

## Superstar 811

### Chapter 811: Broadcast! (Part 2)

Later that afternoon.

The Rise to the Dance program team's final run of promotions were starting to show some effects. Like Huo Dongfang's scandal, Fan Wenli's rocky marriage, fans fainting in the recording studio, these gossips and hype were being flooded in all kinds of forms into the mass media, newspapers, and the Internet, bearing down on the public with tremendous force. It nearly occupied close to 10% of the entertainment industry's news and even overshadowed an important film industry's award ceremony. People could not avoid the news about it and their attention was entirely taken by Rise to the Dance!

On Weibo.

The netizens were very excited.

"Anticipation x 10,000!"

"The show is finally beginning today!"

"Rise to the Dance is so awesome!"

"Don't just keep promoting it, hurry up and start broadcasting already! You're making us unable to wait anymore!"

"I'm waiting to watch it! Hurry, hurry, hurry!"

"8 PM in the evening? I can't wait any longer!"

"Haha, I like Sect Leader Huo!"

"I love Teacher Chen Ye so much! I'm a hardcore fan of his! Teacher Chen is too cool!"

Under such widespread buildup of the show, there was no lack of topics for the people to talk about. Of course, not everyone had forgotten about Zhang Ye, as a small portion of the people were still paying close attention to the broadcast of A Bite of China!

"So today Zhang Ye's documentary is also broadcasting?"

"I'm caught in a dilemma, which one should I watch?"

"It's been quite some time since A Bite of China stopped their promotions. I nearly forgot about it."

"It's not that they didn't want to promote it, but that Central TV Department 1 played dirty!"

"When it rains, it pours. It's hopeless for A Bite of China. I think I better watch Rise to the Dance instead!"

"It's just too bad that it's a documentary, hiiii!"

"Yeah, I really feel pity for Teacher Zhang Ye. Compared to a blockbuster program like Rise to the Dance, what is a documentary? Even the entirety of Central TV has already given up on A Bite of China!"

“Fuck, using Rise to the Dance to compete with a documentary, what’s there to compete on? Is it even a competition to begin with? If they’re so good, let them compete with Teacher Zhang Ye on variety shows instead! Then we will see who will be the one that gets beaten!”

“But there won’t be a chance of an ‘if’ scenario at all!”

“Don’t argue anymore. Everything will be revealed tonight!”

The stage was ready.

Appetites were whetted.

The only thing left was the countdown to broadcast!

...

5 hours before the broadcast.

Zhang Ye was called over to Yan Tianfei’s office.

“Little Zhang, did we miss out anything?” Yan Tianfei asked.

Zhang Ye laughed. “Everything is in place.”

Yan Tianfei said, “Are the preparations complete?”

Zhang Ye nodded. “We’re just waiting for the broadcast. There’s nothing much we need to prepare for anymore.”

Yan Tianfei looked at his expression and laughed. “You seem very relaxed.”

“Yeah, I’ve already done all that is necessary. The rest is up to the market to determine.” Zhang Ye’s reply was exactly as his thoughts were. At this moment, he felt very calm. After all, he had been through all kinds of storms before and had grown through the experience. Zhang Ye was also growing through all that.

...

3 hours before the broadcast.

In the office of Central TV Department 1’s director.

Xu Yipeng said, “Director Jiang, please give us another slot.”

Jiang Naixiong smiled and said, “Just today alone, Central TV Department 1 has already assigned three slots to you guys, and it’s still not enough? All of that costs money. Besides, we only gave two slots to The Voice when they premiered!”

Chen Ye also pleaded for a long time.

Finally, Jiang Naixiong said, “Let’s wait for next week when your viewership ratings are out. As long as the premiere episode exceeds 1.5% in the viewership ratings, I will add another slot for you guys next week!”

1.5%?

Chen Ye didn't think that it was too much.

Even Jiang Naixiong thought that this target was not too much to ask for.

