

## Superstar 801

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

#### Chapter 801: Meeting an acquaintance at the scenic area

In the afternoon.

Wuyi Mountains scenic area.

After purchasing the admission tickets, they boarded a tour bus and traveled along a narrow but picturesque mountain trail. They were finally traveling as tourists now as they began their sightseeing tour.

The scenery was extremely beautiful.

There were also tourists around them who chose to walk on foot for the tour.

"Eh!"

"Look at that person in the vehicle!"

"Damn, isn't that Zhang Ye!?"

"Is that Zhang Ye?"

"It's him! It can't be wrong!"

"Wow, Teacher Zhang! I saw Teacher Zhang!"

"He's a huge star!"

"Teacher Zhang, when are you coming back to do variety shows again?"

With his mind still on the Da Hong Pao matter, Zhang Ye had forgotten to put on his sunglasses and was recognized by quite a number of tourists as a result. The crowd started waving at the tour bus that was carrying them.

Zhang Ye also smiled and waved back to them.

Little Wang flattered, "Director Zhang has so many fans!"

Huang Dandan agreed, "That's true, that's true."

"Oh come on." Zhang Ye said, "It's just an undeserved reputation."

After touring around for about an hour, the tour bus suddenly came to a fork in the road. On the right, the path went uphill and connected to the other famous attractions of the Wuyi Mountains. The path on the left was much narrower and was just a road leading on with no road signs or location designations in place. Looking far ahead on the left path, there wasn't even a tourist in sight.

The tour bus was just getting ready to take a right turn.

Zhang Ye immediately called out, "Driver, please stop."

The tour bus came to a stop and the driver turned around. "Teacher Zhang? What's the problem?"

The driver was aware of who Zhang Ye was and had specially allowed their film crew to come aboard the tour bus without letting anyone else on. It was as though Zhang Ye had chartered the entire bus.

Zhang Ye pointed left. "Let's go that way."

The driver looked in the direction he was pointing and asked, "There? There are no scenic attractions over there."

Zhang Ye smiled and replied, "It's fine. I just want to have a look around there."

The driver advised, "There's really nothing to see over there. It's pretty deserted and there's only a nameless monastery there. The scenic area's workers don't even go there most of the time, much less the tourists. The scenic attractions cover a vast area and you won't even be able to finish seeing everything in four or five days if you want to visit every attraction. So why would you want to head in that direction?"

Zhang Ye insisted, "Just go there please, thank you very much."

"Alrighty then." The driver could not dissuade him and just turned his steering wheel to the left and headed off in that path's direction. "If I go further ahead, there won't be a road that I can travel on anymore."

Zhang Ye nodded. "OK, then we'll have a walk around there later."

If he didn't remember wrong, Zhang Ye knew the Da Hong Pao attraction spot was at the end of the path. The only difference between here and his previous world was that this place did not even have a proper road leading in, much less a designated Da Hong Pao attraction. As expected, the history of Da Hong Pao in this world had an unknown deviation somewhere in time, so hopefully, those few tea trees would still be there.

They reached the end of the road.

Zhang Ye and the others got out of the bus and continued on foot.

Ha Qiqi asked, "Director Zhang, what are we doing?"

Zhang Ye laughed as he said, "We're just taking a stroll around. There isn't much to see at those scenic areas actually."

Since they were already used to following Zhang Ye wherever he wanted to go, they just went along this time as well.

After walking for about half an hour, the path ahead of them suddenly opened up. A small hill appeared in front of them, and to everyone's surprise, they discovered that Director Zhang was suddenly walking much faster than them. He did not even tell them that he was going ahead first and just hurriedly walked on, as though he was searching for something.

Everyone looked at one another and started trotting up behind him as well.

"Director Zhang."

"Please be careful of where you're going."

"Aiya, wait up for us."

"What on earth are you doing?"

Zhang Ye could no longer be bothered to answer them. They only saw that fellow standing at the foot of the hill, gazing excitedly at a small raised platform built on the hillside. There were several short trees whose trunks looked really obscure and thin as they grew out of the platform! [1.]

He found it!

It was really still around!

Da Hong Pao still exists!

Little Wang looked over as well. "What is that?"

Tong Fu was befuddled. "A bush? What's there to see here?"

"What's with Director Zhang?" Wu Yi asked, "What's he so excited about?"

Huang Dandan replied, "I don't know, aren't those just some small bushes?"

Zhang Ye thought to himself, how are these just some small bushes? These trees are made of gold; they're money trees—they're by far the most valuable trees in the world. You can just pick some leaves off of it and they would sell for an astronomical price!

Without another word, Zhang Ye climbed straight up. He looked fixedly at those insignificant looking small trees from a very close distance. It was already past the season for picking tea leaves, so there weren't any suitable leaves that he could pick at the moment. So these were the legendary Da Hong Pao parent trees. In Zhang Ye's previous world, the surrounding area here was cordoned off and protected by the government. There were also regulations to prevent the picking of tea leaves here as the trees needed to be protected and cared for, so there was no way a tourist could get so close to the Da Hong Pao trees. But now, Zhang Ye was standing here at the foot of the hill where the parent trees were growing. He could easily climb up there if he wanted to. Moreover, he also noticed that there was no trace of the stone inscription of the three Chinese characters for "Da Hong Pao" on the hillside. It was as though it had never appeared before!

That might just be the point in history where the deviation occurred! Da Hong Pao, which should have been famous since antiquity, had not been discovered by anyone in this world. No one had written the inscription, no one had given it a name, and as a result, these trees were left unknown all this while. It had seemingly been forgotten by the people of this world with nobody paying any attention to them.

Eh? The parent trees looked like they have had their leaves plucked and were even pruned before?

Someone had been picking tea leaves from this tree?

Who was it? Who picked the tea leaves?

Zhang Ye was shocked. He looked around the area and his gaze fell upon the monastery not too far away. The monastery was not big and sat at the foot of the hill. There was no name board hanging at

the entrance of it, so it was really as the driver had told them earlier. It was indeed a nameless monastery. In Zhang Ye's memory of this place, there didn't seem to be a monastery that existed here.

Zhang Ye immediately led his group toward the monastery. He wanted to find out more about those tea trees and see if he could lease them, or even better, buy them outright. But he didn't know who he could approach about this.

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Inside the nameless monastery.

In the backyard, two monks were having a talk.

The younger abbot said with a smile, "Senior Brother, how long do you intend to meditate during this trip from Beijing?"

The elder abbot smiled. "I'll leave it to fate."

The younger abbot shook his head. "You've really changed. You've really changed a lot."

"Yes." The elder abbot's expression was a calm one. "This old monk's Qingshan Monastery might not have as good scenery as you have here, but with so many people coming and going, it's a rather lively place to be at. I've met many people in my years over there and have gone through a lot as well. There are very interesting stories, just like the gatha that I sent you last year. Did you receive it?"

The younger abbot exclaimed, "I received it. Every word was a gem."

The elder abbot said, "Through its enlightenment, this old monk has had a truly beneficial year. I feel like I have gained a deeper insight into the teachings of Buddha. Therefore, I decided to make my travels to your peaceful abode to have some time to myself, but I'm worried that I will be intruding on your peace instead."

The younger abbot said, "Senior Brother, please don't say that. You can stay however long you wish. I don't get to see many people in an entire year here. There are no tourists who would come down here from the scenic areas..."

As he was saying that, a young monk came in. "Abbot, we have guests."

The younger abbot was surprised. "What guests?"

The young monk touched his head and said, "I think they're tourists, but they said that they want to meet the leader of our monastery."

"Leader?" The younger abbot didn't know whether to laugh or cry. Then he turned to the elder abbot and said, "Senior Brother, I'll go take a look then."

"I've been sitting here for too long, so why don't we go together? I need to stretch my muscles a little as well," the elder abbot replied as he stood up.

The two of them went out to greet the guests.

Outside, Zhang Ye had made his way into the monastery's front yard with his group.

As the two groups came face to face, at that moment, a person from each group was stunned!

Zhang Ye said, "Abbot?"

The elder abbot also said, "Almsgiver Zhang?"

"Aiyo, what are you doing here?" Zhang Ye was amused at the coincidence.

The elder abbot responded, "This old monk was just on his travels. I came to my Junior Brother's monastery to visit him."

Zhang Ye slapped his thigh and remarked, "This must be fate, or rather, the two of us were truly destined to meet again!"

The elder abbot also laughed, "Yes, I had just brought up Almsgiver Zhang to my Junior Brother a moment ago. I couldn't have expected to meet you so soon after just mentioning you. If this isn't fate, then what is?"

The younger abbot was slightly taken aback. "Senior Brother, is he the one you were talking about?"

The elder abbot nodded.

The younger abbot immediately went up to Zhang Ye with his hands pressed together. "Amitābha. I've heard much about you."

Zhang Ye quickly returned the courtesy. "I'm ashamed, I'm ashamed."

Ha Qiqi, Tong Fu, and the others were stunned by what they were seeing. Damn, could Director Zhang's reputation be any greater? Even in a such a faraway place deep in the mountains, he could still meet an acquaintance? Even monks knew who he was? And they even looked like they knew each other pretty well?

Zhang Ye introduced to them, "This is the abbot of Qingshan Monastery in Beijing, in the past we...uh, never mind, let's not talk about that."

The elder abbot smiled and finished his thought. "Without that fight, we wouldn't have gotten to know each other."

Ha Qiqi inquired, "Fight?"

Zhang Ye coughed under his breath and explained, "When I was filming a movie last year, their monastery did not allow our film crew into the mountains, so I beat up the monks from their monastery. About that, well, that's already ancient history not to be mentioned."

Ha Qiqi, Little Wang, and everyone else did not know what to say anymore!

Beat up monks? Oh my god, I'm fainting! So Director Zhang has already been that fierce since a long time ago!

A female colleague of the film crew asked with great curiosity, "Director Zhang, quickly tell us more about it!" The team had always enjoyed listening to stories depicting Zhang Ye's wicked deeds.

Zhang Ye said in a speechless manner, "Why do you guys want to bring up those things?"

The elder abbot laughed heartily. "It's nothing that we can't talk about. Come on in, almsgivers. Out here is not a place to talk. Let's go in and drink some tea as we chat. I'll tell everyone what happened."

Inside, everyone took their seats.

The abbot started relating to them the incident that occurred at Qingshan Monastery.

When he came to the part where Zhang Ye started fighting with the monks, Ha Qiqi and the others were listening to it excitedly. Then, when they heard about the part where Zhang Ye and the abbot had a debate about Zen, everyone was even more interested. Even the elder abbot's junior brother and the monks of the nameless monastery were fully engrossed listening to the story.

The abbot laughed. "At the end, Almsgiver Zhang saw the gatha that I had engraved into a stone tablet: The body is a Bodhi tree, / The mind is a mirror bright. / Never stop dusting and wiping, / Lest dust alight."

Ha Qiqi praised, "What a good gatha!"

Wu Yi commented, "You have a really good state of mind, Master!"

Everyone began praising how good it was.

The young monks of the nameless monastery also nodded in agreement, looking in admiration at the elderly abbot.

Little Wang quickly asked, "Then how did Director Zhang reply? Who won in the end?"

Tong Fu repeated, "Yeah, who won?"

The story was really too interesting!

The abbot replied, "Obviously, it was Almsgiver Zhang who won."

"Ah?" A young monk was surprised by this.

Another young monk also questioned in disbelief, "But how?"

The elderly abbot smiled and answered, "Because Almsgiver Zhang responded to my gatha with another gatha: By origin there is no Bodhi tree, / Nor is there a mirror bright. / Originally there is not a single thing, / Where does dust alight?"

When everyone heard that, they were all stunned!

The looks in the eyes of the young monks staring at Zhang Ye now changed!

Only Zhang Ye felt a little embarrassed at this moment. "Ahem, I'm ashamed, I'm ashamed."

TL Note:

[1. Da Hong Pao tea trees -

[https://www.teavivre.com/media/wysiwyg/dahongpao\\_mushu.jpg](https://www.teavivre.com/media/wysiwyg/dahongpao_mushu.jpg)]

Sorry for the late release people, I was a little drunk earlier :(

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

### **Chapter 802: Buying the Da Hong Pao parent trees!**

"This gatha sounds way too cool!"

"Our Director Zhang is really too amazing!"

"Listening to it makes me feel so moved. I didn't know that something like that happened back then!"

"I remember someone posted a video back then regarding this incident that had taken at Qingshan Monastery. A pity that I didn't watch it at that time, so I'll definitely search and watch it for myself when I get back. How valiant!"

"Director Zhang is undoubtedly a grandmaster of the literary world!"

Everyone was full of praise.

Zhang Ye laughed. "Don't praise me like that. That's enough."

At this moment, the tea was served.

The younger abbot personally brewed a pot of tea for everyone. Even before the tea was poured out, its fragrance was already exuding. The moment the tea was poured out into the cups, the piping hot, deep-colored tea wafted a hot vapor which carried an aroma that attacked everyone's sense of smell.

Ha Qiqi wondered, "What tea is this?"

"Great tea!" Wu Yi acted as though he knew but was in fact not knowledgeable about teas.

Immediately, the light in Zhang Ye's eyes changed. He did not care about anyone and picked up the teacup to have a sip, then a second sip, and finally, a third sip. Following that, he took a deep breath and said, "This tea is..."

The younger abbot smiled and pointed outside. "Every year, during the tea harvesting season, I will get someone to go and pick the tea leaves from some of those unknown tea trees on the hill. After we process them, we drink it for our own consumption, so the taste might not be comparable to other famous teas. But it could still be considered to have quite a unique flavor. Its taste still remains even after six or seven infusions."

Tong Fu nodded. "This tea tastes quite good."

Huang Dandan acknowledged, "It's quite nice drinking it."

Quite good?

This is Da Hong Pao that we're talking about!

The tea that is brewed from the leaves of the Da Hong Pao parent trees!

Zhang Ye was extremely excited. "Is there any more of this tea?"

The younger abbot was stunned for a moment. "There's still plenty of it. We have a total of several catties gathered up over the past years. Since there aren't many visitors to our place, it's not very often

that we drink the tea, so most of the tea leaves have been accumulating up till today. I'm not someone who usually likes to drink tea either. Does Almsgiver Zhang enjoy this tea? They're just some small tea trees growing out in the wild. If you think it tastes good, I'll get someone to bring the tea leaves out for you to bring back. They're not worth much anyway." [1.]

Several catties?

They have accumulated that many tea leaves over the years?

Zhang Ye was beaming with joy. "Would that be appropriate?"

The younger abbot said, "You're an old friend of my Senior Brother and also a rare guest of our monastery, so what's inappropriate about that?" Saying so, he turned around to instruct a young monk to bring out the tea leaves. It was obvious that he did not treat those tea trees as something valuable.

The elder abbot looked at Zhang Ye and asked, "Almsgiver Zhang, what's the reason you came here? Are you on a tour? If so, then how did you end up coming to this isolated location while touring? This old monk intentionally came to look for my Junior Brother, but I still had to search for a very long time before I could find this place."

Zhang Ye also did not hide his intentions. "Abbot, since we already know each other, then it'll be easier to speak. To be honest with you, I came because of those tea trees. We came to the Wuyi Mountains to shoot a documentary and have already wrapped things, but when I saw those tea trees, I had a new idea. I intend to shoot a few more scenes here to add to the story, so I wanted to find out whether we had permission to film. Should I inform the people in charge of the scenic area first? Also, which of you usually pick the tea leaves? Can you get the young monks to cooperate with us for a short shoot?"

Shooting more scenes?

Ha Qiqi and the others were taken aback at this, but did not ask any further.

