a message at the end of the post: "I tried to recite a segment of it, but realized just how crazy that mouth of Zhang Ye's was. I couldn't do it, I totally couldn't copy it!"



Below were the comments from the netizens.

“Pfft!”

“Our goddess is so funny!”

“Teacher Shanshan, you’ve already done well!”

“Yeah, you said it very quickly too.”

Dong Shanshan replied with a smiley face: “Even if I said it fast, it’s not as fast as Zhang Ye. The accuracy of my pronunciation is not good either. I’ve already tried it more than a dozen times, but I just can’t get it right. My mind can keep up but not my mouth.”

At this time, Yao Jiancai also appeared.

Old Yao came out and immediately announced: “Let me try, let me!”

After around two minutes, Yao Jiancai posted a video of himself, the background showing that he was at some hotel, probably with a film crew at some place for filming. The video was recorded in a hotel room and Yao Jiancai could be heard clearing his throat before he quickly recited: “I will not accept accept any...gifts this year...The only gift I will accept is Brain Gold There’s no need to watch any TV shows this year The only TV show you need to watch is The Voice The authentic health product The authentic The Voice Welcome to the broadcast of The Voice of China brought to you exclusively by our title sponsor ladder...leader...” He managed to spew the lines of the advertising messages carelessly and did it a little faster than Dong Shanshan, but also recited many wrong words.

Many of Old Yao’s fans came to laugh at him.

“Haha.”

“Teacher Yao, you really think you could do it?”

“That was such an inferior version!”

“Teacher Yao, give it some more effort. You were a professional crosstalk actor in the past after all. Don’t all crosstalk actors learn speed recital?”

Yao Mi also teased her father by replying: “Dad, you’re the worst! Heehee.”

A depressed Yao Jiancai replied: “I’m just a supporting character and don’t depend on my wits and mouth, but that kid, Zhang Ye is a main character, so don’t compare us like that!”

Suddenly, even Chen Guang partook in the imitation game.

“Ah, Old Chen is here too!”

“Whoa, dude, you shouldn’t be disgracing yourself here, Old Chen!”

“Yeah, even a professional host and a crosstalk actor couldn’t do it, so why do you think you can!”

Chen Guang’s imitation was indeed a miserable one. His reciting speed was already slower than Zhang Ye’s by two to three times, yet he still stuttered and made a lot of mistakes with the words. On top of

that, he was even using a script to read from but could not recite it successfully even at his own speed. After he posted the audio clip, Chen Guang left a 囧 emoticon below it. When everyone heard Zhang Ye's recital of the advertising messages, they might have thought it would be difficult, but it was only after they tried for themselves that they realized this was not even about difficulty, this was already a speed that had exceeded mortals!

"Lemme try too!"

"I won't believe it, I'll give it a try too!"

"Haha, count me in!"

"Interesting, interesting!"

"I feel like I could do it!"

"It shouldn't be a problem for me either. Wait a bit for me, everyone!"

No one knew when or where it started, but everyone was already trying to copy Zhang Ye's advertising message online!

"I will not accept any gifts this year The only gift I will uh...accept is Brain Go-Gold..."

"As long as they get ack-acknow...ledged by at least three coaches they'll win a 10,000 yuan Music Dreams Scholarship Sponsored by Brain..."

"We also give our thanks to Bei-Beijing Dahua Hotel for sponsoring the accommodations for the coat...coat, co...aches of The Voice of China!"

No one could say it as fluently as Zhang Ye!

While there were those who could recite it fluently, they did it with a much slower speed, carefully reading out each and every word, and none these were done in a single breath. Then there were those who committed many mistakes when they increased their speed of reciting. Many of them thought they could do it, so they kept trying and trying until they nearly went crazy!

Rather than reaching Zhang Ye's speed, most of them could not even hit half of his reciting speed! The person who did the best was a third year student from Media College's broadcast major, a class junior to Zhang Ye. He managed to read the entire advertising message of about 200 words in 22.3 seconds, taking a single breath in between!

As for Zhang Ye?

Zhang Ye did it in 14.7 seconds with a single breath!

The difference was nearly eight seconds!