When they returned to the Rise to the Dance program team's office, Xu Yipeng and Chen Ye started to supervise everyone's work again, but since the finalized show to be broadcast had already been submitted, there wasn't actually much to be busy with. But they still tried to make the best of the whatever time that was left, as the staff busied themselves with anything they could, as long as they did not idle about. Everyone just looked like they had something to do, as if by doing so they could show their determination for the new show!

A female staff member who just came back to the office from outside said, "I saw Zhang Ye just now."

She was only telling this to her colleague who was seated beside her, but because she did not lower her voice, Xu Yipeng and Chen Ye who were not too far away heard it as well.

Chen Ye frowned. "What? Is he up to something again?"

Xu Yipeng was also well aware of Zhang Ye's character. He was afraid that Zhang Ye would suddenly come up with some trickery.

The female staff member waved her hands hastily. "No, no, I only saw Zhang Ye leaving work with his bag to go home!"

"He's left work?"

"Gone home?"

"Isn't their show also starting its broadcast tonight?"

"Ah? Why did he go home?"

Besides Xu Yipeng and Chen Ye being speechless at this, the other program team staff were also dumbfounded by what they heard.

Then, Chen Ye couldn't help but laugh loudly and shake his head. However, he did not say anything.

He gave up just like that?

Leaving work even before the broadcast has started?

Is that Rotten Fruit of yours just empty talk?!

Xu Yipeng immediately said, "Why do you care about what others do? Just mind your own business and broaden your outlook. There are so many other variety shows of the same time slot who are our competitors, yet you'd rather keep your eye on a documentary?"

"Uh, sorry!"

No one dared to mention it again.

...

2 hours before the broadcast.

Zhang Ye was already back at his parents' house.

"Mom, hurry up and make me a bowl of noodles. I'm so hungry." When Zhang Ye stepped into the house, he flicked his shoes off and left them strewn about on the floor. Then he sat down heavily onto the sofa, crowding Chenchen's space.

Chenchen was very annoyed by that and vied with him for the middle seat.

Zhang Ye did not give way to her and two of them started brawling again.

His mother asked in surprise, "Why are you home?"

"I'm off work. Where would I go if I don't come back here?" Zhang Ye said rather perplexed.

His father said, "We thought that you would have to work overtime. Isn't today the premiere of your documentary?"

Zhang Ye smiled and said, "I can just watch the premiere at home where it's more peaceful."

When he finished eating dinner, Zhang Ye went to take a shower. After he came out, he started sending messages to his friends and relatives one by one.

To Yao Jiancai: "Old Yao, switch to Channel 14 at 8 PM."

Yao Jiancai replied: "Haha, alright. I will watch and learn from it!"

To Dong Shanshan: "It's going to broadcast at 8 PM. Turn on your TV and add to the viewership ratings for me."

Dong Shanshan: "It's already on. I'm with Brother Hu, Hou Ge, and the others."

To Wu Zeqing: "Old Wu, my show is starting soon. It's today."

Wu Zeqing: "OK."

To Fan Yingyun aka Big Saber Bro: "Broadcast at 8 PM! GOGOGO!"

Fan Yingyun: "A must-see!"

To Zhang Yuanqi: "Sister Zhang, watch Channel 14 in a while, don't forget!"

Zhang Yuanqi: "OK."

Actually, how much viewership ratings could he add by contacting just a few friends and relatives? Zhang Ye only informed them in case they called him out later for not telling them about his new show's broadcast because he did not treat them as friends and family.

His mother also switched to Channel 14.

However, Zhang Ye said, "Mom, switch it to Channel 1."

His mother said in surprise, "Why are we watching Channel 1?"

Chenchen also leered at him. “You want to watch Rise to the Dance?”

Zhang Ye smiled and said, “Yes, I must see what the opponent’s show is like.”

His mother switched the channel to Central TV Department 1.

Zhang Ye understood quite well what A Bite of China would be like as it was entirely recorded and edited by him. Since he knew it so well, it wasn’t necessary to watch it anymore. He was more concerned about the quality of Rise to the Dance, and whether it was as good as the promotions made it out to be. Was it really as good as what Fan Wenli said? Of course, Zhang Ye also had to see if Rise to the Dance was qualified to be A Bite of China’s opponent!