When the younger abbot heard that, he said, "Shooting a documentary? Then it's definitely not an issue since we often have television stations who come to the scenic area for filming. Get our monks to help you with the shoot? That's also not a problem, but the season for tea leaf picking has already passed, so how will you shoot that?"

Zhang Ye said, "I have a way for that, but we don't have to emphasize the tea picking activity itself."

The younger abbot agreed without hesitating, "All right, these are just small issues."

After communicating his intentions, Zhang Ye immediately got Ha Qiqi and the others to get prepared. "Sister Ha, contact the supervisor of the scenic area. Old Wu, bring someone along with you to go back to the hotel and get the video cameras and other necessary equipment. Little Wang, change our flight date to two days later. There's now a change in our schedule, so we'll go back another day later."

"OK!"

"Understood, Director Zhang!"

Everyone went off to do their jobs.



After Zhang Ye delegated the duties to his subordinates, a young monk brought out a large bag of tea leaves and handed it to Zhang Ye. Carrying the several catties of Da Hong Pao, he didn't know just how many years' worth of tea leaves were accumulated. The tea leaves were not placed together, but packed separately in a dozen or so smaller packets. Neither the color of the tea leaves nor the year of harvest were the same and most of the tea leaves appeared very aged. Zhang Ye had not calmed down since a very long while ago.

He asked, "Abbot, who is in charge of or responsible for those tea trees?"

The younger abbot said, "This entire place falls under the scenic area."

"Are there any tea plantations in the mountains?"

"There's one south, but it's quite far from here."

"Are those tea trees there leased by someone or what?"

"They are leased to the local tea merchants. Some of the tea trees are rented by them or they lease a mu of land and hire workers to plant tea trees on them. There is also a tea tree region in the scenic area itself, so we have all sorts of things going on around here." [2.]

"What if I want to take out a lease of those tea trees?"

"You want to take out a lease of those tea trees?"

"Yes, can you help me to contact the supervisor? It would be best if you can contact someone from the government office who can make decisions. If possible, I would like to buy those tea trees on this side of the hill. The price doesn't matter, but it'll definitely be higher than the prices offered by those tea merchants."

"Well, I'll try to arrange something for you."

There was a telephone in the monastery as well. These days, monks were also keeping up with the times.

...

Later that afternoon.

Zhang Ye and the two abbots came to the administrative office for the scenic area.

The local government representative and the supervisor of the scenic area were also here. When they saw Zhang Ye, they recognized him immediately. "Aren't you Teacher Zhang Ye? You're the one who's interested taking out a lease for the tea trees?"

Zhang Ye shook hands with them one by one and replied, "Yes."

The staff of the scenic area also knew about those several tea trees. To them, they were just some wild tea trees that wouldn't have much of a yield in a year. They grew on the hillside and it would take too much effort to harvest their tea leaves. Since the yield was so low, there was no reason to bother about it at all. It had always been the people from the nameless monastery who picked the tea leaves for their own consumption.

After a moment of exchanging pleasantries, they got straight to the point.

The government representative said, "Because this is a scenic area, the circumstances are also a little special. Generally, the tea trees on the plantations are either planted by the staff of the scenic area itself or with the help and cooperation of the local tea merchants. They are not open to the public in most cases, but since you, Teacher Zhang, have requested it, I think we can make an exception this time. If you wish to take out a lease on a tea plantation, we have a batch of Tieluohan that was just transplanted over to a plot of land on the south side which can be harvested next year. They are probably more suitable for you than those tea trees that you mentioned—"

Zhang Ye interrupted, "I don't want Tieluohan."

That government representative said, "Then you just want those few, small little tea trees on the hill?"

"Yes, can you name me a price?" Zhang Ye answered.

That government representative and the supervisor of the scenic area exchanged glances. "Because those tea trees are rather aged trees from the older generations, it will be more expensive if you want to take out a lease. It will cost 100,000 RMB per year. That's already the cheapest we can offer."

100,000 RMB?'

That's enough to rent a few mu of tea plantations!

But Zhang Ye did not say anything. "What if I don't want to rent, but buy them?"

That government representative replied, "Actually, it's not worthwhile to buy them. We collect management fees here annually. Also, the purchasing costs are usually very high."

"Let me know what your asking price is first." Zhang Ye blinked.

The two officials discussed for a while and did some calculations before making an offer. "3.5 million RMB."

The younger abbot frowned. "Almsgiver Zhang."

Just those several tea trees would cost over 3 million to buy? Isn't that quite the rip-off?!

Zhang Ye counteroffered, "3 million. That is my final offer."

After some further negotiations, they finally struck a deal for 3 million RMB. As Zhang Ye was very anxious, he got them to write up a contract right away and signed it on the very same day!

Zhang Ye did not have much money as he had not saved up much for the past two years. However, he could still afford to fork out 3 or 4 million RMB.

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Back at the monastery.

The younger abbot said while shaking his head, "It's too expensive."

However, Zhang Ye stated, "No matter how much they cost, they're still worth it since I like this tea. Oh, Abbot, in the future when I'm not around, I'll have to trouble you with the matters of harvesting, maintenance, and pruning of the tea leaves every year."

The younger abbot nodded. "Absolutely."

Zhang Ye declared, "But I can't let you and everyone work for nothing. I will donate 500,000 RMB to the monastery, be it for charity or incense costs. Can you give me the bank account information, or perhaps I can bring cash over tomorrow?"

A few of the young monks were stunned when they heard that.

The younger abbot waved his hands. "It's just a simple matter, so there's no need to."

Zhang Ye would not allow that. "That won't do. How could you refuse to accept the incense money that I'm donating? Besides, you've also given me several catties of tea leaves, so let me handle the costs when your monastery undergoes renovations later!"

The younger abbot demurred, "No, that isn't right."

When the elder abbot saw this, he also said, "Hur hur, Junior Brother, just accept it. Since Almsgiver Zhang is dedicated to Buddhism, this is his sincerity and heartfelt token. Your monastery really needs some repairing as well, and that's not about whether it is extravagant or not. If one day this dilapidated building collapses, many lives will be lost. You still have to be responsible for your disciples, understand?"

With the elder abbot saying that, the younger abbot could only reluctantly accept.

It was all settled!

The cameras would roll another time for A Bite of China!

Zhang Ye had almost spent all of his savings in exchange for some insignificant tea trees. To others, Zhang Ye might seem very stupid and look like he had gone crazy. But only Zhang Ye knew he was going to earn big time with this deal!

The famous Da Hong Pao parent trees from his previous world had now turned out to be his private property?

This was just like a dream!

TL Note:

[1. 1 catty = 500 g]

[2. 1 mu = 614.4 m<sup>2</sup> / 734.82 sq. yd]

[I'm Really a Superstar](#)

**Chapter 803: It's getting boisterous at Central TV!**

Two days later.

Beijing.

Caishikou. At Zhang Ye's parents' house.

He unlocked the door and opened it. Zhang Ye returned home, pulling his luggage and carrying several bags into the house. The moment he stepped in, he immediately smelled the aroma of pork ribs. His mother was busy cooking in the kitchen and his father was also helping her make lunch for Zhang Ye.

"Dad, Mom!" Zhang Ye greeted them.

His mother smiled. "Son, you're back?"

His father came up to him. "Are you tired? Did you suffer a lot?"

"I'm not tired, but I kept thinking of home-cooked food," Zhang Ye said with a laugh. "For the past two months I've been filming, I've tried many different cuisines from a lot of places, but I just couldn't get used to them and still prefer the taste of home."

His mother was very happy to hear that. "Alright, alright, all you know is flattery."

Zhang Ye said, "But it's true."

At this moment, Chenchen emerged from the bedroom. "Zhang Ye, did you buy me any presents?"

Zhang Ye rolled his eyes at her. "I went on a business trip. Did you really think it was a trip to enjoy myself? No presents."

Chenchen's sharp eyes caught sight of a large bag that Zhang Ye was holding in his hands very carefully. She reached out her hands, trying to take it from him. "What's that?"

"Tea leaves! Hands off!" Zhang Ye exclaimed protectively.

His mother said, "Tea leaves? Good timing. We've just run out of tea leaves at home. Go and brew two pots for drinking later."

Zhang Ye was not having any of that. "Forget it. Two pots? Do you know how much this tea costs by the gram? It's not something you can just drink for leisure. We should save them for later." The first thing that Zhang Ye did when he got home was stash away the several catties of Da Hong Pao. He looked for a suitable spot that was dark, cool, and dry to store them in. After that, he took out the copies of the contract and the Da Hong Pao parent trees purchase agreement from his luggage and put them away safely, afraid that he would lose them.

Chenchen pouted. "Stingy."

His mother also stared at him. "Do you have to go as far as that?"

"Hmph, none of you would understand even if I explained it to you." Zhang Ye then reminded, "Make sure you don't touch my tea. If you guys want to drink it, I'll brew a cup later, but only a cup and not more."

His mother was annoyed. "A cup?"

His father was also speechless for a long time at that.

In the future, if he could hype it up enough and the entire world knew about the value of Da Hong Pao, then rather than just millions, these several catties of tea leaves could even be auctioned off for up to several tens of millions of yuan. Not to mention that there was also an inexhaustible supply from those yearly harvests of the parent trees of his!

Suddenly, a call arrived.

The caller ID showed Wu Zeqing's name on it.

Seeing that, Zhang Ye suddenly smiled and answered: "Hello, Old Wu."

"You're back?"

"Yeah, I just got home a moment ago."

"How's your work going?"

"Everything's going smoothly, how about you? How're you doing?"

"It's going well for me too, hur hur."

"We've not met in two months already. After I finish up my documentary's post-production, I'll visit you and have a taste of your cooking. Oh yes, I'll bring some tea leaves for you as well when I go over. I guarantee you haven't had something like it before. It's an especially good quality tea. You'll know what I mean after you taste it. I'll bring you a hundred grams to try."

"A tea that Big Sis has never had? There aren't too many types that I haven't tried before."

"Ha, you definitely have not tried this one before."

"Alright then, I'll be looking forward to your tea leaves."

"OK."

After hanging up, Zhang Ye saw the expression on his parents' and the kid's face.

His mother: "..."

His father: "..."

Chenchen: "..."

For them, it was a cup each, for someone else, it was a hundred grams. What a huge difference!

His mother couldn't help but ask, "Rascal, am I still your mother?"

Zhang Ye laughed at that.

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After lunch.

In the afternoon, Zhang Ye did not stay at home to rest but headed straight back to the office. There was still a lot of work waiting for him to handle, so anyone other than Zhang Ye could rest. He was not even

home for two hours yet, nor had the time to go look for Wu Zeqing, but had already come back to Central TV Tower for work.

Actually, this fellow also felt tired. He wasn't made of steel. If he drank too much, he would puke; if he ate too much, he would feel bloated. With the three film crews starting their shoots at the same time, even though they had a very packed schedule to follow, they still only had to travel every few days to a different location. However, Zhang Ye was flying almost every other day across the country to different locations and divided his time among the three film crews. On top of that, he was also the overall supervisor and executive director, so his workload was several times that of the others'. In the two months, Zhang Ye had already traveled to more than a dozen different provinces, covering almost the entire country. But even if he was tired, Zhang Ye always believed that only by experiencing the hardest hardships could he rise above the ordinary. He couldn't control how others did their work, but he could guarantee that as long as it was something that he did, it would surely be done to perfection.

After two months away from Beijing, there were also some changes back at the workplace.

From afar, Zhang Ye could already see a long vertical banner near the entrance of Central TV. Written on it was the promotional slogan for Rise to the Dance. There were also ad posters and balloon decorations around it as well. When Zhang Ye did The Voice back then, there was no such treatment from Central TV.

As he drove closer, he saw countless fans camping outside the entrance.

There were more than several hundred people!

"Huo Dongfang! Huo Dongfang!"

"Sect Leader Huo! I love you! I love you!"

"Teacher Shen Lili! You're my goddess!"

"Fan Wenli!"

"Teacher Fan, look at me! Give me a look!"

"Chen Ye! You're so handsome!"

"Ah! Sect Leader Huo turned to look at me!"

"He was looking at me!"

"Get lost, it was me who he was looking at!"

"When can we enter the recording studio?!"

"It's the first recording today. Hurry up, I can't wait any longer!"

Only then did Zhang Ye realize that the team of Rise to the Dance had just arrived ahead of him. A few compact cars covered with promotional stickers of the show had just driven into the compound. From the fans' shouts, he realized that it was the first recording of Rise to the Dance today. It seemed like in the two months that Zhang Ye was away, the preliminary auditions for Rise to the Dance had finished

and they were now moving on to the next phase of the show. From the looks of it, they might be officially starting their broadcast very soon!

At that moment, Zhang Ye also felt a sense of urgency and thought that he should really make the most of his time and hurry up and finish his documentary!

He turned his steering wheel and drove in behind them into the compound. At the gate, he lowered the car window for the security guard who let him through immediately.

Some fans noticed it!

"Aiya, that's Zhang Ye!"

"Look at that BMW!"

"Teacher Zhang has come to work too?"

"Didn't the news say that he went to shoot a documentary?"

"Has he finished filming it? Teacher Zhang is back in Beijing?"

Some of the onlookers started discussing. But as they were mainly the fans of Huo Dongfang, Fan Wenli, and Chen Ye, they did not pay much attention to Zhang Ye and just finished with their discussions after a few words. Since Zhang Ye was not a celebrity idol, his popularity among the younger groups of people made him not that sought after. Coupled with his disappearance from the mainstream media as he was away for work, although two months couldn't be considered a long time, but for a celebrity in the entertainment circle, it was not a short time either. Two months was enough for a fan to change their allegiance to other celebrities due to a show or song that they came across during this duration.

But luckily for Zhang Ye, his reputation was too big and his results were too dazzling. As a result, he did not have to worry that he would be forgotten after only two months away. At most, his popularity would maintain as before.

Inside.

At the lobby of the television tower.

When Fan Wenli saw Zhang Ye's car behind her, she purposely stopped in her tracks and waited for Zhang Ye to come out. "Director Zhang, it's been awhile. Have you listened to my new song yet?"

Zhang Ye smiled as he walked up to her. "I've been up in the mountains every day without a cell phone signal. How could I possibly have heard it? But I must definitely have your album in my collection. I'll be buying a copy to listen to afterwards."

Fan Wenli smiled and said, "Give me some suggestions after you listen to it."

Zhang Ye waved it off and remarked, "Oh come on, you're the professional when it comes to music. I'm just an amateur who has coincidentally written two songs. How could I give you my suggestions?"

Chen Ye and the others who were walking ahead also stopped in their tracks.

Huo Dongfang turned around to look. No one knew what he was thinking, but he started walking over as well. "This must be Teacher Zhang?"

Zhang Ye looked at him and also stepped forward to shake his hand. "Teacher Huo, nice to meet you."

Huo Dongfang was an A-list actor with a very good figure. He was indeed worthy of his dance background and also had the looks and demeanor to go along with it. There was talk that his acting skills were quite good, but as Zhang Ye had not really watched any movies of his, he wasn't too familiar with that claim. However, getting into the ranks of the A-list celebrities, he shouldn't be a simple person at all. At least in terms of popularity, Zhang Ye was not his match. It was rumored that as long as Huo Dongfang was involved in a movie, even just as a supporting actor, the box office earnings would break 100 million RMB, or even 200 or 300 million RMB. His followers on Weibo numbered in the many tens of millions, so Zhang Ye had long since heard of his name.

Huo Dongfang had also often heard of Zhang Ye's name before this. He looked at Zhang Ye's face with a slightly strange gaze.

These two people were meeting for the first time, so they didn't speak much and just simply exchanged a few pleasantries.