Eight seconds might seem to pass in the blink of an eye, but only an industry insider would know what this really meant. They were worlds apart. For there to be a difference of eight seconds for 200 words, it could already be said that this was forever going to be an insurmountable divide! For such speed, even a difference of half a second would be a very large gap, let alone eight seconds!

“Who else?”

“No one will stand a chance anymore! It’s impossible!”

“F\*\*k, it’s too difficult!”

“What kind of a mouth does that Zhang Ye have!”

“I don’t think anyone in the country...no, anyone in the world will be able to surpass that mouth of his, right?”

“Yeah, even if it’s those famous hosts overseas, they can’t possibly read with that kind of speed! This is a technique that truly belongs to Zhang Ye alone!”

Within the industry, many hosts did not feel convinced. Unlike Dong Shanshan who posted an audio clip to imitate the advertising messages, they couldn’t do the same. This was because Dong Shanshan and Zhang Ye were old classmates and had a good relationship. Even if she tried to rub some attention from off Zhang Ye to herself, it wasn’t a big deal. But for them, as professionals and people who were not close to Zhang Ye, they needed to refrain from getting too close. They couldn’t use him as an excuse to get some attention for themselves, so they could only secretly time themselves at home while attempting to recite the advertising messages. But just as expected, no one could achieve the level Zhang Ye had set. They couldn’t even reach half of the level he had set!

This was a result many did not expect. Perhaps they knew that their recital speeds could not possibly match up to Zhang Ye, but they couldn’t have expected that they were off by so much!

Having tested themselves, these hosts gradually gasped in amazement upon realizing the difference!

This was really a show that could not be replicated whatsoever!

Just based on the hosting style alone, whether at home or abroad, only Zhang Ye could do it!

[I'm Really a Superstar](#)

**Chapter 689: The show’s second episode!**

That night.

The Voice of China’s online video was officially uploaded. As Central TV Department 1 had already agreed on a contract with an online video hosting service, the project was initiated very quickly as they wanted to ride the momentum of the show’s popularity. The online video hosting service website’s team had finally gotten everything in working order overnight. At 7:30 PM, The Voice’s first episode had appeared on the website’s main page at a prominent location together with an ad banner. This was also covertly a publicity campaign for The Voice to have an online channel of distribution.

1 million!

5 million!

10 million!

Once the video was uploaded, the number of views kept increasing!

Many of the “northern drifters” who stayed in rented apartments did not own a television set. Having found out about The Voice from short online video clips, they wanted to catch the full episode, which was the reason why the views on the video were increasing so quickly. Many of these younger people were savvy at using the Internet. [1.]

At this time, the popularity of The Voice continued on strongly. With every second that passed by, The Voice was creating history in the recent years of variety programs. This program had been pushed to the very top and Zhang Ye was also riding on the crest of this wave!

However, there were also some side events occurring at the same time.

At 8 PM, Zhang Ye received a call from the program team’s Assistant Director Ha Qiqi.

Ha Qiqi: “Hello, Director Zhang.”

Zhang Ye: “Sister Qi, what’s the matter?”

Ha Qiqi said: “About that, an advertiser just contacted me, it’s the executive from Dahua Hotel. He was requesting that you slow your reciting during the advertising messages’ segment from the second episode of The Voice on. Just a slight pause where you can clearly pronounce their hotel’s name syllable by syllable. This doesn’t apply to any of the other advertisers; they just hope that the words ‘Bei-jing Dahua Ho-tel’ can be slowed down a little.”

Zhang Ye asked: “Why didn’t he contact me directly?”

“I don’t know why either, perhaps he wasn’t too comfortable speaking with you and just contacted me directly instead. I think he also contacted Central TV Department 1 and the station was thinking that you might really have spoken too fast, and that it wouldn’t do justice to the advertisers. After all, they did spend money to purchase the advertising rights, so...” Ha Qiqi sounded a little hesitant.

Zhang Ye said: “Did the station approve this already?”

Ha Qiqi answered: “Not really, they did not say so directly.”