...

The countdown started.

Three minutes.

Two minutes.

One minute.

At 8 PM sharp, the premiere episode of Rise to the Dance and A Bite of China started broadcasting together!

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

#### **Chapter 812: Broadcast! (Part 3)**

To Central TV Department 1 and some industry insiders, today was an unusual night for them. Central TV Department 1 was concerned with whether Rise to the Dance would let them continue leading the trend for television variety shows. Xu Yipeng, Chen Ye, and their program team staff were all waiting in anticipation for Rise to the Dance's viewership rating. The television industry insiders were also observing to see how greatly Rise to the Dance would influence this genre of shows in the future. Then of course, there were also people who wanted to watch the first documentary Zhang Ye directed, A Bite of China, just to see what kind of a show it was.

But to most citizens, this was just a night like any other night.

Some people had just returned home from school and some people came home from work. Some might be bored and others might want to relax, so they turned on their televisions.

So here's the thing.

Was today a usual day?

Or was it an unusual day?

Could it be that it was a usual day, but with a hint of unusualness?

Or perhaps, it was an unusual day that had some usualness to it?

Fuck, only a ghost would fucking know! Moving on to the next subject!

...

"It's starting!"

"Haha, the broadcast is starting!"

"It's finally beginning!"

"Chen Ye has come out on stage! Wow! Sect Leader Huo has appeared!"

"Did Fan Wenli get fatter? Don't tell me she's pregnant?"

"Fuck, Teacher Lili still doesn't look well on screen. But that can't be helped, since she's a professional dancer who does not make a living off of her looks!"

In the atmosphere of explosiveness and anticipation, Rise to the Dance was now broadcasting on Central TV Department 1!

On the TV screens, Chen Ye appeared onstage to the rapturous applause and cheers of the live audience. Everyone stood up, clapping as loudly and fervently as they could!

"Welcome, everyone, to the stage of Rise to the Dance. Our show is brought to you by our exclusive title sponsor, Chunhe Mineral Water! Thank you to Huali Appliances' and Lituo Detergent's strong support..." Chen Ye stood in the center of the stage, reading a long string of advertisements before smiling and announcing loudly, "Today, we're here with our three guest coaches to witness a feast of China's dance scene. Here, today, together with the entire country's millions of viewers, we will be witnessing what we call the miracle of dance!"

Thunderous applause rang out!

"First, let us welcome Teacher Huo Dongfang!"

"Teacher Fan Wenli!"

"Teacher Shen Lili!"

The guest coaches were smiling and waving to the cameras!

They were all wearing very magnificent looking costumes. From the looks of it, it could be seen that the program would have cost quite a bit to produce. It was definitely not cheap and the outfits all looked like they were individually tailored for each of the guest coaches.

The entire stage was also very beautifully decorated. Due to the incident that basically destroyed it, Central TV Department 1 reconstructed it with a lot of money and the stage no longer bore any resemblance to The Voice's stage. It was as good as a new stage altogether, looking very bright and ritzy!

Following that, Chen Ye introduced the competition rules and regulations.

Chen Ye started off on television doing interview programs. Although he had done quite a few variety shows before as well, he gained his fame through interview programs before stepping up to hosting galas. Chen Ye's hosting style was clearly different from Zhang Ye's.

Zhang Ye focused on humor, eloquence, as well as individual talents. This fellow's hosting style would never be replicated by another. The humor and wit he showed in his talk show? His vast knowledge as seen in Analysis of the Three Kingdoms? His recital speed that was displayed through his hosting act in The Voice? No one else could mimic all of that as his style was extremely distinct. As long as he was on stage, then he would be the focus of everyone. He was a shining light that was independent from a show. It was a trait that was Zhang Ye's own. In the field of hosting, his existence was always going to be a unique one.

Meanwhile, Chen Ye's trait was his affinity with the audience. He focused on the audience mood and atmosphere of the venue, and could adapt to different situations very well. No matter what the characteristics of a show were, he could bring it out to its fullest at all times. His was a strong and stable style of hosting which could keep everything under control, and this was also the basis for his appointment as one of the Spring Festival Gala hosts.