A bit away, the dancer, Shen Lili, was on the phone talking. Nobody knew whether she saw Zhang Ye or not, but as she talked on the phone, she entered the elevator with a few program staff members to go upstairs. Rise to the Dance's Executive Director Xu Yipeng turned back and cast a glance over them before following them into the elevator as well.

However, Chen Ye unexpectedly stayed behind. He went up to the group with a smirk on his face. "Director Zhang, have you finished your documentary's filming?"

Zhang Ye acted like he just noticed him and said, "Yo, isn't that Director Chen? Haha, yes, we just finished our filming and are preparing for the post-production work right now."

Chen Ye looked him up and down and remarked, "You look like you've put on weight?"

Zhang Ye replied with a chuckle, "You've not slimmed down at all either."

Chen Ye looked spirited. The new show was being heavily promoted in recent days and that helped his popularity and worth rise back up quietly. Back then, after he was squeezed out of the B-list celebrity rankings by Zhang Ye, Chen Ye had forced his way back into them about half a month ago. He managed to squeeze out a longtime singer who had been famous for a long while, and returned back to the B-list celebrity rankings. Even though they were in the same tier now, his ranking was still far behind Zhang Ye's, but Chen Ye believed that once Rise to the Dance started broadcasting, it wouldn't be hard for him to catch up to Zhang Ye's level of popularity.

One was involved in a variety show, while the other was shooting a documentary. One of them would only have his popularity rise while the other one's would fade. With one going up and one going down, the gap in their popularity would quickly be closed.

So why would Chen Ye be afraid of not being able to catch up to Zhang Ye?

It was just a matter of when he got there!



Actually, it wasn't just Chen Ye who felt this way. By now, everyone else also thought the same way. Didn't Central TV Department 1 flex their muscles heavily to support Rise to the Dance and Chen Ye because they wanted Chen Ye to replace Zhang Ye? Wasn't their intent to let Chen Ye ride the coattails of the glory of The Voice? To Central TV Department 1, Zhang Ye had always been an unavoidable pain. From the time since they started their cooperation until they fell out, and then the court case, Central TV Department 1 had totally lost face. That was also the reason why they gave so much love to Rise to the Dance, because Central TV Department 1 wanted to tell everyone that even without Zhang Ye, they could still rule the variety world. Without Zhang Ye, they would still have an excellent host who could take the place of Zhang Ye!

Chen Ye gave a fake smile and said, "Director Zhang is known for being able to make famous any show that he makes. I'm sure Director Zhang's documentary is definitely going to be different from the others."

Zhang Ye laughed. "I can't compare to you guys. Rise to the Dance is incredibly popular even before its broadcast. Even though I was stationed out in the mountains, I couldn't get away from all those promos and news about it."

Chen Ye narrowed his eyes. "I'm quite looking forward to the broadcast of your documentary."

"Same here, same here," Zhang Ye replied.

It appeared that they were both flattering each other, but were in fact engaged in a battle of sorts.

Fan Wenli could sense it, so she tried to steer the subject away. "Director Zhang, when is your documentary going to be broadcast? Can you notify me when it does? I'm really looking forward to watching it."

Chen Ye also said, "Yeah, when does it broadcast?"

Zhang Ye glanced at Chen Ye and returned, "Let me ask you first: When is Rise to the Dance going to be broadcast?"

Hearing Zhang Ye ask that, everyone present was very surprised. Why did he ask that? Was Zhang Ye trying to find out about Rise to the Dance's broadcast date and time so that he could have his documentary avoid it? Was he trying to avoid clashing with it so that his documentary wouldn't perform too badly and paint him in a bad light? That couldn't be. Zhang Ye was so notorious for being a hooligan in the entertainment circle that Central TV was even sued in court by him. So why would he suddenly choose to avoid a conflict like this?

Fan Wenli gave Zhang Ye a strange look.

Huo Dongfang replied smilingly, "I think we're scheduled for December. Has the exact date been set yet?" He turned to look at Chen Ye.

Chen Ye revealed a joyous smile at that. With Zhang Ye asking that question, it showed that he had totally lost his confidence. It left Chen Ye feeling very satisfied as he said, "We set the date yesterday. It's slated to premiere on Friday, December 10th at 8 PM. There will be a mini-press conference tonight. We'll make an official announcement then too." Having said all that, Chen Ye's gaze fell on Zhang Ye as he questioned him, "What about you guys, Director Zhang?"

But nobody expected that Zhang Ye's answer would dumbfound everyone here!

Zhang Ye laughed loudly. "Aiyo, how coincidental, our documentary is slated to premiere on December 10th at 8 PM on Friday as well!"

Fan Wenli was shocked!

Chen Ye was shocked!

Even Huo Dongfang was shocked at that!

Everyone else's expressions froze!

What did you say? You want to broadcast your documentary on the same date and time as Rise to the Dance? Everyone was quite dumbfounded by this. Fuck, it was only then that they understood that Zhang Ye had asked the question not because he was afraid of Rise to the Dance, but because he had intentionally wanted to match up against them with the same broadcast schedule! Moreover, no one had any doubts that the broadcast schedule for Department 14's new documentary was just finalized right there and then by Zhang Ye! Otherwise, how come something so coincidental possibly happen!

Crazy!

Zhang Ye has really gone crazy!

To say nothing of this being a documentary, many of the upcoming shows on Central TV were already strongly appealing for their shows to not be scheduled for the Friday primetime broadcast as they wanted to avoid the seemingly unstoppable Rise to the Dance. There were also the other shows of other television stations like Beijing Television and Shanghai Satellite TV whose program teams had applied to change their broadcast times because of the head-on clash with Rise to the Dance's broadcast time. They were all afraid that their viewership ratings would turn out badly if they had to go up against Rise to the Dance. But while everyone else was rushing to avoid this, here you are, trying to go head-on with Rise to the Dance??

This is too crazy!

That show of yours is just a documentary!

Around them, many of the Central TV employees who heard that suddenly stopped dead in their tracks. They all looked at Zhang Ye in shock with very wondrous expressions on their faces!

This is the Zhang Ye they knew!

This is that stubborn Zhang Ye who would not yield to anything!

Fan Wenli didn't know whether to laugh or cry. "Director Zhang, you are..." There's no need to do this, there's really no need to do this!

Fan Wenli had never doubted Zhang Ye's abilities. If Zhang Ye had been given a variety show instead, would he have needed to avoid other people's shows? That would be bullshit! All the television stations in the entire country would probably be the ones planning to avoid Zhang Ye's show's time slot. Even Chen Ye would have to quietly and obligingly avoid it without making a sound! Because it was Zhang Ye's

show, because it was Zhang Ye's variety show! But in the current situation? It's a documentary that you have, so who would bother to avoid your show. It should be you avoiding other people's shows instead!

Zhang Ye's reply left everyone stunned!

Chen Ye was also tickled by his arrogance. You want to compete with us on the same broadcast schedule? Alright then! That would be really great! I couldn't welcome you more than that!

"Director Zhang, so it's confirmed then?" Chen Ye tried to intimidate him. "You won't be making any changes to that I suppose?"

Zhang Ye gave him a smile. "Of course. I'm only afraid that you'll change your time slot instead."

Chen Ye chuckled, "We definitely won't be changing it. We'll see you around on the evening of the 10th then!"

Chen Ye and his team left.

Zhang Ye shrugged and then went about his own way as well.

The remaining people who saw the commotion stared with their mouths agape!

"What the heck!"

"Isn't Director Zhang being too rash?"

"I really have to give it to Director Zhang. He's even trying to use a documentary to compete against a variety show on viewership ratings? Fuck! How brave would you need to be to do that! In the entirety of Central TV, only Zhang Ye would try something like that!"

"It's needless to say, but Zhang Ye will definitely lose!"

"Yeah, who knows what Director Zhang is thinking?"

"The talented are truly bolder!"

"But that wouldn't be fair! How can a documentary possibly be compared to a variety show?"

"If Director Zhang didn't arrange for their documentary to be broadcast alongside Rise to the Dance, other people might not go and compare them. After all, the genre of the two shows are too different, so even if Director Zhang's documentary were to get a viewership rating of 0.0-something percent, no one would say a thing. Since all documentaries perform similarly, no one would make a joke out of it. But now, it looks like Director Zhang is itching for a fight? Does he really intend to tussle with Rise to the Dance? He really wants to fight it out to prove something? He's making it impossible for others not to compare them! The key point here is: Will there even be anything to compete on at all! Even if all the television stations in the entire country were to pick out their best viewership rated documentary, they wouldn't be able to compete with a random variety show with the lowest viewership that's broadcast on a satellite channel!"

"Director Zhang's mind really works differently from others!"

"Even if Zhang Ye wants to broadcast his documentary on the 10th, will Department 14 agree to it?"

"Come on, have you all forgotten who the director of Department 14 is?"

"Oh, it's Yan Tianfei!"

"Fuck, Director Yan isn't someone who would back off from a challenge either!"

"Right, if it's Director Yan, he might really end up making such an arrangement too. There might really be a chance for these two shows to clash! This is surely going to keep the media busy for a while!"

"This is going to be interesting!"

"You mean it's going to be trouble, don't you! After all, Rise to the Dance should have been Zhang Ye's show to handle, or you could say it was already decided until it got handed to Director Xu and Chen Ye instead. Now that Director Zhang has purposely scheduled his documentary to be broadcast on the same date and time as Rise to the Dance, I wonder how the media is going to report about it! The sensationalization is going to be...eh, hang on, do you guys think that Director Zhang might be using Rise to the Dance to publicize his documentary?"

"That sounds very possible! The promos for Rise to the Dance have been overwhelming and everyone in the country knows about it. But how did they intend to promote Zhang Ye's documentary? Even if they spend money on advertising, there's only so much it can do. Who would bother to watch a documentary? Moreover, Department 14 doesn't have that many tens of millions to put into their promotions anyway, so if they used Rise to the Dance to create a case for themselves instead, to use Zhang Ye's and Chen Ye's rivalry to hype it up, then it will definitely help to bring more attention to Department 14's documentary! This is definitely the easiest and most cost-effective way for them to promote Zhang Ye's documentary!"

"You guys are thinking too hard."

"Yeah, even if it's publicizing the documentary, what's the use? It's still a documentary we're talking about! Even if a Heavenly King or Queen were to do the narrations for it and they used that to hype it up to the entire world, there still wouldn't be much of a viewership!"

"Ahem, that's true too."

"Yeah, the key issue is that no one bothers watching a documentary."

"Hai, let's just wait and see how it turns out."

Very quickly, this news started spreading around Central TV!

Zhang Ye was indeed Zhang Ye. When he was not around in Beijing for two months, almost nothing happened at Central TV, with the days going by peacefully and quietly. But on the day that he returned, Central TV was getting boisterous again!

[I'm Really a Superstar](#)

**Chapter 804: A starving camel is still bigger than a horse!**

Upstairs.

Central TV Department 14.

When Zhang Ye entered the office space, he did not go elsewhere but headed straight to Yan Tianfei's office. Old Yan was having a late lunch and had just finished eating the food from his lunch box prepared by his wife. His secretary was just taking the lunch box from Old Yan to go wash it when Zhang Ye entered.

"Director Zhang." The secretary nodded with a smile. Then he left the office with the empty lunch box.

Yan Tianfei was taken aback and asked curiously, "Teacher Zhang, didn't you just get off the plane today? Why did you come to work in the afternoon if you just arrived back at Beijing this morning? There's no hurry at all. Besides, you should be resting after working so hard for the past two months. Why are you in such a hurry to do the post-production, voice-over, and the editing?"

Zhang Ye smiled and said, "I wanted to discuss something with you."

Yan Tianfei asked, "What is it?"

"I want our documentary to start broadcasting on December 10th," Zhang Ye asserted.

Yan Tianfei was taken aback at first, then looked to be deep in thought while he wondered, "Why does this date sound so familiar?"

Zhang Ye replied, "Rise to the Dance is also going to be broadcast on that day."

Only then did Yan Tianfei recall. "No wonder it sounds so familiar!"

"I would like our documentary to be broadcast on the same day and time as theirs. That's why I came here to seek your opinion. Zhang Ye stated, "If you think that's not possible, then we can talk about it again another time."

Yan Tianfei didn't even give it a second thought and just said, "Why not? Since you're the executive director of our only independent program team at Department 14, I won't interfere with the matters that you're handling. You can decide on the date and time by yourself since there are plenty of free broadcast time slots at Department 14. You can just choose any time slot from Monday to Sunday. As long as you feel that it's alright, then it's settled. There's no need to ask me."

With that, it was now Zhang Ye's turn to be taken aback. "Thank you."

Yan Tianfei chuckled, "We are different from Department 1. This is just a small office. As a famous program planner, executive director, and host in the country, we can't be any happier that you are here with us now. We won't limit you in doing anything. As long as you feel it's OK, then anything is fine. I'll let you have absolute freedom and authority on handling that matter, so you can do whatever you like and it doesn't matter how the viewership ratings turn out either!"

They supported him with the money, they supported him with the manpower, he could do whatever he liked, and there was no need to ensure a good viewership rating—even for Zhang Ye, this was the first time that he had come across such a department. Naturally, Zhang Ye felt very grateful to Yan Tianfei, as he knew this was because Yan Tianfei respected and trusted him.

Zhang Ye said, "Director Yan."

Yan Tianfei gave a wave of his hand. "I don't have that many rules here, since I call you Little Zhang, then you can just address me as Old Yan."

"Sure." Zhang Ye had to be worthy of his respect so he said, "Don't worry, I'll definitely do a good job on this show."

...

Back in his own office.

The empty Section 3 office space at Department 14 already had its new nameplate hung on the door and on it were the words of "A Bite of China Program Team." The people inside were excited and the 20-odd staff were discussing in low whispers. Just look at how fast the news had spread. Zhang Ye was only at Old Yan's office for ten minutes, but everyone already found out about it.

Little Wang was stomping around anxiously. "Director Zhang really wants to compete with them?"

Tong Fu pulled a long face. "I can't imagine how embarrassing it'll turn out to be when the viewership ratings are out!"

"All the staff throughout Central TV are discussing this matter now. All the people are waiting to watch the fun...no...waiting to see us make a fool of ourselves!" Huang Dandan smiled wryly. "How could our documentary possibly verse their variety show? Moreover, it's even a large-scale singing talent show with big shot celebrities like Huo Dongfang, Fan Wenli, and Shen Lili! There's no way we can compete with them! We're only making a traditional documentary!"

Ha Qiqi remained silent for a long time.

Zhang Ye came back to the office and said, "Why are you all here?"

Seeing him, everyone hastily stopped their discussions and did not say another word.

Zhang Ye asked curious, "Didn't I already say that you guys can have a few days of rest? I can handle the rest of the work here and you can rest well."

Zhang Zuo replied, "If you're not resting, then neither should we."

Ha Qiqi responded, "We can't let you do all the work."

Wu Yi spoke, "We'll all rest together after the documentary's post-production has been completed."

Everyone had gone through thick and thin together since they were on The Voice, so they had a mutual understanding of one another. That was why everyone came back to work without exception. Even those that had returned on the same flight as Zhang Ye in the morning also came back after having their lunch.

Zhang Ye felt quite touched. "Alright then, let's make our final push and complete everything!" After a pause, he continued, "I want to tell you guys something which I think everyone already knows about it. I just reported to Director Yan that our documentary will start broadcasting on December 10th. There's only two weeks left, so we must do our best to quickly finish up and send it for approval."

Little Wang, who looked like she was either crying or laughing, asked, "Director Zhang, are we really going to compete with Rise to the Dance..."

Zhang Ye smiled and said, "How would we know if we don't give it a try?"