Zhang Ye determinedly responded: “Tell the executive at Dahua Hotel that I won’t be slowing my speed. The future style of hosting in The Voice also won’t change. If they feel uncomfortable about it, they can come and look for me directly and talk about it. If that still doesn’t work out, then we will refund them the advertising costs.”

“Refund?” Ha Qiqi said with a hint of surprise, not expecting Zhang Ye to be so persistent.

Zhang Ye confirmed that.

Ha Qiqi probed a little: “But if the station says...”

Zhang Ye interrupted: “It doesn’t matter who says what.”

“Sure then, I understand.” Ha Qiqi knew what had to be done from here.

Zhang Ye was very stubborn and headstrong in his position on this matter. In the field of artistic performances, he'd always had his own principles to follow. To put it in Beijing jargon, he was very stiff. No matter what anyone said, he would not listen or change his mind. In his previous world's version of The Voice, Hua Shao had been pressured by the program team leader and advertisers to slow down his reciting of the advertising messages several times to adhere to the requirements of the advertisers. That made The Voice have one less interesting point to look forward to.

However, Zhang Ye was not ready to cave in on such matters, nor was there a need to do so. Hua Shao was only a host on the program team of The Voice, and therefore did not have much authority in the decision making process. He also did not have much fame as a celebrity before becoming the host of The Voice. But it was different for Zhang Ye, as he had come on board to The Voice as a B-list celebrity. His fame and reputation were already known by everyone. The key factor was that he was also the executive director and executive program planner, while also informally the executive producer of the program. He was in charge of The Voice's overall planning and spending, so that would make him the highest up on the program team. Even the executive producer, Old Fu, had to step aside for him. Zhang Ye had no need to listen to anyone trying to give him instruction or making thoughtless comments!

...

Past 8.

After he got off the phone, a heated discussion about Zhang Ye's eloquent reciting skills suddenly began online. The topic had slowly shifted from talking about the program and the contestants to focusing on Zhang Ye!

"That reciting speed, how godly!"

"Yeah, I was totally dumbfounded the first time I heard it!"

"I get shocked every time I listen to it, how could he be so fast!"

"Was it put together with the help of a computer?"

"You're thinking too much, why don't you make one for us to listen to?"

"Are those professional hosts all crazy like that? Is that something that all broadcasting hosts can do?"

"I don't know."

"Right, I've never ever heard someone speak that fast before!"

Suddenly, the host of Beijing Television's Do You Remember, Dong Shanshan posted an audio clip. It turned out to be her trying to imitate Zhang Ye's advertising messages. "I will not accept any gifts this year The only gift I will accept is Brain Gold I will not expect...There's no need to watch any TV shows this year The only TV show you need to watch is The Voice The authentic health product The attacking, the authentic The Voice Welcome to the broadcast of The Voice of China brought to you exclusively by our title sponsor The health Brain products...in health products...leader in health products...Brain Gold..." The audio clip ended there and accompanying this was a message at the end of the post: "I tried to recite a segment of it, but realized just how crazy that mouth of Zhang Ye's was. I couldn't do it, I totally couldn't copy it!"

Below were the comments from the netizens.

“Pfft!”

“Our goddess is so funny!”

“Teacher Shanshan, you’ve already done well!”

“Yeah, you said it very quickly too.”

Dong Shanshan replied with a smiley face: “Even if I said it fast, it’s not as fast as Zhang Ye. The accuracy of my pronunciation is not good either. I’ve already tried it more than a dozen times, but I just can’t get it right. My mind can keep up but not my mouth.”

At this time, Yao Jiancai also appeared.

Old Yao came out and immediately announced: “Let me try, let me!”

After around two minutes, Yao Jiancai posted a video of himself, the background showing that he was at some hotel, probably with a film crew at some place for filming. The video was recorded in a hotel room and Yao Jiancai could be heard clearing his throat before he quickly recited: “I will not accept accept any...gifts this year...The only gift I will accept is Brain Gold There’s no need to watch any TV shows this year The only TV show you need to watch is The Voice The authentic health product The authentic The Voice Welcome to the broadcast of The Voice of China brought to you exclusively by our title sponsor ladder...leader...” He managed to spew the lines of the advertising messages carelessly and did it a little faster than Dong Shanshan, but also recited many wrong words.