A few minutes later.

The main event began!

"Next, let's invite our first contestant onto the stage!"

The scene cut to the contestant's intro clip.

"My name is Qi Fang and I've loved dancing ever since I was young. At the age of five..."

On this, Rise to the Dance had learned from The Voice's style of story presentation. The industry had long ago analyzed and broken down the factors that contributed to the success of The Voice. Zhang Ye's model for making shows as well as his storytelling had also been studied by everyone. They knew that by doing this before a contestant appeared on stage, it would help the audience build empathy and identify with the contestant. Facts had proven that this was not a segment that they could leave out, and it was also where Zhang Ye's cleverness could be seen. With his successful show as a model, the people who came after followed suit and did not miss out on implementing this successfully proven method. However, Rise to the Dance did not fully copy everything from The Voice and still made the necessary changes according to their genre.

The contestant went onstage.

The live audience let out faintly discernible exclamations!

The netizens went crazy with their discussions!

"Ah?"

"She's so fat?"

"This woman has to weigh at least 90 kilograms, right?"

"Fuck, can she even dance like this?"

The music started, and so did the dancing.

Nobody expected that this contestant named Qi Fang immediately started wiggling around as she started dancing a samba!

Everyone watched dumbfounded!

"Holy shit! Holy shit!"

"She can dance this well?"

"My god, this is too exciting to watch!"

"This contestant is really quite good!"

On screen, Huo Dongfang and Fan Wenli could be seen giving each other a look of surprise, then focusing back to Qi Fang as they gazed at her in admiration. It was as though they were already prepared to take this contestant onto their team. Meanwhile, professional dance artist Shen Lili also looked at the female contestant without blinking, before finally standing up from her seat with a smiling face and couldn't help but start dancing along with her!

The audience went wild!

The atmosphere in the venue was extremely passionate!

Being a talent show, it was needless to explain how important the first contestant was. The effects could be considered decisive for the show, because if the first contestant could grab the attention of the audience, then the show was already half successful. On this, without a doubt, Rise to the Dance had achieved it!

...

At Zhang Ye's parents' house.

His mother was watching the show and said, "This show is quite good!"

His father looked to him. "Do you think this show will be popular?"

Zhang Ye shook his head and answered, "It's difficult for me to say, but I don't think that it will do too badly. Xu Yipeng and Chen Ye are also very smart, knowing how to take the essence from my previous show and apply it here." Actually, seeing it now, Zhang Ye was quite surprised. He had not thought that Xu Yipeng and Chen Ye could churn out anything good. But clearly, after the show was broadcast, it left Zhang Ye surprised as it turned out even better than he had expected!

His mother said, "Even if it were to do poorly, the viewership ratings will still be much higher than your documentary."

"Mom, don't speak too soon." Zhang Ye rolled his eyes. "That might not necessarily be true."

His mother said, "What's not true? Yours is just a documentary and you really think that it can compete with a variety show?"

Zhang Ye chuckled, "Why can't it compete? Who says that a documentary's viewership rating has to be less than a variety show's? Looking at this lively start to Rise to the Dance, you might think that the



viewership ratings will be quite good. But actually, there is also a disadvantage, as a dancing talent show has one setback, which is that dance is an art not everyone can understand. There won't be too many people who'll appreciate it, so as to how many people actually like the show, it's still a question mark. Even if the show gets popular, there's still a limit to how popular it'll get. Once it reaches the upper limit, it will be difficult for it to get more viewers."

In this world, there were not many dancing talent shows. For such a large-scale one like Rise to the Dance, it was still the first. However, in Zhang Ye's previous world, dancing talent shows numbered many, while their ups and downs were all known by Zhang Ye. Naturally, he knew more than the people of this world where the disadvantages lay in a dancing talent show. That was why he had only written the program proposal informally for Central TV Department 1, because they requested it. If it came down to it, he had no plans to do it at all!

His mother disagreed, "But a documentary's target audience is even smaller."