Little Wang claimed anxiously, "But we shouldn't even be trying. We're only making a documentary here, how..."

"Even if we changed it to another broadcast time, so what?" Zhang Ye declared, "Everyone should not feel pressured by this. What's the difference between broadcasting on that day and on a different day? We might as well take advantage of Rise to the Dance's popularity and let them help us promote our documentary for free. We won't even have to spend any money on that."

When they thought about it, it was indeed as he said.

Even if they avoided the broadcast time of Rise to the Dance, there would still not be much of an audience who would watch their documentary, so there wasn't going to be too much of a difference in the end.

Following that, Zhang Ye started to assign the tasks.

He did not idle around either and started to make some phone calls.

The first call:

"Hello, Director Qu. I've finally managed to reach you."

"Teacher Zhang, hello, I was in a meeting earlier."

"I'm doing a show now which I think you might have heard of?"

"I know, it's a documentary."

"Look, we had a very good working relationship previously with the second-tier ads on The Voice and you also know my character now. We definitely won't disappoint you with this show, but for now, we still do not have a title sponsor yet, would you—"

"Aiya, I'm sorry, Teacher Zhang. Recently, our budget is really low and we really can't afford to fork out any."

"We're making a documentary on food which is very suited to the branding of your winery."

"We really do not have enough money. Perhaps next time. Next time, we'll definitely cooperate with you again."

The second phone call:

"Hello, Boss Zhou, it's me."

"Director Zhang, it's been a long time."

"I've just finished a documentary, so about the ads, your fruit juice product—"

"Director Zhang, let me be frank with you. If you were making a variety show, even if it were a talk show, I would definitely be fighting to be your title sponsor. But now, it's a documentary you're making, and that basically has no commercial value in it and the viewership ratings are also poor. So then, I'm really sorry about this."

"The viewership ratings will definitely be much higher than what you would expect."

"Maybe next time, when you're making a variety show again, I'll definitely be the first one to look for you. I'll even invest 50 million RMB on it!"

A few phone calls later, he received no favorable responses.

Zhang Ye was feeling helpless. Those businessmen were too shortsighted!

Ha Qiqi also came back from making some calls. "Director Zhang, I've had no success at all. I've checked with seven, eight food and beverage related companies and none of them were interested in buying our advertisement slots. Only one company was slightly interested but when they heard that we wouldn't be inserting ads inside the actual documentary, they also rejected it."

Zhang Ye explained, "We're not doing a variety show this time, so the actual documentary has to be cleanly presented. Otherwise, it'll affect the overall quality of the documentary. That's why we're only selling the title sponsorships and advertisements outside of the actual documentary."

Ha Qiqi sighed, "Then it'll be even less attractive. I also discussed with some online video hosting sites regarding the online exclusive broadcast rights. They were very interested in cooperating with us, but the price offers were very low and almost negligible. It'd be as good as giving it to them for free."

"Forget it, I was already mentally prepared for this outcome." Zhang Ye said, "We'll just go ahead without the advertisements then. We'll talk about it again after the show is broadcast."

The program team felt that Director Zhang was being too positive.

For the past few decades, there were almost no documentaries in the entire country that earned any money, much less earning from advertising fees. This felt like idiotic nonsense!

Selling advertisements?

Following the variety shows' style of simulcast over the Internet?

And even thinking of competing with Rise to the Dance by broadcasting at the same time slot?

No one on the program team knew what Zhang Ye was thinking about. They were just an unloved and uncared for traditional documentary and yet he wanted to do it like how variety shows were done?

Zhang Ye did not bother to explain it to anyone. If no one wanted to take up the advertisement slots, so be it. He immediately moved onto the next step and arranged for the art designers to create some publicity posters for A Bite of China, then led a group of people to edit the documentary. They took an hour before finally ending up with three-minute trailer, or you could call it a promotional video too. Once the music and voiceover was added, it would be ready for release.



The background music was a huge task and it was even more troublesome than Zhang Ye doing the narration by himself. Hence, he handed this job to around eight staff members and let them handle it. If they really could not manage, they could also choose to spend some money to hire someone from a music company to do it for them. Zhang Ye still knew a few people in the music industry who could help them out. Their program team still had some money left over which should be enough to cover those costs. As for the editing and narration work, they were entirely Zhang Ye's tasks to handle. The others could do little for him here as they wouldn't be able to help him out essentially.

The work started!

"Director Zhang, I've completed it."

"That won't do, make it a little more detailed."

"Director Zhang, is this poster OK?"

"No, it looks too plain. It only depicts the scenes of some farmers working in the field? This looks too monotonous."

"Uh, but our documentary is a food show that introduces different foods and cuisines, this—"

"Even if it's a food show, we still have to bring out the artistic atmosphere of it. Especially the cover poster. It has to be more outstanding. Why don't we do this? Change all the rice in these paddy fields into the shapes of calligraphy writings."

"Calligraphy?"

"Yes. Replace the paddy fields with calligraphy. When seen from far, they look like paddy fields, but when viewed up close, the farmers are actually planting calligraphic words in the fields. Oh right, create a few more posters. For example, piping hot rice dumplings. Make them look like it's in the shape of a mountain and place two real mountains beside it to further enhance that effect."

"Wow, this idea is so awesome!"

"Yea, the atmosphere is brought out immediately!"

"Director Zhang is truly a professional."

"Isn't that nonsense? Director Zhang has been making advertisements since a long time ago. Which advertisement made by Director Zhang isn't known by all? In the aspect of publicity, no one can compete with us. Even if we're not making a variety show but a documentary instead, our starving camel is still bigger than a horse!"

Immediately, the program team of A Bite of China went into full swing!

[I'm Really a Superstar](#)

**Chapter 805: The unveiling of A Bite of China!**

That night.

The program team of Rise to the Dance called a press conference.

At the press conference, large publicity posters were put up all over the venue. Promotional catchphrases and posters could be seen everywhere as the organizers and related staff members of the program team were in attendance, including Huo Dongfang, Fan Wenli, Shen Lili, who were the big name guest coaches. They all sat with Executive Director Xu Yipeng and Assistant Director-cum-host, Chen Ye, at a row of tables behind the stage, facing over 40 reporters of the media from the newspapers and the television stations.

The promotional video was played at the beginning of the press conference.

Then, Xu Yipeng, Chen Ye, and the three guest coaches shared some anecdotes of this afternoon's recording.

Finally, it was time for the question and answer session for the reporters.

A male reporter raised his hand and asked, "Director Xu, Rise to the Dance has already moved into the recording phase now and everyone is very concerned about the broadcast date."

Xu Yipeng answered, "The date has already been set for Friday, December 10th at 8 PM. Everyone, please look forward to it then."

A female reporter asked, "Sect Leader Huo, you've been involved in filming for the past two years and have hardly appeared in any variety shows at all. Regarding your participation in Rise to the Dance this time, what are your thoughts about this talent show? How do you feel after today's first recording of the show?"

Huo Dongfang smiled and answered, "If I have to describe it, then it has to be with the word 'surprised.' I won't be revealing the details of today's recording for now, so everyone can find out what I mean on December 10th. I believe you'll also be surprised by it. Oh right, there's also a scene of me battling it out on the dance floor with Teacher Wenli. That's a must-see."

Fan Wenli also grinned at that.

At the beginning, the questions were all the usual ones, but at some point in time, the pulse of the press conference changed.

A random reporter suddenly asked, "According to an anonymous source, the production phase of Rise to the Dance hasn't been smooth at all. There were many issues that happened since the beginning, like problems with the venue, and an incident where the staff made a mistake and caused a mishap while setting up the stage. What I am trying to ask is: Ever since Teacher Zhang Ye left Central TV Department 1, has that greatly affected everyone? If it were Zhang Ye serving as the program's producer and director, the production phase would probably have gone much smoother, right?"

Chen Ye frowned.

Shen Lili also looked quite uncomfortable with the question.

What were they driving at? Did you mean that without Zhang Ye we couldn't make the show?

Actually, that reporter's question wasn't unreasonable as the show was really hampered by a lot of oversight and problems. Xu Yipeng and Chen Ye, as well as most of the entire program team, were handling such a large-scale talent show for the first time. The difference between a 10 million and 100

million production cost show was not just in the amount of money; the nature of the show was totally different as well. Xu Yipeng, Chen Ye, and the rest did not have any experience in this area, so they took many detours and made a lot of mistakes in the course of the production.

Xu Yipeng looked at that reporter and said, "I do not need to talk about Teacher Zhang's experience and results in the field of entertainment shows. His departure is indeed a pity, but that was arranged by the station and the leaders definitely had their considerations before doing so. Since I have agreed to take on this project, I will certainly give my all and do a good job. Moreover, the preparation of a show in its production phase is surely not going to be smooth sailing. Even if there were some problems, that wasn't unexpected and shouldn't be a surprise to anyone. Hur hur, even though my experience is in directing galas, I am no stranger to variety shows either. On top of all that, I have a group of elite staff supporting me, so as to how the show turns out, everyone will find out when it begins its broadcast."

Another reporter asked, "What is the targeted viewership rating you have for Rise to the Dance?"

Xu Yipeng answered, "Haha, of course the higher the better."

A middle-aged female reporter asked, "We heard that Teacher Zhang Ye is also launching a documentary over at Department 14. Can you tell us what your views are on that?"

Xu Yipeng gave her a glance. "Is that so? I didn't pay much attention to that I guess."

The female reporter asked, "You mean you did not know what your competitors are up to?"

Hearing that, Chen Ye interjected, "Our competitors are the other variety shows at the same time slot, and even those variety shows that air at different times. But a documentary does not fall under our area of observation."

When Fan Wenli heard this, she gave a look to Chen Ye but did not say anything.

Many of the reporters understood the meaning of those words!

This was issuing a letter of challenge!

Not only was it a challenge to all the variety shows in the country, the scornful attitude towards Zhang Ye was also very obvious. He basically did not have Zhang Ye and his documentary in his sights!

Suddenly, Xu Yipeng dropped another bombshell. "I would like to make use of this opportunity to announce something. The exclusive title sponsorship for Rise to the Dance has already been sold to Chunhe Mineral Water!"

As for the exact title sponsorship fee, Xu Yipeng did not mention it. But after the press conference ended, there were still some reporters who managed to get hold of the accurate figures for it!

Chunhe Mineral Water had actually paid 100 million RMB for the title sponsorship!

It was the same amount as The Voice's title sponsorship fee!

...

Online.

Many netizens were in an uproar!

"100 million in title sponsorship fees?"

"Dammit, why so much? I thought it would only get 50 million at most!"

"Didn't they already agree on the title sponsorship with another sponsor earlier? Why did it change? So there are really companies willing to spend 100 million on Rise to the Dance for its exclusive title sponsorship?"

"It's exactly the same amount as The Voice's title sponsorship fee!"

"Do you all think that Rise to the Dance can really surpass The Voice?"

"I don't know, but judging from this momentum, Rise to the Dance is going really aggressively for that!"

"How incredible! Another 100 million RMB title sponsorship fee has appeared in the country. In the future, could a 100 million title sponsorship fee become the criteria that will differentiate a normal variety show from a phenomenal variety show?"

"This is explosive news!"

"Rise to the Dance is really going for it!"

"With this momentum, I doubt anyone can stop them!"

The news and Weibo were once again filled with topics about Rise to the Dance!

...

At Central TV Department 14.

Many of those who were working overtime were shocked when they heard this news.

Zhang Zuo was in disbelief. "A 100 million RMB title sponsorship? How could it be that much?"

Little Wang said jealously, "How can that lousy show be worth 100 million?"

Tong Fu seethed, "By spending so much on advertising, can they even recoup it?"

"If the advertisers are willing to spend that amount of money," Ha Qiqi said while shaking her head, "Who are we to say anything? Just continue with your work. After all, no matter what Central TV Department 1 does is none of our business. Even if Rise to the Dance were to keep up or increase their efforts to stay in the news, it has nothing to do with us."

Zhang Zuo gave a wry smile. "Who says it has nothing to do with us? Did you forget when our broadcast is?"

Ha Qiqi sighed.

At this moment, Zhang Ye came back from the recording studio and told everyone, "The promo video has been edited and the narration has been recorded as well. Get a few people working on it today to get it published online and send it out internally within Department 14. Oh right, add in the broadcast date and time as well. We can get started on the mass publicity already!"

Buying ad spots, employing a shill army, all these were part and parcel of a show's promotional activities.

Ha Qiqi immediately reported to Zhang Ye about the situation regarding Rise to the Dance.

When he heard about their astronomical title sponsorship fee, Zhang Ye remarked without even frowning, "OK, I got it. Let's just hurry up and do our work first, who cares what they do?"

"Uh."

"Understood."

Everyone immediately began working on the promotional video.

Of course, all of them first sat down together to watch the promotional video once. All of the footage and editing was done by Zhang Ye and decided by him alone, so no one actually had any idea of how the promotional video would look since they hadn't see it before. In their minds, this was just going to be a traditional documentary without anything interesting to look forward to. But when the edited promotional video that was only a few minutes long played out in front of their eyes, they were all rather stunned.

The paddy growing in the fields.

The pine mushrooms that were found in the mountains.

The plates of cuisine emanating steaming hot vapor.

All those images left them in a kind of daze.

"Eh?"

"That's not right!"

"Was this footage taken by us?"

"Uh, did we really shoot that? Why do I find it strangely unfamiliar? I know this shot. Wasn't it the one that I took at the foot of the mountain where the big rock was at? Did that place look so beautiful? Why are all the scenes done in closeups? They're all features shots? It can even be edited in this manner?"

"Is this what an HD video camera can do?"

"Damn! Can this footage be any clearer? I can even see the shimmer when the heat rises. I can also see the wings of the little bug that flew past the pine mushroom perfectly!"

"Why does it feel so different from the other documentaries that we've seen before?"

"Yeah, this..."

At this moment, everyone in the program team realized for the first time that the footage that they had spent two months filming were truly very different from the other traditional documentaries!

As for whether it was better or worse than those other documentaries?

They all did not know, since when it came to documentaries, there had never been a special rule for success. Since Director Zhang had edited it this way, they would just follow his instructions and publish or send it out as it is.

Upload it online.

Contact the Advertising Department.

Follow through with Department 14's broadcasting section.

All at once, A Bite of China had its posters and promo clip put out onto the market. This was also the moment that A Bite of China was unveiled in this world for the first time!

[I'm Really a Superstar](#)

### **Chapter 806: Waiting to make a fool of someone?**

At night.

At Yan Tianfei's house.

A Bite of China's promo clip appeared on Yan Tianfei's computer screen all of a sudden. He did not watch this clip on the Internet. Rather, it was sent to him by the program team of A Bite of China. Although Old Yan had said that Zhang Ye could make all decisions on the show by himself, Zhang Ye couldn't just leave it at that. What the leader said was his business, but when it came down to it, Zhang Ye still preferred to get official instructions.

When the clip ended.

Yan Tianfei watched it again.

Not long after, he watched it for the third time and he occasionally frowned, at times feeling doubtful.

A middle-aged woman called out from the living room. It sounded like she was nagging him. "What are you doing, Old Yan? Why aren't you coming out for dinner?"

Yan Tianfei replied, "I'll come out in a while."

The door opened and his wife entered the room. "What are you watching?"

Yan Tianfei answered in an odd manner, "It's the promotional video of our documentary."

"The documentary that was made by Zhang Ye?" His wife asked, "Is it good?"

Yan Tianfei hesitated for a while, then said as he shook his head, "I'm not sure. Anyway, this documentary is quite different from what we've imagined. In the past, no one has actually shot a documentary this way before."

His wife remarked, "No matter how he films it, it's still a documentary. Don't tell me that he can make a documentary that is like a variety show?"