Many of Old Yao’s fans came to laugh at him.

“Haha.”

“Teacher Yao, you really think you could do it?”

“That was such an inferior version!”

“Teacher Yao, give it some more effort. You were a professional crosstalk actor in the past after all. Don’t all crosstalk actors learn speed recital?”

Yao Mi also teased her father by replying: “Dad, you’re the worst! Heehee.”

A depressed Yao Jiancai replied: “I’m just a supporting character and don’t depend on my wits and mouth, but that kid, Zhang Ye is a main character, so don’t compare us like that!”

Suddenly, even Chen Guang partook in the imitation game.

“Ah, Old Chen is here too!”

“Whoa, dude, you shouldn’t be disgracing yourself here, Old Chen!”

“Yeah, even a professional host and a crosstalk actor couldn’t do it, so why do you think you can!”

Chen Guang’s imitation was indeed a miserable one. His reciting speed was already slower than Zhang Ye’s by two to three times, yet he still stuttered and made a lot of mistakes with the words. On top of

that, he was even using a script to read from but could not recite it successfully even at his own speed. After he posted the audio clip, Chen Guang left a 囧 emoticon below it. When everyone heard Zhang Ye's recital of the advertising messages, they might have thought it would be difficult, but it was only after they tried for themselves that they realized this was not even about difficulty, this was already a speed that had exceeded mortals!

"Lemme try too!"

"I won't believe it, I'll give it a try too!"

"Haha, count me in!"

"Interesting, interesting!"

"I feel like I could do it!"

"It shouldn't be a problem for me either. Wait a bit for me, everyone!"

No one knew when or where it started, but everyone was already trying to copy Zhang Ye's advertising message online!

"I will not accept any gifts this year The only gift I will uh...accept is Brain Go-Gold..."

"As long as they get ack-acknow...ledged by at least three coaches they'll win a 10,000 yuan Music Dreams Scholarship Sponsored by Brain..."

"We also give our thanks to Bei-Beijing Dahua Hotel for sponsoring the accommodations for the coat...coat, co...aches of The Voice of China!"

No one could say it as fluently as Zhang Ye!

While there were those who could recite it fluently, they did it with a much slower speed, carefully reading out each and every word, and none these were done in a single breath. Then there were those who committed many mistakes when they increased their speed of reciting. Many of them thought they could do it, so they kept trying and trying until they nearly went crazy!

Rather than reaching Zhang Ye's speed, most of them could not even hit half of his reciting speed! The person who did the best was a third year student from Media College's broadcast major, a class junior to Zhang Ye. He managed to read the entire advertising message of about 200 words in 22.3 seconds, taking a single breath in between!

As for Zhang Ye?

Zhang Ye did it in 14.7 seconds with a single breath!

The difference was nearly eight seconds!

Eight seconds might seem to pass in the blink of an eye, but only an industry insider would know what this really meant. They were worlds apart. For there to be a difference of eight seconds for 200 words, it could already be said that this was forever going to be an insurmountable divide! For such speed, even a difference of half a second would be a very large gap, let alone eight seconds!

“Who else?”

“No one will stand a chance anymore! It’s impossible!”

“F\*\*k, it’s too difficult!”

“What kind of a mouth does that Zhang Ye have!”

“I don’t think anyone in the country...no, anyone in the world will be able to surpass that mouth of his, right?”

“Yeah, even if it’s those famous hosts overseas, they can’t possibly read with that kind of speed! This is a technique that truly belongs to Zhang Ye alone!”

Within the industry, many hosts did not feel convinced. Unlike Dong Shanshan who posted an audio clip to imitate the advertising messages, they couldn’t do the same. This was because Dong Shanshan and Zhang Ye were old classmates and had a good relationship. Even if she tried to rub some attention from off Zhang Ye to herself, it wasn’t a big deal. But for them, as professionals and people who were not close to Zhang Ye, they needed to refrain from getting too close. They couldn’t use him as an excuse to get some attention for themselves, so they could only secretly time themselves at home while attempting to recite the advertising messages. But just as expected, no one could achieve the level Zhang Ye had set. They couldn’t even reach half of the level he had set!