"That opinion of yours would surely be accepted by another, but I don't agree to that." Zhang Ye laughed. "A normal person would surely think that no matter how specialized a subject a variety show does, it still would attract a larger audience than a documentary. But that's not necessarily true, because my documentary is about food. From a three-year-old kid to a ninety-year-old senior, who doesn't eat? How many people don't like eating? My documentary might not seem like it would have a large audience, but in fact, it actually appeals to all ages. Ignoring the accepted range of viewers between a documentary and a variety show, my documentary definitely has a larger appeal to a wider range of people than a dance show!"

His mother pouted. "Why am I unconvinced by what you're saying?"

Chenchen let out a "hur hur" at that.

Zhang Ye could not say anything to that and just stopped trying to convince his mother.

...

On Weibo.

A few simultaneously discussed Weibo posts were attracting a lot of attention!

"It's good!"

"I like the second contestant! She danced really beautifully!"

"Yeah, that woman looks fine as well. She'll definitely be very popular!"

"I still think that the first fatty contestant danced better! That image of her dancing has a really strong impact. So even a fatty is able to dance that well. That's truly inspirational! I've decided that I will go and learn dancing starting tomorrow!"

"I wanna learn too!"

"I like Chen Ye's hosting style. He's so down to earth!"

"Here for Sect Leader Huo. He has definitely not disappointed me!"

"Sect Leader Huo and Fan Wenli's dance battle really made me laugh hard! Hahaha!"

"The viewership ratings definitely aren't going to be bad! The way I see it, the first episode is surely going to exceed 1%."

Of course there were also others who did not think the show was good.

"I think it's only average."

"It's not as good as The Voice, a little worse than what I had expected."

"Yeah, I don't get dancing at all, so it's not interesting to me."

"A dancing show definitely won't attract as many people as a singing one. But it should be enough for it to get at least a 1% viewership rating for its premiere episode. How many TV shows these days can manage to surpass 1% in the nationwide viewership ratings on their premiere episode? I think only The Voice managed to do so this year? With a few more episodes, the later episodes of Rise to the Dance should still go up. It seems like the talk about it right now is quite good and a lot of people are watching it."

"I heard that Rise to the Dance will have their finals broadcast live. Back then, Central TV Department 1 did not give this privilege to The Voice even though Zhang Ye had applied for it many times. But that privilege has been given to Rise to the Dance now, so when it comes to the day of the live finals, there might be a chance that they can surpass The Voice's highest viewership ratings."

"Who says that the premiere episode can have 1% viewership ratings? I believe it would be at most 0.5%."

"Impossible, 1% and above is a definite figure! 1.5% is possible too!"

"How fucking unfair. Central TV Department 1 is treating Rise to the Dance so differently from the way it treated The Voice. They even approved for the finals of Rise to the Dance to be broadcast live?"

"Ahem, previous poster, actually, we cannot blame Central TV Department 1 for that. Don't you know about Teacher Zhang's notoriety? When has a live broadcast involving Teacher Zhang ever ended without a problem? The incident at Father Wei's memorial, the Shanghai SARFT press conference, they always ended in an earth-shattering uproar. It's fine for other people to do a live broadcast, but to let Teacher Zhang Ye do that? Whose heart wouldn't tremble at the thought? If it were you, would you approve letting Teacher Zhang do a live broadcast? So that's why all this has to do with Teacher Zhang's reputation being really bad! So bad that everyone fears him!"

"Oh yes, how is Zhang Ye's show doing?"

"I don't know, I haven't watched it yet."

"You guys intend to watch a documentary? Fuck, you're all super amazing."

"Rise to the Dance has gone into their commercial break. I'll go and have a quick look at Zhang Ye's documentary. What's it called again?"

"It's called A Bite of China."

## I'm Really a Superstar

### **Chapter 813: Broadcast! (End)**

At around 8 PM.

Central TV Department 1.