Upon hearing his wife saying that, Yan Tianfei couldn't help but sigh. "He can already produce such a good documentary on his first time directing it. Hai, with Little Zhang's directing abilities, it is indeed a

pity that he came to our department. Those bunch of idiots at Central TV Department 1 have really wasted his talents!"

...

Central TV Department 1.

A lot of people left work late because of the Rise to the Dance press conference.

In the conference room, after some of them had finished discussing matters related to Rise to the Dance, the promotional video of A Bite of China coincidentally made its appearance on the Internet as well.

"Eh?"

"They've released the promo video?"

"Play it and let's have a look."

"Yeah, play it. I'm also interested to see what they have been busy shooting for the past two months."

They played the video and projected it onto the big screen in the conference room.

Some of them frowned. "Eh, this doesn't feel like a traditional way of shooting a documentary?"

Another person said in surprise, "When did Zhang Ye possess such a level of skill in editing and control of the imagery? Other than variety shows, he also knows how to make a documentary? Looking at the way it is presented, how can this person be a broadcasting graduate? It wouldn't be too far-fetched to claim that he is directing graduate instead! I-is this really his first time shooting a documentary?"

That's right.

Was this really his first time shooting a documentary?

Everyone had the same question on their minds.

The people present were also fellow professionals, so their judgment was naturally different from others. From just a few scenes, they could already see the standard of this director. Some of them even thought that if Rise to the Dance were given to Zhang Ye from the start, it might have been more suitable than getting Xu Yipeng and Chen Ye to handle it. Even if they knew that Xu Yipeng was capable, even if Xu Yipeng tried his best to prove this point at the press conference earlier, it could not change the judgment of some people regarding the difference in directing ability of Zhang Ye and Xu Yipeng. It was because Xu Yipeng's directing ability at variety shows was still unknown and uncertain. But Zhang Ye did not need to prove anything anymore, because everyone knew very well that Zhang Ye was the executive director of the top-rated show in viewership in the variety world.

However, Jiang Yuan shook his head and commented, "This is just playing to the gallery. The only differences from a traditional documentary are the usage of HD equipment and giving the subjects a closeup framing and doing more long takes."

"Yes, it is indeed as Director Jiang has said."

"No matter how beautiful the imagery is, this is still just a documentary."

"Even if he can film the cuisine and present it attractively on screen, it's still useless."

This was also the first time that they were seeing the true face of Zhang Ye's documentary. They had no choice but to admit that it was indeed different from what they had expected. However, even if it varied a lot from their expectations, from the day that Zhang Ye left Central TV Department 1 and transferred to Department 14, no one ever treated Zhang Ye as a competitor anymore. Zhang Ye has already gone to an obscure documentary channel with the lowest viewership ratings at Central TV. From that moment, Zhang Ye had already lost the right to compete with them. This applied all the same even though he was the best variety show director in the industry.

...

In the program team office of Rise to the Dance.

Everyone was curiously watching the promotional video of Department 14.

Xu Yipeng smiled and said, "It's nothing much."

After watching it, Chen Ye said, "I thought they could do something entirely new with the documentary, but even if the shooting techniques used are different, even if they use HD video cameras, it's still nothing but a documentary."

Previously, some of them were worried that Zhang Ye would spend a lot of money to invite some celebrities to lend their support by helping to create a style similar to a variety show. But now, they realized they had thought too much. Zhang Ye was truly shooting a documentary, and no matter how different this documentary looked from the others, a documentary was still a documentary. It wasn't something that was worthy of all that attention.

...

Meanwhile.

On the Internet, many netizens also watched the promotional video of A Bite of China.

"Wah, Zhang Ye's documentary is here!"

"Teacher Zhang has already disappeared for two months! I've almost forgotten about that esteemed person!"

"Zhang Ye is back?"

"Holy shit, he really went to make a documentary? I thought those were just rumors!"

"He really went and did it. There, isn't the new show that's almost out A Bite of China? The title is so weird. It doesn't sound too interesting."

"I think it's good and very beautifully shot as well!"

"The imagery is really clear. Was this shot on HD video cameras?"



"There's even someone who would use HD equipment to shoot a documentary? What a reckless waste of the equipment!"

"I guess it's OK. I don't know much about documentaries, so I can't tell the difference between what it's nice and what's not, because who would have the time to watch a documentary? But since this is a work by Zhang Ye, no matter how uninteresting it is, I will definitely still give it a watch. If it were filmed by other people, I wouldn't even take a look!"

"That's right. I'll definitely watch Zhang Ye's new show, but I'm not expecting much."

"I'm not going to watch it as I still prefer watching variety shows. Recently, I've been looking forward to Rise to the Dance. Sect Leader Huo will finally be making a rare appearance onscreen as a guest coach."

The facts had proven before that Zhang Ye's fan base was pretty massive. Even if he had disappeared for a full two months, even if no one usually paid any attention to documentaries, once the promotion for A Bite of China was released, everyone would still immediately discuss it eagerly. This was the influence of a B-list celebrity, not to mention that Zhang Ye was also not just an ordinary B-list celebrity. With his legendary feats, even the current first place of the B-list celebrity rankings could not compare with him!

Yao Jiancai helped to forward it.

Dong Shanshan Liked it on Weibo.

A portion of those currently popular contestants of The Voice who were groomed to fame by Zhang Ye also forwarded it in succession. If not for Zhang Ye falling out with Central TV Department 1, leading to many public figures having concerns about that, there would be definitely many more people giving their Likes.

Of course, Fan Wenli was not one of those who had any concerns. She did not seem to be bothered that she was currently working together with Central TV Department 1 and gave her well wishes as well:

"Hope you can continue to create another glorious achievement."

The netizens actively commented.

"Eh, continue to create another glorious achievement? Teacher Fan is really humorous."

"That's right. This time he really won't be able to continue his legend any longer!"

"Teacher Zhang's glorious achievement was getting 2% of the nationwide viewership ratings. But Teacher Zhang only has a documentary as his trump card now, so how is he going to have any glorious achievements with that?"

"But Sister Fan is really terrific. Although she is currently working with Central TV Department 1, she did not forget to give her well wishes to Director Zhang. Here's a Like for you!"

"Teacher Fan is such a loyal friend! Unlike some of the contestants of The Voice. Even though Director Zhang was the one who groomed them, when they heard that Director Zhang and Central TV were stuck in a deadlock, they immediately pretended not to know him. What's with that!"

"We can't blame them. After all, Central TV Department 1 is in the favorable position."

"Director Zhang is really being forced to his limits!"

At this moment, the first promotional poster of A Bite of China was released!

When the netizens saw the poster, they started heaping praise on it and felt that it had an artistic feel. Then, when they noticed the words on the poster, they were stunned!

What's this?

Is this for real??

Besides the advertising slogan on the poster, there was a sentence in small black words—See you on December 10th at 8 PM.

"On the 10th? 8 PM?"

"I'm gonna faint! Why does it look kinda familiar?"

"Isn't that the fucking broadcast time of Rise to the Dance?"

"Dammit! A Bite of China is going to compete with Rise to the Dance! Zhang Ye is picking a fight with Central TV Department 1 again! Can someone tell me that this is not true?!"

"What? Director Zhang must have gone crazy!"

"Zhang Ye just returned to Beijing, right? He already stirring up trouble right after getting back?"

"This is definitely Zhang Ye's style! This is just like in the past. Does he intend to go on a face-smacking spree again? The title of Face-smacking Zhang is not for nothing!"

"Fuck, face smacking my ass. The broadcast is at the same time? Isn't he just sending himself to their doorsteps and letting them smack his face?!"

"Indeed, what is Director Zhang thinking?"

"How can a documentary possibly beat a variety show?!"

"Are we overthinking it? Maybe he does not have such an intention? Maybe it's just a coincidence?"

"How can there be such a coincidence?!"

Zhang Ye's fans were stunned!

The netizens observing the commotion were also stunned!

When this news got out, the topic immediately received a lot of attention and was constantly being spread!

...

Zhang Ye's cell phone started ringing.

It was the shocked voice of Hu Fei. "Little Zhang, what are you trying to do?"

Zhang Ye laughed and said: "I'm not trying to do anything."

Hu Fei wondered: "If you weren't trying to do anything, why would you want to broadcast the documentary at the same time slot as Rise to the Dance?"

Zhang Ye said amused: "Then what do you think I'm trying to do?"

Hu Fei replied: "How would I know what you are trying to do!"

Not long after, a call from Dong Shanshan arrived.

Dong Shanshan immediately asked when the call connected: "Old classmate, what is the meaning of all this?"

"I don't mean anything," Zhang Ye answered while laughing.

After a short silence, as though she had considered for a long while, Dong Shanshan said: "You better not tell me that you want to compete for a higher viewership rating than Rise to the Dance."

Zhang Ye did not answer directly. "What do you think?"

Dong Shanshan repeated: "How would I know what you're thinking? Don't tell me it's just a coincidence?"

Zhang Ye laughed heartily at that. "Yes, it's just a coincidence."

Dong Shanshan stated: "Both the date and time of the premiere are just a coincidence? Who would believe that!"

In any case, it didn't matter what was said anymore. The date was already set and that was something that no one could change!

The Internet had a field day.

Discussions were going on all across the industry!

Some were mocking Zhang Ye for being overconfident, some were gloating and waiting to see the fun. It seemed like the entire world was waiting for Zhang Ye and Central TV Documentary Channel to make a fool of themselves!

Chapter 807: Who can stop me!

The next day.

The list of A Bite of China's production team was published.

Executive Producer: Zhang Ye.

Executive Director: Zhang Ye.

Overall Planner: Zhang Ye.

Narrator: Zhang Ye.

Assistant Directors: Ha Qiqi, Zhang Zuo.

Videographers: Zhang Ye, Xu Han, Li Guo Tao, Zheng Xia, Huang Dandan.

Editor: Zhang Ye.

And so on.

It was just like before. Many of the netizens were already used to seeing a list like that. Every time Zhang Ye made a show, his name would be credited for the positions of executive producer, director, overall planner, editor, etc. In the industry, this was no longer something new and Zhang Ye had always been doing it this way. However, it was even more this time, as Zhang Ye even took on the position of a videographer! However, that was also understandable since the essence of a documentary depended on the way it was filmed. For such an important position, Zhang Ye couldn't be sloppy about it!

What was this called?

Some people would say that he was a showoff, but more people referred to it as him being amazing!

It seemed like this fellow was qualified for every damn position available in a show's production! He could take on all of the positions! If it were anyone else, who could do something like that? Even if they had the technical skills to do so, they wouldn't have the energy to do everything!

Online.

The commotion was still continuing on Weibo. A lot of people were still unable to accept this bombshell from yesterday. The main issue was that no one could understand what Zhang Ye's considerations were. Everything that Zhang Ye did up until now had left the people and the entire industry confused, with no one able to comprehend his motives.

"Why is that so?"

"Does he really intend to use a documentary to verse a variety show?"

"In the entire entertainment circle, no one is more daring than Zhang Ye!"

"It's pointless to argue over this now. Let's just wait for the outcome!"

"But do we even need to wait for the outcome to know what the results are?"

"Yeah, it's obvious that he won't win!"

"With Rise to the Dance already so popular, everyone else is trying to avoid it. Didn't you guys see how several of those satellite channels made changes to the broadcast time of some of their new blockbuster shows? Some were rescheduled from Friday to Saturday, while some of those which were still scheduled for Friday had their times changed from 8 PM to 9:30 PM. But what about Zhang Ye? Not only does he not avoid it, he's even walking into the direct line of fire?"

"That's why he's called Zhang Ye!"

"He definitely deserves the reputation of being a wonder of the entertainment circle!"

The news in the media were also reporting nonstop about this.

"Zhang Ye declares war on Central TV Department 1 again!"

"Deliberate or just a coincidence?"

“A clash of broadcast schedule for A Bite of China and Rise to the Dance!”

“The first documentary to be filmed in HD is coming soon!”

“Rise to the Dance’s press conference: Rise to the Dance does not consider Zhang Ye and his documentary as competitors!”

“Broadcast schedule clash could just be a coincidence.”

“A documentary does not use viewership ratings to determine if it is good or bad. Comparisons should only be made with past documentaries, not against the viewership ratings of a variety show!”

“Broadcast schedule might turn out to be a promotional strategy by Zhang Ye!”

“A 10 million RMB documentary: Is it really worth that price?”

In the past days, disregarding other promotional activities related to music, concerts, movies, etc, the television show mentioned the most was Rise to the Dance in the news headlines and discussions. There was basically an overwhelming coverage on it and one of the rare variety shows to be so heatedly discussed before it even started broadcasting. It was getting more attention than when The Voice had not broadcast yet, with little to no negative news about it. Of all the new shows on the satellite channels and old shows that had aired before in the entire country, none of them could be compared to this. But right now, with Zhang Ye’s popularity and the heavy promotions of A Bite of China, their show had also started to hold down a place of its own on the news headlines. Although the coverage was much less than for Rise to the Dance, but when compared to other unloved and uncared for documentaries, A Bite of China’s buildup was already considered to be very good.

...

Central TV Department 14.

Inside a work area, Zhang Ye was doing an audio recording.

“The geography of China is very diverse, so people living in different areas enjoy different staple foods. Staple foods not only provide calories, but also affect people’s feelings towards the seasons, enabling them to lead a rich, healthy, and interesting life.”

“Shanxi, Chen Village, in an old village...”

“The women are the best at making bread and pasta. After grain has been ground into powder, it is known as flour...”

In the soundproofed studio, Zhang Ye instinctively did the narration line by line for the already edited video with meticulous attention. His speaking tone was also very steady and mature, and one could easily hear that he had purposely lowered his tone while speaking to bring out the depth of his voice to match the imagery on screen.

Those who knew Zhang Ye would know that his hosting style in the past was not like that. Comparatively, Zhang Ye used to present in a much lighter style with his language and voice, not forgetting his humor and crazy reciting speed. Even during the recording of an educational program like Lecture Room, he did not show this steady style of presenting with his voice. The reason was simple.

Because one should always use different styles for different types of shows. This was the most basic lesson and technique that Zhang Ye learned when he was still at Media College.

A variety show? You'd have to be humorous!

A talent show? You'd have to be enthusiastic!

An interview? You'd have to be on point for the subject!

Naturally, documentaries also had their own style. As different documentaries required different styles in handling too, Zhang Ye adopted this voice and tone to deliver the narration in its original form from his previous world's version of A Bite of China. Being a professional broadcast host, Zhang Ye also felt that this style was the overall most suitable way to bring out the essence of a show like A Bite of China. If he were to stick to using his most adept, humorous style for the narrative work, it could still be done, but that would totally steal the show away and was not what the documentary was about!

He finished recording the voiceover for three episodes in one session.

Finally, after some editing, the three episodes were more or less completed. Looking at the time, it was about time for lunch. Zhang Ye came out from the soundproofed studio and went back to his own office.

Everyone was busy with their work and none of them went for an early lunch.

Ha Qiqi immediately reported, "Director Zhang, we have already gone ahead with the schedule for the promotions and started on our advertising campaign as well."

"How are the effects?" Zhang Ye asked.

Ha Qiqi nodded. "It's doing alright. For our promotions on Weibo, the popularity of the post has already passed 10,000, with over 2000 forwards which is still increasing by the moment."

Zhang Ye asked, "What about the online video hosting sites?"

Ha Qiqi replied, "We've already scheduled for our ads to run on their platforms."

"Very good." Zhang Ye said, "Just keep up the intensity of the promotions."

"I understand. But the problem is that our production budget is getting low, so the advertising campaign might not be able to cover all our identified platforms," Ha Qiqi hesitated.