This was a result many did not expect. Perhaps they knew that their recital speeds could not possibly match up to Zhang Ye, but they couldn’t have expected that they were off by so much!

Having tested themselves, these hosts gradually gasped in amazement upon realizing the difference!

This was really a show that could not be replicated whatsoever!

Just based on the hosting style alone, whether at home or abroad, only Zhang Ye could do it!

### [I'm Really a Superstar](#)

#### **Chapter 690: Controversy over the second episode’s viewership!**

Two days later.

The next morning.

The recording studio was ready for the start of the second episode’s recording of The Voice.

Zhang Ye took some time and gathered all the staff backstage for a short and simple meeting. “Today, we will record two episodes in a row, but if the conditions are good, we might add another episode in for recording to get the fourth episode out as well. The station’s request of our program team has already been made clear to us. They don’t request that our program get another record-breaking viewership rating but just hope for stability. As long as it is not lower than the first episode’s viewership ratings, it is good enough. That is also my basic requirement I’m asking of all of you, so I hope that everyone can raise their spirits. Put your full concentration on working on the show today.”

“Yes!”

“No problem!”



“Don’t worry!”

“For sure!”

Everyone agreed in unison.

Zhang Ye gave the order. “Alright, let’s go!”

Amidst all the hubbub, everyone got into their positions and went on standby.

Today’s workload was very heavy. Zhang Ye had already done the necessary preparations. Not only did he communicate in private with the four coaches for a long time beforehand, he also talked to the contestants who were going to appear today. He had to constantly shape the fundamentals and presentation of the show to get it ever closer to the one he had envisioned in his mind. As the executive director, all these factors needed to be considered and he also had to be in full control of the entire program. Nothing could deviate from the plans.

To be honest, Zhang Ye had rather heavy stress on him too. After getting off to a winning start and creating a viewership ratings legend, their starting point was pushed even higher now. The road from here was indeed going to be much more difficult, and as a result, Zhang Ye needed to spend more energy and effort to ensure that the show would not go downhill from here. As for whether they would still be able to set another record high viewership rating, this was not something Zhang Ye could predict anymore. He would leave this to fate. As long as he did his best to make sure the show was good, then everything else should be decided by the market and the audience.

.....

Online.

After the broadcast of The Voice’s premiere episode a few days ago, the talk surrounding The Voice had been discussed less and less. This was a normal trend since no TV show had ever been discussed forever. There was always a peak and a cooling period. Besides, with so many entertainment activities and works in the entire country, such as that newly screened movie that had earned 500 million RMB in the box office, a certain celebrity’s divorce, all of that news was not missing from the entertainment circle. It wasn’t possible that everyone would pay attention to you on a daily basis. In the face of so much entertainment news, the audience would surely be more attracted to something else each time.

As a result, on Monday and Tuesday, any news of The Voice went by quietly and peacefully as many people were discussing a certain celebrity divorcing for the second time.

When Wednesday came, the talk surrounding The Voice once again gathered momentum as everyone gradually picked up the discussions of the program once more!

Why?

Because the second episode of The Voice was going to be broadcast soon!

On Weibo.

“I’m so looking forward to it!”

“It’s almost time for the second episode of The Voice!”

“It’s has been so long! I’ve been waiting for almost a whole week already, thinking about it every day. It’s finally going to be shown again!”

“Me too. In the past, I didn’t usually watch variety shows. Even if I did, I watched those subbed ones from Korea or America online. After all, their standards and quality are truly better, but The Voice has pulled me back to sitting in front of my TV and instilled confidence back in me regarding our domestically produced variety shows. In the future, I would dare to thump my chest with pride and say that we also have good domestic variety shows!”

“I can’t wait either! Come quickly, episode 2!”

“Do you guys think it will create another viewership ratings record?”

“How suspenseful!”

“Yeah, after all, the first episode was totally logic defying, so it’s not going to be easy for the second episode to do it.”