There were evening shows on this channel, so other than the program team of Rise to the Dance, there were several other program teams of Central TV Department 1 working overtime as well. Some time ago, Zhang Ye had blasted some people of Central TV Department 1 on Weibo. Those were the ones who kicked him while he was down during the court case with Central TV Department 1. This had caused the relationship between many of the program teams and Zhang Ye to become even worse. In turn, they became even more attentive to what Zhang Ye did.

At a certain interview program's recording studio.

"We're finally done recording!"

"Everyone has worked hard. It's time to clock out now."

"Oh, has that Zhang Ye's show started broadcasting yet?"

"It should be broadcasting already."

"Let's watch. I want to see what kind of a lousy show he can come up with on his first try at a documentary!"

At a certain variety show's office at Central TV Department 1.

"Rise to the Dance is quite exciting!"

"Yeah, it's guaranteed to get number 1 in the viewership ratings."

"How's Zhang Ye's documentary doing?"

"It should already be broadcasting, but I'm not sure."

"Old Xu is still as capable and Zhang Ye will have to admit that this time. OK, switch to Channel 14, I want to see what that 'Bite of Something' documentary is about, and see what Zhang Ye can come up with.

...

During Rise to the Dance's commercial break, many of the viewers, whether they liked Zhang Ye or not, changed their channels to Central TV Department 14 with their remote controls. Compared to the passionate dance and music on Rise to the Dance, the moment they tuned into Channel 14, soothing background music greeted them. It was calm like the trickling of a river stream, like the feeling of floating on fluffy clouds. This was accompanied by the deep and magnetic voice of Zhang Ye narrating.

"After Sangyé picks a mushroom, she carefully covers the hole with pine needles so that the mushroom can continue to grow. All villagers observe this rule."

In the office.

A Central TV Department 1 host mockingly laughed and shook his head. "After watching the intense scenes of Rise to the Dance, who would want to watch such a slow-paced and uninteresting documentary?"

Beside him, a female staff member laughed and said, "Yeah, it's really too boring."

"Let's just knock off and go back home to sleep," said another person.

There was also someone who went along with the crowd and added, "If there's anything interesting, it's only that the visual impact is better due to the usage of HD video cameras, but other than that? It's still the usual documentary style we've always known."

"Aren't they just filming food? Who doesn't know how to film something like that?!" A lot of them laughed.

But very quickly, all of them couldn't laugh anymore!

The documentary continued broadcasting on television.

Zhang Ye's voice wonderfully matched the scenes.

"Although the taste of pine mushrooms is very unique, they only became popular three decades ago.

"The main ingredient for another popular traditional Chinese dish is also found in mountain forests.

"Winter bamboo shoots are harvested and then sliced, before deep-frying them in oil and adding in seasoning. When completed, it becomes the most common household dish that is prepared within the Zhejiang region. In China, many people live near bamboo growths and understand bamboo shoots very well..."

As the scenes of the forests flashed across the screen, the HD footage of the ingredients in their most raw and original forms in nature left everyone salivating.

Those bamboo shoots could really whet one's appetite!

Even if it were just the freshly harvested bamboo shoots, it was enough to make people unconsciously swallow their saliva. Even if they had already eaten and filled their stomachs, they could feel the freshness of the bamboo shoots rushing against their faces. Even through the television, it seemed like they could smell the wet fragrance of the grass seeds. The HD footage was undoubtedly amplifying this experience for them, leaving them fully immersed in the experience as though they were there in the forest!

It was too beautiful!

It felt...too real!

Several of those program team staff who had been mocking the documentary earlier looked at each other, while everyone else who was watching A Bite of China in the office were shocked!

A Bite of China continued.

Many of those people had fallen silent, their eyes glued to the television screen.

“Every September, brothers Qi Hu and Qi Chen go to Jiayu County in Hubei to dig out lotus roots from the lake pit. This plant grows deep underneath the mud in the lake. The thing that Qi Hu has just dug out is called a lotus root. It is a kind of vegetable that is commonly found in lakes.

“As professional lotus root diggers, the brothers work away from home for seven months every year. During the lotus root harvesting season, they come from their home in Anhui to participate in the harvest. The work is hard, but the pay is good, so Qi Hu and Qi Chen are willing to engage in this hard work. Lotus root diggers love the cold weather. This is because lotus roots sell well when the weather is cold.”