After they returned to Beijing, there wasn't much left of the 10 million RMB that Director Yan had allocated to them. The spending for the first day of promotions practically emptied everything they had left, but there was no limit to how much they could spend when it came to such promotions.

Zhang Ye acknowledged, "I've already spoken to Director Yan about this. Regarding the production budget, the department will disburse to us another sum of money which should be enough for us to continue our promotions into December. Since we're doing a documentary, we won't have to advertise all over the place like how they do for a variety show, and there's no need to do that either. It'll be good enough if we just do it according to the intensity that I planned."

But suddenly, Yan Tianfei's secretary hastily walked into their office with a terrible look.

“Director Zhang!” the secretary cried.

Zhang Ye was taken aback and had an ominous feeling. “What’s the matter?”

The secretary said with a darkened expression, “Director Yan wants me to let you know that the promotional budget he had wanted to set aside for you has gone up in smoke!”

“Gone up in smoke?” Zhang Ye did not understand why that had happened.

The other staff of A Bite of China’s program team all looked over.

“What happened?”

“Why is that so?”

“Didn’t Director Yan ask us to spend all of the 10 million earlier? That’s why we don’t have any budget left. If the publicity goes up in smoke, how are we going to promote our show? How are we going to be able to broadcast our show?”

Everyone knew the importance of promotional activities!

That was why when everyone heard this, they started panicking!

The secretary said, “It’s not that Director Yan doesn’t want to allocate the funds to you all, but our department only has enough money left to keep it running normally, so there’s no excess money that can be used! It was just a while ago when Director Yan was called over to meet the station head. After that, without Director Yan’s consent, they channeled all of our department’s money away to Central TV Department 1 on the guise that this money is loaned to them. They’re doing this because Rise to the Dance’s promotional budget has run out!”

Zhang Zuo banged his hand on the table and stood up. “Even if they don’t have enough money, what right do they have to take our money away?”

Little Wang cried out, “Fuck that!”

Tong Fu was also very angry. “Is-isn’t that as good as bullying us?”

The secretary took a deep breath and said sternly, “Two months ago, the station head spoke to Director Yan regarding this matter, but Director Yan did not agree to it. Instead, he transferred 85% of our department’s budget, which was that 10 million RMB, to your program team, because Director Yan did not want to lend that money to Central TV Department 1. However, he thought that after spending the 10 million, the station would just give up on the idea, but who could have expected that they would still channel it away like they did a while ago? The only money that we had left was around 1 million RMB, but even that is gone now. The station head said that Central TV Department 1 will return the money to us in some days, but we all know that’s not going to happen! The money that the station acted as guarantor for Central TV Department 1 two years ago has not even been returned yet!”

Huang Dandan was already trembling. “The station heads are treating them so well....It’s so unfair!”

Wu Yi said furiously, “This is no longer just about playing favorites!”

Everyone’s hearts turned cold!

...

Upstairs.

At that same office.

It was still that same deputy station head.

“Old Yan, what’s with this attitude?”

“Does the station think that we’re easy to push around!?”

“You’re all sister channels. What’s wrong with loaning some money to them? It’s not as though they won’t be returning it to you. With me as their guarantor, what are you scared of? When the copyrights of Rise to the Dance get sold, the money will come trickling back in. At that time, I will make sure that the money that Central TV Department 1 loaned from you two years ago is returned as well. It’s only around a million RMB, so please think of the bigger picture!”

“Even if their show needs to carry out promotions, what about ours? A Bite of China is starting its broadcast soon. We also need that money to do our promotions! But now, you aren’t even leaving 100,000 RMB for us?!”

“Don’t talk to me about that, Old Yan. Do you think I don’t know what you were thinking when you allocated that 10 million to Zhang Ye’s program team? A documentary that costs 10 million to produce, tell me, are you crazy or what? Zhang Ye’s a crazy man. Are you going to follow along and be crazy as well? You still dare to talk about promotional activities? You can just do the advertising on your own channel to introduce the show, no? Do you have to advertise with external parties and waste that money? Does a documentary need all that? With 10 million RMB, we could have done dozens of documentaries with that amount of money! But it was all wasted by you on one documentary? Can you even recoup the cost of it? How are you going to make up for this loss of 10 million RMB?”

“The money belongs to our department. Do you mean to say that I don’t have any rights to authorize the usage of it?”

“There’s still no one who would waste that money like how you did! How much money can a documentary earn? By spending 10 million RMB on it, you won’t even be able to make back 100,000! The money that you lose is still the station’s money in the end! You’re already a veteran here! Why do you keep making such mistakes! Rise to the Dance is our blockbuster show of the year; it has to do with the station’s strategic plans for the future, so we can’t afford to mess it up. Now that they have a shortage of funds, you guys should be supporting them instead. The 10 million RMB that you wasted on a worthless documentary will be overlooked by the station for now!”

“Whose decision was this?”

“It was my decision, and also the station’s decision!”

Yan Tianfei bristled with rage at that!

...

Central TV Department 1.



In the program team office of Rise to the Dance.

Jiang Yuan had come to look for Xu Yipeng and Chen Ye. “We’ve managed to secure the additional funds for you two. But it’s not much, just around a million, so make do with it for now.”

Xu Yipeng said, “That’s already enough. Thank you, Director Jiang.”

Chen Ye sighed. “If the stage didn’t get destroyed back then, we wouldn’t have needed this amount of money.”

Jiang Yuan laughed, “It’s alright. Accidents happen, but as long as the results are good, everything will be fine. We’ll only look at how the show does, same for the station. This 1 million RMB was borrowed from Department 14. I heard that the station emptied their accounts and budget which was initially planned to be used on A Bite of China’s promotions. You guys should know how much support our department and station are giving to you. We’re sparing no effort, so don’t disappoint us.”

Xu Yipeng laughed, “Don’t worry. It’ll definitely be perfect!”

Chen Ye also said confidently, “We’re planning to surpass the viewership ratings of The Voice.”

“That’s great then!” Jiang Yuan was very satisfied to hear that and also looking forward to it.

...

With that, a hubbub spread throughout the station!

Everyone knew that Central TV Department 1 had run out of money for some time now. They hadn’t produced too many good shows in recent years, and even those shows which fared well did not earn much. They only survived for so long because of the production budget assigned to them. Only The Voice did rather well this year, but under all that glory and achievement, it did not earn them much money. A 100 million RMB in title sponsorship fee? It was all invested back into the show by Zhang Ye. The fees from the remaining second-tier s, exclusive broadcast copyright, etc, were the only net income for them. As for the overseas copyright? And all other copyrights? Those were all held by Zhang Ye. The reason that they were summoned to court for a lawsuit was also due to the issues involving the copyright dispute, thus leaving Central TV Department 1 almost without any profits. That was also the reason they fell out with Zhang Ye—they tried to take the copyright away from him!

Now, the invested amount into Rise to the Dance was even greater than they had put into The Voice. Together with the incident where the stage was destroyed, it left them with an even greater deficit!

However, no one could have expected that at such a time, the station would still help Central TV Department 1 and ask for money from Central TV Department 14. Although the documentary channel’s viewership ratings were very poor and ranked last among all the departments of Central TV, but similarly, the funding allocated to them was also the least. Moreover, A Bite of China was already done with the production phase, so it needed the money to do their promotional activities, yet the station forcefully channeled their funds away? To allocate it to Central TV Department 1?

A lot of people in the station were bitterly disappointed at this.

“The station’s behavior in recent years is getting weirder and weirder!”

“Yeah, what is this?”

“I don’t like Zhang Ye’s temperament either, but the station is really too much of a bully, aren’t they?”

“Yeah, Zhang Ye might be quite the bastard, but he’d still contributed a lot to Central TV Department 1 before. The contract was already discussed and agreed on, but not only did Central TV Department 1 go back on their words and try to snatch Zhang Ye’s copyrights away, they even tried to freeze him. They have never been reasonable the entire time, but even putting him in cold storage was not enough. They’re even taking away his promotional budget after Zhang Ye went through so much to shoot a documentary? They really aren’t giving him a chance, are they? They’re even dragging Central TV Department 14 into this as well? Who has Department 14 offended? This matter really wasn’t handled well and was carried out too ruthlessly! It leaves a bitter feeling in people’s hearts!”

“It must be Central TV Department 1 who went to seek help from the station heads!”

“Hai, that’s what you get to enjoy when you’re like Rise to the Dance, getting popular before even being broadcast!”

“Yeah, compared to a show that is obviously going to get really popular, what is a documentary from Department 14 worth? Of course it would have to step aside and let Rise to the Dance get what they need!”

“I heard that Director Yan had a shouting match with the deputy station head!”

“Director Yan’s temper has always been like this; everyone knows that. He’s a veteran of the station, so no matter what he does, the station won’t do anything to him. We can only wait and see what the other person will do now. There’s another person in Department 14 who has a bigger temper than Director Yan, so would Zhang Ye just take this lying down? His show will be premiering soon in less than 2 weeks. Where are they going to find the money now? If they don’t manage to find it, how would they carry out their promotions?”

“Who knows?”

“Actually, even promotions are of no use for them. Do you guys think that he can stir up the industry with a documentary? Even if he’s a legend in the entertainment industry, he couldn’t do that!”

...

At Central TV Department 14.

A Bite of China’s program team was cursing and swearing!

The others from Section 1 and 2 also came over to the Section 3 office space when they heard about the news. All of them were cursing at all 18 generations of ancestors of Central TV Department 1 and Rise to the Dance. A few bolder ones even scolded the station heads softly. They were all trembling with anger!

Weren’t they stabbing Yan Tianfei and Zhang Ye in the back like this!?

This demonstrated their attitudes to all of them at Department 14!

Furthermore, it wasn't the first time that Central TV was doing something like that. They had done something similar in the past, except they didn't do it in such an extreme manner like this time!

"I'm so angry that it's driving me nuts!"

"How can they do this!"

"Central TV Department 1 are people, are we not people!?"

"Director Zhang, what should we do?"

"Yes, we're just waiting for your word!"

"Director Zhang, tell us what should we do? I've really had enough!"

Everyone's feelings ran high!

But Zhang Ye looked relatively calm and did not say a word. He even had the slightest of smiles on his face that the others wondered if they had seen it wrong.

Everyone was dumbfounded.

It didn't seem right!

What's wrong with Director Zhang?

Based on Director Zhang's temper in the past, he would have already rolled up his sleeves and gone to Central TV Department 1 to pick a fight by now! Why was he still able to smile in this situation? He's even so calm?

Ha Qiqi said, "Director Zhang?"

Zhang Zuo also asked, "Are-aren't you angry?"

Zhang Ye laughed and declared to everyone, "When I just debuted, everyone felt that I could not be a radio broadcast host. The radio station did appreciate me and the leaders tried to suppress me, but in the end, I still received the Silver Microphone Award. After that, I joined the TV station, but it was still the same. No one felt that I could make it and they found trouble with me at every corner, framing me whenever they could, yet my program still became famous everywhere. Later on, I was even banned—not the kind of ban that Central TV Department 1 has implemented on me now, but a ban by the SARFT. I was the first blacklisted artist on the list and a lot of people kicked me while I was down. Everyone was turning me away because they all thought that my career was over, but as you guys can see now, I'm still doing very well. In fact, I'm even doing better than all of them."

When everyone heard this, they fell silent.

Zhang Ye said with a smile, "Even 10 books aren't enough to write about the things that I've been through. The difficulties and desperation that I've faced are possibly even more than everyone's here combined. I've not only been arrested twice, I've also been through a very stringent ban, met with a hijacking incident, and even flown a plane..."

After hearing Zhang Ye speak about his experiences, everyone admired him endlessly. The things Director Zhang had been through could really be called legendary. No one could compare to him in this area!

Yan Tianfei's secretary was also listening to it seriously.

After he said that, Zhang Ye chuckled. "After that, I realized that there's no difficulty we can't overcome. No matter what problems we encounter, as long as we try to push ahead, then we will definitely get past them. It's the same thing now too!" Pausing, he looked at everyone before continuing, "If there's no money, so be it. We will pump in however much we have, but if there's nothing left, then we will just not do anything."

Little Wang said anxiously, "But—"

"No buts." Zhang Ye said with a grin. "Even if we do not promote the documentary, so what?"

Huang Dandan wiped her sweat away and said, "If we don't promote it, then there'll be no exposure. If there's no exposure, then there'll be no viewership!"

But Zhang Ye shook his head at that. "I won't believe that. Let's just not promote the show anymore. This time, I will show them that even without any promotions nobody can stop me!"

Ha Qiqi was taken aback. "What do you mean?"

Zhang Zuo expression changed as well. "Director Zhang, what do you intend to do?"

Yan Tianfei's secretary was also extremely surprised!

They understood from the tone of Zhang Ye's voice. Everyone's hearts were beating furiously because of that!

They were really going to match up and compete with Central TV Department 1! Furthermore, it was a situation where they wouldn't be doing any promotions for their show!?

How, how could that be possible?

Even if they were to carry out mass promotions for their documentary, the chances of them competing with Rise to the Dance was as good as nil, much less without any promotions? What would they compete with?

...

Ten minutes later.

Yan Tianfei returned to Department 14 and went back into his own office. He immediately called his secretary in. "Inform Little Zhang that there won't be any more funding!"

The secretary said, "I told Director Zhang about it just now."

Yan Tianfei picked up his glass of water and downed it in large gulps, unable to calm his mind. He was clearly still very furious. "Go and tell Little Zhang that even if I have to pour in my own money, I would definitely get him the money to do the promotions!"

The secretary said, "Director Zhang said...that it's not necessary!"

Yan Tianfei was stunned. "Not necessary?"

"He's prepared to not do any promotional activities anymore!" The secretary proceeded to repeat almost word for word what Zhang Ye had said in the office earlier.

When Yan Tianfei heard everything, he was stunned again. "Did Little Zhang really say that?"

The secretary forced a bitter smile. "Yes, those were Director Zhang's own words. But the way I see it, Director Zhang's definitely mad at them!"

Yan Tianfei took a deep breath, and his anger from a moment ago subsided as he suddenly started laughing. "Alright, I understand!"

Understand?

Uh, what on earth did you understand?

The secretary was confused by this but was too embarrassed to ask.

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

**Chapter 808: Rotten Fruit!**

The next day.

Zhang Ye came to work at 6 AM in the morning, carrying a bag of piping hot buns, two hamburgers, and three bottles of mineral water. He headed straight into the editing studio and did not come out for the rest of the day. When everyone from Department 14 knocked off, and even after those who stayed behind to work overtime left at around 8 PM, Zhang Ye still did not come out from the editing studio.

Everyone knew that Director Zhang was busy editing the documentary, so they did not dare to disturb him.

The next day, everyone came to work as usual, but they still did not see any sign of Director Zhang.

A day later, when everyone came to work, they heard from a staff member of Department 14 who had the night shift saying that Director Zhang was no longer in the editing studio and had gone to the recording studio at around 4 AM.

Then, they did not see him again for another day.

Little Wang panicked. "Will Director Zhang's health be affected like this?"

"It has already been three days." Ha Qiqi was extremely worried and asked, "Director Zhang has not gone home at all?"

Wu Yi wiped his sweat off and said, "Rather than going home, I've heard that he has been staying here all this time. I haven't even seen Director Zhang once in the past few days. Only Little Han who does the night shift has seen him twice, and that was because he went out to buy supper for Director Zhang. It's not good if it goes on like this. With this work intensity, he better not have something happen to him."

Tong Fu got frightened by that. "Let's go get Director Zhang!"

Zhang Zuo didn't know whether to laugh or cry. "Back then, Director Zhang was also like this when he did The Voice. He did not go home for many days and even brought a child to stay at the program team office every day! He did not leave the station at all!"