“For some programs that began without getting much attention due to the promotions not reaching the market, they would be able to slowly increase their viewership ratings and do better with each episode as long as they maintain the program’s quality. Do You Remember is an example of such a program, but The Voice has already penetrated too deeply into the market and has 2.01% of the viewership ratings with its premiere episode. Usually, for these kinds of shows, the later episodes don’t usually perform too well. It’s likely to fall below 2%.”

“But no matter how far it falls, The Voice still won’t get too low a viewership rating!”

“That’s for sure. Zhang Ye is already a veteran of program planning in the television industry. With him around, even if the show is dropping, it won’t be that bad.”

“I don’t feel that The Voice’s viewership ratings will necessarily drop.”

“The key now is whether there will still be any exciting contestants for the blind auditions segment. If they can still get contestants like Luo Yu and Qian Pingfan, then the viewership ratings definitely won’t drop!”

“There aren’t many contestants like them out there.”

“Not many? More like they’re totally rare, don’t you think?”

“It all boils down to the quality of the second episode’s contestants now!”

“Yes. For a lot of the talent shows out there, their premiere episodes usually do well in the viewership ratings but will always drop in the later episodes. This sort of show is too commonly seen, so I’m just afraid that The Voice will also follow in their footsteps. I actually do like this show a lot and is the only variety show I’m following right now, so it better stay strong. If the quality of the show drops too much, then I will have no variety shows to watch anymore!”

The netizens were all discussing fervently, talking about all kinds of things.

Similarly, peers from the industry had also turned their focus on this subject.

Central TV Department 1 was the most anxious and pressured party. They had invited Zhang Ye to join them because they wanted to regain their leading status within the variety show industry. Now that Zhang Ye, along with *The Voice's* first episode, had blinded the entire country with a glowing reception, it had made many of the leaders at Central TV Department 1 very excited, while simultaneously worried that they would lose what they had gained. They knew that what they had so far was still not enough to cement their return to the top of the variety world as no variety show would be judged on just one of its episodes. What they needed was the average viewership rating to be good, so even if the first episode's ratings had defied all logic, if the later episodes did not do well, it still wouldn't mean that Central TV had made a comeback. It all still hinged on the performance of the show's entire season, so with huge expectations of *The Voice*, they naturally had more worries as well. Everything depended on if Zhang Ye could keep the viewership ratings stable!

As for the other television stations, they had the same thoughts.

Some of industry insiders were taking a more objective view on *The Voice*.

"Taking the lead was easy, but holding on to it will prove difficult."

"Yes, it's going to be a real test of Zhang Ye's ability now."

"The first big problem has arrived for *The Voice*. Let's see if Zhang Ye is able to get past this. I don't have much hope in this case."

"Let's see how it goes in the second episode."

Along with many peers from the television industry, their views were more pessimistic, or rather some of these people were simply waiting for Zhang Ye and *The Voice* to become the joke. A few of them posted their views on Weibo.

"The first episode's viewership ratings were too much of a fluke!"

"I think so too. It might have happened for the first episode, but that doesn't mean the second and third episodes will be the same. *The Voice's* first episode has seriously over-penetrated into the market, so what comes after will only weaken for sure."

"I advise everyone not to have too high an expectation that the second episode of *The Voice* will be like what you all might think it might be!"

"My prediction for the second episode's viewership ratings is only 1.3% or so. This figure is much closer to the norm of a popular program in the variety industry, the 2-point rating it received for the first episode was way too out of the norm!"

"When Zhang Ye claimed he wanted 'to see other summits dwarfed, and savor the scene,' that was only applicable to the first episode. It's impossible that every episode will have similar viewership ratings, so don't enshrine Zhang Ye as legendary. Legends don't last a lifetime!"

Those who had made these claims were mainly the same industry insiders who had previously boycotted Zhang Ye. After the viewership ratings of the first episode were released, they were all left speechless and dumbfounded. At that point in time, none of them stepped forward to say a word, but

now that the attention on the first episode of The Voice had passed and with the second episode coming up soon, they timed the opportunity to make their stand known. All of this was for nothing more than to try to regain their face. After all, they didn't want to lose too badly. Moreover, they were honestly convinced that Zhang Ye and The Voice would not be able to stay that strong forever!