Mud.

Fresh lotus roots.

Lotus root diggers.

What were just some ordinary images gave these city-dwellers a pleasant feeling. It was a feeling of happiness and joy that was difficult to describe in words!

This was Zhang Ye’s documentary?

This was A Bite of China?

That Central TV host suddenly broke the silence and lightly shook his head while laughing. “We might have underestimated Zhang Ye. He has shot the documentary quite well there, but no matter how well he filmed it, it’s still just a documentary. It will definitely not do well in the viewership ratings.”

A person nodded and said. “Yeah, luckily it’s just a documentary, otherwise...”

“Otherwise what?” a colleague beside that person asked.

That person gave a wry smile. “Otherwise the other shows broadcasting at the same time slot might have something to worry about.”

An assistant director who had argued with Zhang Ye on the Internet before observed, “That Zhang fellow. It’s obviously his first attempt at doing a documentary. Why does he even know how to handle such an unpopular genre?”

No one answered him.

Because no one had an answer.

...

At Yan Tianfei’s house.

Old Yan and his wife’s family were watching television together.

Only Old Yan constantly said, “It’s too well shot, it’s really too well shot. This type of documentary wouldn’t have any problem winning a documentary award for sure!”

His wife beside him agreed, "This documentary is great to watch. So a documentary can even be made this way? I've never bothered watching any shows on your channel in the past, but this A Bite of China seems completely different from other documentaries, yet not completely different at the same time. Hai, Old Yan, turn up the volume, I can't hear it!"

Yan Tianfei gave a slight sigh. "How pitiful, it's really such a pity!"

His wife asked, "What's the matter?"

Yan Tianfei replied, "It's such a pity with Zhang Ye's capabilities. If he did not get handed a documentary project to handle this time, he would probably have had a chance to compete with Rise to the Dance. Our department has really held him back here."

Even though his wife felt that A Bite of China was good, she also understood that no matter how good a niche show like a documentary was, it would not be able to compete with a variety show. As a result, she just continued watching the show without saying another word.

...

Zhang Ye's parents' house.

His mother continued watching the documentary in astonishment. "Son, this is the documentary you shot?"

"Yes." Zhang Ye chuckled. "It's quite good, isn't it?"

His mother said, "It's great. This is right up my alley and just my type of show to watch." Pausing, she continued, "But it might not be so for other people. I believe a majority of the viewers won't be able to accept it."

Zhang Ye asked, "Why not?"

"Because documentaries are only for a minority of the viewers," his mother answered matter-of-factly.

Zhang Ye asked again, "Why is it only for a minority of the viewers?"

His mother said, "Because it's a documentary."

Zhang Ye gave up. "—Fine then."

Zhang Ye understood the concept of "nobody would watch a documentary." In this world, the hearts of people were too deeply ingrained with this mindset. Even if a lot of people liked this documentary when they watched it, no one thought that others would feel the same way as them and like the documentary as well.

Chenchen suddenly said, "Zhang Ye, I'm hungry."

Zhang Ye dismissively told her, "Go and cook yourself some instant noodles."

Chenchen pointed to the television. "I want some stir-fried bamboo shoots."

His mother laughed and ruffled Chenchen's head. "The restaurant is still open. Let grandma order takeout for you. Just as well, I'm getting hungry from watching the documentary too!"

His father added, "Order honeyed lotus roots as well."

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At Central TV Department 14, everyone still stayed put at the office.

But with the same thoughts as Zhang Ye, the group of Ha Qiqi, Zhang Zuo, and the others were tuned in to watch the broadcast of Rise to the Dance.

Little Wang said angrily, "What is the audience so hyped about?"

Ha Qiqi sighed as she browsed through Weibo on her cell phone. "The audience's reception seems to be quite good."

"With so many promotions and those guest coaches, could they be unpopular?" Zhang Zuo also said with a heavy heart. "Did you guys really expect that our documentary had a chance against them?"

Wu Yi insisted, "How many people can understand an art like dancing?"