Huang Dandan said in shock, "Ah? Really?"

Ha Qiqi gave a wry smile. "Of course it's true. You guys didn't know about the situation because Little Tong and you aren't from The Voice's program team. Our Director Zhang is a guy who would work to death. As long as there is work within the program team, then needless to say, Director Zhang will assuredly be the last one to leave work and the first person to come to work the next day. We have tried persuading and talking to him before, but it's not like you don't know Director Zhang's temper. When has he ever listened to us? So there's no need to go get Director Zhang since it's useless even if you talk to him. You may even end up distracting him from recording the voiceover."

The original staff of Department 14 were feeling rather alarmed by that!

While those people who worked on The Voice with Zhang Ye were not surprised, they did not feel too comfortable about it either.

Finally, on November 30th, the recording studio's door finally opened during the daytime. Zhang Ye walked out with his hair messy and looked exhausted, though his eyes were shimmering.

Ha Qiqi stood up immediately. "Director Zhang!"

Little Wang exclaimed, "Aiyo, you've finally come out!"

Zhang Zuo shouted, "Quickly, go and get Director Yan!"

Director Yan had told everyone to inform him once Zhang Ye stepped out of the studio. As such, when Tong Fu saw this, he ran to Director Yan's office immediately. After an entire week, they finally saw him again!

Before Tong Fu had reached the director's office, Yan Tianfei heard their shouting and burst through the door and strode towards the office space of A Bite of China.

"Director Yan." Zhang Ye smiled.

Yan Tianfei heaved a sigh of relief. "You're really risking your life for this documentary!"

However, Zhang Ye brushed it off very casually. "It's nothing, Director Yan. Back when I was recording the talk show and preparing for The Voice, the situation was not that different from this. It's just not going home for a few days. What's the big deal with that. The main issue is that we do not have much time left before the documentary starts its broadcast. If we take it too slowly, I'm afraid it will be too late. That's why I wanted to quickly rush out the documentary to submit it for approval. We still need to plan for the programming lineup and times, otherwise we won't make it in time."

Yan Tianfei asked, "So how did it go?"

"The documentary is complete. We just need to add in the background music and we can submit it for approval," Zhang Ye answered.

What?

It's already completed?

You finished everything by yourself in just a week??

Everyone was dumbfounded. Those people who were originally from Department 14 looked at Zhang Ye as though he were some kind of god. In the past, they'd frequently heard rumors of Zhang Ye risking his life for work, but did not actually witness it firsthand. However, now that they saw it for themselves, they were truly shocked. He was pushing himself too hard. As a leader, if you took on all the work by yourself, then what would there be left for us to do? However, on second thought, they did not say anything because everyone knew that if they could help out in the areas of editing and voice recording, Director Zhang would surely get them to help. But there was really no one in the program team who could help him; only Director Zhang himself could handle such work that called for certain artistic standards!

If their leader worked so hard, then how could they not do the same?

Everyone immediately busied themselves like they were on stimulants. Some of them went to get the background music, some of them went to finish up the post-production work, and some contacted the approval board staff in advance.

Zhang Ye was still supervising from the side as the remaining tasks were inseparable from him. However, as most of the important work was already done, he could finally afford to relax a little. He took out his cell phone and turned it on.

When it powered on, countless missed calls and messages came flooding in!

Hu Fei: "Call me back when you turn on your phone."

His mother: "When are you coming home?"

Tian Bin: "What's the matter? You even turned off your cell phone?"

Dong Shanshan: "Old classmate, have you gone missing?"

Zhang Ye called his mother back.

"Mom, I'm going back tonight."

"You've finished your work already?"

"Yes, I'll be able to finish it today."

"Alrighty then. If you didn't call back home, your dad and I would have forgotten that we had a son."

"Man, it can't be that serious, right?"

Then, he suddenly heard the chat app notification sound from his cell phone. It was an invitation to join a group chat but he didn't know when it was sent to him. Seeing that it was Hu Fei who invited him, he accepted and joined. When he entered the group chat, he saw that everyone in it were familiar faces.

They were his ex-colleagues from the BTV-Arts Channel whom he worked with on Lecture Room and also the current program team of Do You Remember.

Xiao Lu: "Ah, Teacher Zhang?"

Dafei: "Teacher Zhang has joined the group chat?"

Dong Shanshan: "What have you been doing for the past week? Did you go missing?"

Hu Fei also appeared and typed out a long string of question marks.

Zhang Ye thought that this would save him the trouble of calling them up, so he sent a group message to them: "I was busy editing the documentary for the past few days and didn't even go home or turn on my cell phone, but everything's done now. Let me inform all of you here first, haha. On the Friday of the week after next at 8 PM, remember to tune into Central TV Department 14 to give me some viewership support! "

Hou Ge cried out in excitement: "We'll definitely do so!!!"

Dong Shanshan: "Hur hur, I will switch on a few more television sets in the station and tune it to your channel."

Hu Fei asked: "Little Zhang, I have something serious to ask you. Why isn't your documentary being promoted anymore? Weren't the promotions going well earlier? Why did the promotions only last for a day? What's the use of that? I don't have to tell you how important the promotions are, right? Surely you understand that with the broadcast date approaching, these two weeks of promotions are especially crucial. It's also the golden period for it, so even if you know that the documentary will not have much of a viewership, and don't have expectations of getting any results on the documentary, you cannot just drop everything and not bother about it. After all, you have already spent a few months shooting the documentary."

However, Zhang Ye did not explain it in detail. "Hai, don't mention it anymore."

Hu Fei sent: "Is there something behind this?"

Soon, they found out the shocking reason from the Internet!

...

On Weibo.

Actually, some people from the media and industry insiders had been wondering for the past few days as well. They could not understand what was actually going on with Zhang Ye and his new documentary.

"Why aren't there any more promotions?"

"There don't seem to be any more advertisements on the online video hosting site? It looks like we can only see the promotions of Zhang Ye's new documentary on Channel 14 now. Aren't they being too thrifty? Basically, no one watches Channel 14 at all. Every time in the overall viewership ratings, the Central TV Documentary Channel's viewership ratings are even lower than the Military and Agriculture channel. What kind of promotional effects can they achieve there?"



"I wonder what Department 14 is thinking!"

"They're too unsupportive of Teacher Zhang!"

"Even if there are very few people who would watch a documentary, you still have to promote it!"

"They only promote the documentary for a day and that's it? Fuck that!"

"Could this really be the talented being bolder? Teacher Zhang does not plan to do any promotions at all?"

"I wonder what is going on with this!?"

"It will start broadcasting in another week or so. Would it really be OK like this? The program that is going to be broadcast at the same time with Zhang Ye's documentary is none other than the hotly promoted Rise to the Dance! If there are no more promotions, then Rise to the Dance will definitely apportion even more of the viewership ratings. What if Teacher Zhang only gets 0.00-something percent of the viewership ratings in the end? Then it would be too embarrassing! There will definitely be plenty of people ready to step on him when that happens!"

There were also several news reports about it.

"Promotions for A Bite of China have stopped?"

"Could there be a change to the broadcast time for Zhang Ye's new documentary?"

Countless people were left guessing!

Then, an insider suddenly revealed a sensational piece of news. It wasn't because Department 14 did not want to do the promotions. They had in fact already prepared all their promotional plans. But due to Rise to the Dance lacking funds for their promotional budget, Central TV Department 1 unexpectedly went through the channel of Central TV's leaders and "borrowed" Department 14's remaining promotional budget that was set aside for A Bite of China. They stated it as borrowing, but in fact this was as good as stealing, which was extremely ugly behavior!

Zhang Ye's fans were infuriated!

"Fuck!"

"That bunch of grandsons! Bastards!"

"Motherfucking idiots! Fuck their grandmas!"

"If this can be tolerated, then what would be intolerable?! Central TV Department 1 has really gone too far!"

"What has Teacher Zhang ever done to you? That you guys have to stab him in the back time after time?"

"And I was wondering why Department 14 stopped doing their promotions! So that's how it is! They were out of money! All their money was stolen away by Rise to the Dance!"

"That's so treacherous!"

"Starting today, I have gone from a neutral to a hater of Chen Ye!"

"That Executive Director Xu Yipeng is probably not a good person either!"

"Isn't Central TV too biased?"

"Fuck, what the hell is this!? Just what the hell is this?"

"They are not even going to let Teacher Zhang and his documentary get a piece of the viewership ratings! Do they intend to get rid of him once and for all?! Everyone knows that Teacher Zhang will definitely not be able to compete against such a large-scale variety talent show that has gathered so many big names together with just a documentary. Even in that situation, you guys still want to stab him in the back?"

"There aren't any promotions going on, so how can they broadcast it?!"

"Teacher Zhang, don't broadcast the documentary anymore. These people are truly a bunch of jerks!"

"Right, let's quit! Don't work for them anymore!"

Several media workers could no longer stand to watch any further. They also came forward to post.

"A Bite of China has met its end even before its broadcast!"

"Even the cleverest housewife cannot cook a meal without rice. If A Bite of China does extremely poorly in its viewership ratings, please do not scold it or feel disappointed. Everyone knows that Zhang Ye has already tried his best!"

"Is there a need for fairness in television stations?"

Of course, there were also those opposed to Zhang Ye or had always been supportive towards Rise to the Dance who were gloating at this. Some of them were even insulting people.

The group of haters were all smiles.

"Serves him right!"

"Zhang Ye's legend should have ended long ago!"

"You've all glorified him, but what does Zhang Ye actually have? He's just a normal human being who has better luck than most other people!"

"Hahaha, in fact, without a budget for promotions, it might turn out to be a good thing for Zhang Ye and Department 14. With a reason and excuse now, no matter how low their viewership rating is in the end, even if it turns out to be a historical low, they would have still an excuse for it. This will leave them some face instead when the results are out!"

"Let Zhang Ye's legendary viewership ratings come to an end!"

"From now on, it will be Teacher Chen Ye's stage! Rise to the Dance, go, go, go! Surpassing The Voice will be just like playing a game!"

At around 5 PM in the afternoon, Central TV posted on its official Weibo to clarify the situation due to too many doubts being voiced by the public. The post was mostly written in an official tone explaining that they were not targeting certain channels or individuals as they did not have any reason to do so. They even used the phrase "a big family" to describe their internal solidarity and friendship.

But did they think that the netizens were dumb?

Friendship? Solidarity? Bull fucking shit!

Just saying those words themselves made everyone's hearts turn cold and angry!

The group of Zhang Ye's fans were all seeking justice for him, cursing and swearing at Central TV. In the end, even some of the industry insiders also came forward to speak up for Zhang Ye.

Beijing Television's Hu Fei: "Perhaps the present Central TV is no longer the same as the Central TV of before."

An entertainment media outlet's deputy chief editor: "Some people's behaviors are getting uglier and uglier!"

A deputy station head at Hunan Television Station: "Hai, is the destruction of a viewership rating legend really something worth being happy and proud about? Why do I find it difficult to watch such behavior from some people?"

This affair had stirred up too much of a controversy. Countless people were already arguing incessantly online!

There were many people who stood for it!

But the number of people who were against it were not to be outdone either!

If not for this discussion being on the forums and Weibo only, the two groups of people would have already started brawling with each other!

At this point, Zhang Ye, who had disappeared for a week, appeared again. He used his longstanding Weibo account and posted a poem. It was an illustrious poem by Wen Yiduo from his previous world. Compared to Dead Water, this poem was basically not famous and not a lot of people had heard about it either. But Zhang Ye really liked this poem back in his previous world. Even without using a Memory Search Capsules, he could easily recite it backwards!

All the netizens gathered around!

"Zhang Ye has appeared!"

"Come and look!"

"It's another poem?!"

"Zhang Ye wrote a poem? Let me see what he has written about this time!"

Without needing to mention the content at all, with just the line "Zhang Ye wrote a poem again," it was enough to pull the attention of everyone over, because each and every poem of Zhang Ye's had always been famous!

Hu Fei quickly opened his Weibo!

Dong Shanshan immediately came to see!

Zhang Yuanqi's manager, Fang Weihong, also appeared!

Ha Qiqi, Zhang Zuo, Tong Fu, and the other program team staff also realized this and quickly opened their Weibo after learning of it.

It was a modern poem, fairly short, but long enough to make people who saw it get terrified from head to toe!!

Rotten Fruit

Black bugs have long since chewed through my flesh.

I lie on a bed of moss so cold it stings

just letting the rot set in deeper.

Waiting for the rot to pierce my core,

and decompose my prison.

My imprisoned soul will then,

wearing a pea-green vest,

leap out grinning from ear to ear.

[I'm Really a Superstar](#)

**Chapter 809: This is a poem fit for a cultured civilization!**

There were countless of comments!

"Good poem!"

"Well said!"

"Fuck, fight it out with them!"

"Have long since chewed through my flesh? Isn't that describing Zhang Ye's current plight? Right, from the time he joined Central TV Department 1, they have been chewing through his flesh!"

"This poem is very similar to Dead Water which Zhang Ye composed in the past!"

"How long ago was it since Zhang Ye wrote a poem? I've already forgotten when I last read a poem by him. I can see that Zhang Ye is really furious this time. Every time Teacher Zhang gets angry, he writes a poem. But as for this soul wearing a pea-green vest? Leap out grinning from ear to ear? What does he mean by that?"

"I don't know either."

"I don't quite understand the last two lines of the poem."

"Does Teacher Zhang mean that he's going to show his prowess? But with what would he show his prowess?"

"Who cares? Anyways, this poem gives me the chills when I read it! It's incredible!"

...

At Central TV.

Deputy Station Head Zhou who had helped Central TV Department 1 get the "loan" was just leaving work. While he was taking the elevator down, he heard the gossip of some staffers who were holding their cell phones and discussing in low whispers. They were pointing at the screens but he did not know what they were talking about. Occasionally, he could vaguely hear the words "Weibo" and "Zhang Ye."

Deputy Station Head Zhou asked offhandedly, "What are you guys talking about?"

The several of them hurriedly said, "Nothing, nothing, we're just chatting. You're off work now, Station Head Zhou?"

Deputy Station Head Zhou nodded at that. When he arrived downstairs, his chauffeur was already waiting there for him. He entered the backseat of the car before he took out his cell phone curiously to have a look at Weibo. At that moment, he saw the poem that was just posted by Zhang Ye.

Rotten fruit?

Chewed through by black bugs?

Deputy Station Head Zhou shook his head unhappily and immediately called Yan Tianfei.

The call connected.

"Hello, Old Yan."

"What's the matter?"

"Did you see Zhang Ye's poem?"

"What poem?"

"The one that Zhang Ye just posted on Weibo! Get him to delete it right away!"

"I don't know what you're talking about."

"Go and take a look then! Take a look at it right now!"

"I can't check because my home Internet is down."

"Are you purposely pretending not to know? Your Internet is down? Fine, then I will read it out to you. Rotten Fruit. Black bugs have long since chewed through my flesh. / I lie on a bed of moss so cold it

stings...” After he finished reading it, Deputy Station Head Zhou asked coldly: “Answer me, Old Yan, who are the black bugs referring to?”

Yan Tianfei answered without even thinking: “Black bugs are bugs which are black in color. What’s the matter with this poem? Isn’t it just describing a fruit that is slowly spoiling? The meaning of the entire poem is so clearly expressed. Rotten Fruit wants to teach people how to economize food, to pay attention to their nutritional intake of fruits and vegetables which should not be wasted. Otherwise, when a fruit rots, it will turn into a spirit that haunts people who waste their food. How educational! This passage is littered with ideas promoting a cultured civilization with the five disciplines and four graces!”

When he heard Yan Tianfei say that, Deputy Station Head Zhou nearly fainted!

Economize food?

Nutrition intake?

Five disciplines and four graces?

Fuck, where the hell did you get that from?!

Deputy Station Head knew Old Yan was messing with him. He was so angry that he hung up on him straightaway!

On the other end, after Yan Tianfei hung up, he gave a contemptuous laugh. You people at the station were so biased toward Central TV Department 1 that you didn’t even leave a single cent of promotional budget to us. Now that you have forced Little Zhang into a corner, oh, you won’t even allow him to write a poem to mock you for a bit? Ha, what logic is that! All the good things are always left for you, huh?

...

Central TV Department 1.

In the program team office of Rise to the Dance.

“Hey, quickly have a look at this. That Zhang Ye has written a poem again!” someone shouted.

Actually, besides the person who shouted that, many of the other staff had already seen it. However, they were too embarrassed to mention it to others. After all, Zhang Ye had a rather complicated relationship with their program team, as well as with the two directors, Xu Yipeng and Chen Ye. That was why Zhang Ye’s name was never casually mentioned within their office area.

Chen Ye frowned. “Are you the only one who has nothing to do?”

That person could only whimper.

Chen Ye ordered, “Get back to your work! Read something useful instead!”

That person hurriedly said, “I understand.”

Actually, Chen Ye and Xu Yipeng had also read that poem. When they clocked out, Chen Ye took the initiative and left with Xu Yipeng. They went downstairs together.

“Zhang Ye was indirectly scolding us,” Chen Ye said.

Xu Yipeng shook his head and just said, “Ignore him. He’s only good at blustering. Do you really expect him to use a documentary to compete and fight it out with us?”

Chen Ye smiled and said, “Of course not.”

Xu Yipeng couldn’t help but laugh. “If we can’t even beat his documentary, then we should just quit our jobs, pack up, and go home. Hur hur, the people in the program team now are the elites of the station, while the invited guests are all big shots. With every aspect of the promotions in place, would we be afraid that a documentary that no one watches would be a threat to us? Even if those hardcore fans of Zhang Ye really tune in to watch A Bite of China when it gets broadcast, it still wouldn’t be able to apportion 0.0-something percent of our viewership ratings. 0.0-something percent? That is as good as a negligible figure, so let alone being a threat, it won’t even be an obstacle to us!”

Chen Ye smiled and remarked, “That’s right, Zhang Ye has really taken us to be laymen in this area. But even if it’s a layman making a variety show, there’s no reason it will do worse than a documentary’s viewership ratings!”

Xu Yipeng stated, “In this past two years, Zhang Ye has indeed created some very popular TV shows, but this has made him a little arrogant and he has lost the reverence for this industry as well. We can’t totally blame him either. As a director and host of variety shows who has been transferred to a documentary channel, he has never had any experience with documentaries before. He probably still does not know how deep the water runs for a documentary type of show. After his documentary gets broadcast, the viewership ratings and advertising revenue will make him realize that there some things that just can’t be changed because of an individual’s heroics. Documentaries are a stagnant genre, so no matter how good Zhang Ye is or how strong his program planning and directing abilities are, there’s not much that he can do about it! No one can bring life back to that puddle of stagnant water!”

...

At a restaurant.

Jiang Naixiong, Jiang Yuan, and some others had left work early and were dining together.

During dinner, an executive of Central TV Department 1 was suddenly stunned by what he saw on his cell phone. Then he said in a speechless manner, “Zhang Ye is making a scene again. He wrote a poem to scold us this time!”

“What happened?”

“Let me take a look!”

The several of them read that poem.

Jiang Yuan said angrily, “Rotten fruit? Black bugs?”

Jiang Naixiong did not look happy either. “This Zhang Ye is getting more and more out of hand. Not only is he mocking Central TV Department 1, he’s even bringing Central TV into this?”

Jiang Yuan took out his cell phone and said angrily, “Who’s he calling black bugs? I must call Old Yan, what the hell!”

A deputy director said, “Don’t you know what sort of temper Old Yan has? If Zhang Ye did not write a poem and instead bluntly called out our names to scold us on Weibo, Old Yan would surely still pretend not to see it!”

Jiang Yuan felt a little upset and said, “I’m afraid Zhang Ye will stir up a commotion and affect the reputation of our Rise to the Dance. After all, it would be for the best if there’s less negative news. This is the golden period for the promotions and the most crucial time for us! Can no one really do anything about this Zhang Ye? The show will be broadcast the week after next, but not only is he not worried about his own show, he even has time to bother other people? If he has the time, shouldn’t he be thinking about what to do with that documentary of theirs which doesn’t even have a chance to be promoted? If the viewership ratings turn out too low, who would be the one embarrassed instead?”

What imprisoned soul?

What leaping out?

You have already been transferred to the documentary channel, yet you are still thinking about giving others a face-smacking? What the heck! Alright then, we would like to see how you are going to wear a pea-green vest and leap out grinning ear to ear!

TL Note:

[1. “five stresses and four points of beauty”—requirements for a cultured civilization]

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[https://en.wikipedia.org/wiki/Five\\_Disciplines,\\_Four\\_Graces\\_and\\_Three\\_Loves](https://en.wikipedia.org/wiki/Five_Disciplines,_Four_Graces_and_Three_Loves)

[I'm Really a Superstar](#)

### **Chapter 810: Broadcast! (Part 1)**

Adding in the accompanying music.

Working on the post-production.

The production phase was complete.

The show was sent in for review.

The show was approved.

Arrangements for the programming lineup were cleared.

...

About two weeks later.

December 10th, Friday.

It was a hubbub this morning at Central TV Department 14. The program team staff of A Bite of China arrived early today at just past 7 AM. Yan Tianfei was angered, Director Zhang was angered. On the issue



of the heads of Central TV Department 1 and Central TV, the group of staff members were also angered. If there was no funding to carry out a mass promotional campaign? Then they would double as the shill army themselves. With the aid of Weibo, they promoted A Bite of China everywhere. Even though it was to little effect, even though they did not have much success, nobody could give up doing whatever they could. Because it was already the last day before the program was broadcast, there were only 12 hours until the official premiere of their documentary!

"Let's make another round on Weibo!"

"Coming, coming!"

"Director Zhang's fans are amazingly supportive! They've helped forward so many for our posts!"

"Which is the highest rated documentary by viewership that our department is broadcasting currently? Quickly seek Director Yan's help to add a few more advertisements at those time slots. There isn't much time left!"

"None of them have a good viewership rating at all!"

"Of the documentaries that are broadcasting now, the highest viewership rating is only 0.062%. We've already been airing more than a dozen rounds of advertisements for A Bite of China in the past few days at that time slot, so it has seriously oversaturated that show. There's no meaning to show the ads anymore. That documentary basically does not have many viewers to begin with anyway, so the ads have already reached maximum effect."

"What about the newspaper firms?"

"My old classmate works at a newspaper firm and I managed to get her to add in an article yesterday after much persuasion. The other newspaper and media outlets are all mainly focusing on Rise to the Dance, since we did not pay any money and ours is only a documentary. They weren't willing to give us any coverage at all. Even in the minority of the news drafts that were just submitted, they only mentioned our documentary because of Director Zhang or because of the Rotten Fruit poem from that day."

"We have done everything that we can!"

"Hai, we'll just have to leave it to fate now!"

Ha Qiqi, Zhang Zuo, and the others had already tried their best. This absolute disadvantage was impossible to reverse with just them alone. Without money, no topicality, and no selling point, how could they possibly do any promotions?

"Where's Director Zhang?" Little Zhang suddenly asked.

Wu Yi turned and looked around. "I don't know."

Ha Qiqi also found it rather strange. "Yeah, why didn't I see Director Zhang today?"

It wasn't until 9 AM, which was also Central TV's normal working hours, that Zhang Ye leisurely strolled into the office. The first thing he saw when he came in was the bustling scene of all the program team

staff gathered together. Zhang Ye was stunned by this and simply raised his hand to greet everyone. "Whoa, all of you are here already? This early in the morning?"

Tong Fu nearly fainted at that. "It's A Bite of China's premiere today!"

Huang Dandan also said in a speechless manner, "It's the day of our documentary's broadcast!"

"I know that." Zhang Ye said, "But aren't we already done with the production? The footage was also checked before we submitted it, so aren't we just waiting for it to get broadcast?"

Zhang Zuo was taken aback by his attitude. "Aren't you nervous about it?"

Zhang Ye laughed. "What's there to be nervous about? We have already done all that we could, so let's just wait for the broadcast."

Everyone didn't know how to react as they thought of the saying, "The eunuchs are more anxious than the emperor himself!"

Actually, what they did not understand was that whenever Zhang was needed, he had never dropped the ball before. He was always the first to get to work and would not bat an eyelid even if he had to pull an all-nighter to complete his work. However, once he finished everything, Zhang Ye would not worry about unnecessary things, just like the situation now. They had no money to compete with Rise to the Dance by placing advertisements on high cost platforms like the various online video hosting sites and Central TV Department 1, so posting on Weibo and various forums wouldn't make much of a difference for the show and would have an almost negligible effect. At a time like this, the best option was to just rest. After all, they should be striking a proper balance between work and rest.

Moreover, Zhang Ye had confidence in A Bite of China. Compared to the promotions for first season of A Bite of China back in his previous world, the promotions and topicality of their version was already many times more than the original version!

Did the original A Bite of China do any promotions?

Actually they did, but there was almost no one who paid any attention to them!

Zhang Ye could still remember when he first started watching A Bite of China. It was already near the end of the first season. It was only then that he learned of this show, after he went online to look it up when a classmate told him about it. He spent the entire day watching it in astonishment, but did not contribute to the viewership ratings of the show as he did not know about this documentary at all before that. It was the same for many of the other viewers who also found out about it at a later time. That was what contributed to the great difference in viewership ratings between the first and second seasons of A Bite of China.

Therefore, he wasn't dissatisfied with the current situation that they were in. In this current world, regardless of whether anyone would watch the documentary or not, at least a lot of people already knew about this show called A Bite of China. They knew that A Bite of China would go up against the certainly popular large-scale talent show called Rise to the Dance during the same time slot, so wasn't that enough? Actually, it was already good enough!

"Everyone has worked hard during this period of time." Zhang Ye looked gratefully at everyone. "I saw everyone's efforts. Also, thank all of you for putting your trust in me. Why don't we knock off earlier today? You can leave in a while, or if you prefer, in the afternoon. Just look for Little Wang to let her know when you're leaving. I will approve this. It won't be considered as skipping work, hur hur."

Zhang Zuo wiped his sweat away and said, "Director Zhang, why would we want to knock off earlier!?"

Wu Yi said, "Yeah, the broadcast is scheduled for today! A lot of people are waiting for us to make a fool of ourselves!"

"At such a time, who would still be thinking about resting?" Ha Qiqi also forced a wry smile. "You may be gracious, but we're not. Did you not see? The fans of Rise to the Dance and Chen Ye have been bombarding us in many waves for the past few days! They basically do not have us in their sights at all. Even the staff of Central TV are discussing us in whispers. When Old Wu and I went upstairs yesterday, everyone else in the elevator were giving us strange looks!"

An old employee who was very well-informed said, "I heard that during a station meeting yesterday, one of the deputy station heads who was in charge of Central TV Department 1 even made a joke about our A Bite of China's program team!"

Tong Fu said exasperated, "I think I will stay here and clock some overtime today. I'll just go home later."

"Count me in." His girlfriend, Huang Dandan said, "If I don't see our documentary safely get broadcast, I won't be able to stop worrying. Anyway, the broadcast will end at around 9 PM, so I don't mind waiting!"

"We should definitely stay for overtime!"

"We're already at the last critical juncture!"

Seeing how everyone had expressed their stance, Zhang Ye was helpless to do anything about it. He knew that the attitude of Central TV Department 1 and some of the station heads had angered everyone here badly!

Alright then.

Overtime it is.

Ring ring ring. His cell phone rang.

When he saw that it was from Fan Wenli, Zhang Ye went back into his own office before answering: "Sister Fan?"

"I saw you just now when you were outside. Did you just reach the office?" Fan Wenli said.

Zhang Ye replied: "Yeah, I've just reached the office. You're at Central TV?"

Fan Wenli stated: "I came here for some business today, but because Director Xu and Chen Ye were with me earlier, I did not say hi to you." After a pause, she continued: "Rise to the Dance finished recording its fourth episode. The show's content is quite rich and I find it to be rather good as well. But compared to The Voice, it might not be that exciting since dance is not as mainstream as singing and not everyone

knows how to appreciate it as well. When those internal people at Central TV Department 1 kept talking about how they would surpass The Voice, I was really questioning in my mind if they knew anything at all. However, I cannot deny that this is still a rather good talent show. What's more, with such strong promotions for the show, it might not be impossible that they could really match The Voice."

Zhang Ye understood that Old Fan was giving him some inside news. "Oh, I see."

Fan Wenli asked: "How about your side? How is it going at your side?"

Zhang Ye laughed lightly. "We finished the production long ago, so we're only waiting for the broadcast now. I can't say for sure how it'll do, but we'll know after it has been broadcast."

"Do you think you can win an award for it?" Fan Wenli asked.

"Why are all my friends asking me if I have the confidence to win the most prestigious award in the documentary genre these days when they call?" Zhang Ye returned.

Fan Wenli responded: "That's because we're confident in you. Although this is your first time directing a documentary, but with your capabilities, it's not impossible for you to win an award."

Zhang Ye laughed and said: "Why isn't anyone asking me about my opinion on the viewership rating?"

"Viewership rating?" Fan Wenli said with a start. "Because to us, the furthest a documentary can go is win a domestic documentary award. What do viewership ratings have to do with documentaries?"

Zhang Ye only chuckled at that and did not say anything more.

...

Central TV Department 1.

The entire Rise to the Dance program team was busy preparing for the final phase!

Xu Yipeng shouted, "Counting down to the last 10 hours!"

Chen Ye said, "Everyone, chin up and let's finish the last of the promotional activities! Today is the most important day, so everyone has to put in some overtime. Director Xu and I will buy everyone supper tonight!"

Xu Yipeng added, "Pick a place that you all like!"

Everyone cheered at that!

"Great!"

"Thank you, bosses!"

"I'll be finishing up my work here very soon!"

"Can we have western food? Heehee!"

Although they were busy, it was also a joyful and relaxing atmosphere that everyone was working in. All the people of the program team had an unprecedented look of anticipation on their faces, and at the same time, an unparalleled confidence!

Viewership ratings champion of the same time period?

Nationwide viewership ratings champion for variety shows?

It had never crossed their minds that they would not get these honors, because to them, these were already in the bag. With such a huge investment, with such an astronomical title sponsorship fee, with those big shot guest coaches, with such a popular platform, and with such heavy promotions, there was no reason why they would not get the viewership ratings top spot! The only thing on their minds right now was whether they could surpass The Voice, whether they could rewrite history!

Only two people in the program team were feeling rather unsure of all that!

The two were the rookies who had been snatched to Central TV Department 1 from Department 14, who also happened to be the immediate juniors of Zhang Ye at Media College!

The rookie with the broader face whispered, "Aren't they all being too optimistic?"

The other person gave a wry smile and said, "Yeah, I don't think that it's going to be this simple either."

The broad-faced person asked, "Why do you feel that way?"

"There's no reason." That person said, "It's just because he's Zhang Ye!"

Yes, from the point of a given name, Zhang Ye was actually a very ordinary name. There were at least 80-100,000 others named Zhang Ye in the entire country. But in the entertainment circle, this name was not ordinary at all. It could be said that this name represented a legend, a legend who no one dared to ignore!