Zhang Zuo shook his head. "But at least they will understand it more than a documentary, right?"

The explosive debut of the popular Rise to the Dance had dealt this program team a great blow. It extinguished any last hopes they had for Rise to the Dance earning a bad reputation by doing terribly in the viewership and getting a lowly 0.3% viewership rating. If their documentary did not do badly, they would not be too far off from Rise to the Dance or even outdo them in the viewership ratings. But as of now, they knew that there was no hope!

Rise to the Dance did not experience an unexpected failure!

As for them?

Their A Bite of China?

As they were talking, Tong Fu suddenly exclaimed!

"Quick, have a look at this!" he announced rather loudly.

Ha Qiqi was startled by that and remarked, "Whoa, did someone step on your foot?"

Zhang Zuo looked over to him. "What's the matter? Look at what?"

Tong Fu quickly explained, "Look at the comments! Go onto Weibo and read the comments!"

Everyone was wondering why Tong Fu had such an astonished reaction, so one by one, all of them went to check their Weibo. When they saw it, they were also quite dumbfounded by it and couldn't react for a moment!

There were too many comments by the netizens!

Before they could really read the contents of the comments, their attention was already taken by the words "A Bite of China"!

"It's such a great show!"

“Goddammit, a documentary can even be filmed this way?”

“Is this what a HD video camera can do? How awesome!”

“The imagery is so exquisite that it looks like an expensively produced movie! Zhang Ye has really brought documentaries to a godly level!”

“I’m getting hungry! I’m getting hungry!”

“This is the first time I’ve seen such a documentary style! If Rise to the Dance did not go to commercial break, I wouldn’t have switched to Channel 14. Once I tuned into this channel, I couldn’t stop watching!”

“This is really good! Zhang Ye’s reputation is indeed great!”

“I only watched this for Zhang Ye. I didn’t expect much at first, but who could have known that A Bite of China could give me such a great surprise! This documentary is ridiculously innovative!”

“10,000 Likes! I couldn’t stop watching once I started!”

Yao Jiancai suddenly posted on Weibo: “Recommending my Old Bro Zhang’s new show, A Bite of China, which is currently showing on television. Everyone, go and watch. It’s so good that I’m getting gastric pain just from watching!”

Beijing Television’s Hu Fei: “I’m wholly convinced!”

Dong Shanshan: “Strongly recommending A Bite of China! This century’s most popular documentary!”

Zhang Yuanqi’s manager, Fang Weihong: “What a surprise! Teacher Zhang Ye’s shows are always so sincere and so astonishing!”

Grandma Zhang Xia forwarded a Weibo post: “This is what you call a real documentary. How interesting!”

A famous documentary director of the industry: “I never expected that in the downturn of the market environment, someone could still create new heights with a documentary. Here’s to recommending A Bite of China. Even though you can’t expect a documentary to make much of an impact in the viewership ratings, nor can it compete against a variety show, but I feel that every documentary director could actually learn from A Bite of China’s filming techniques and logic of story delivery. This will inspire many people, including me as well!”

A sea of praise!

Almost everyone who watched A Bite of China was calling it good!

Ha Qiqi was stunned on the spot!

Zhang Zuo was dumbfounded!

Everyone in A Bite of China’s program team had a look of surprise on their faces, because none of them had much of an expectation regarding their documentary. They did not expect that this would happen!

...



Central TV Department 1.

In the program team office of Rise to the Dance.

Xu Yipeng was looking at the LCD TV that hung on the wall of the program team office. He was watching the fifth contestant who had just come onstage, and was all smiles. Occasionally, he would nod his head in approval. He was also extremely satisfied as he listened to the staff member beside him reporting about the Weibo comments and how the show's popularity was rising.

The show was definitely going to be popular!

That was without a doubt!

The only question left was how much viewership their premiere episode would garner!

At this time, a staff member suddenly stammered, "D-Director Xu, Director Ch-Chen."

"What's the matter?" Chen Ye said, also with a big grin on his face, as he turned to the staff.

"Uh, I don't know if I should say this, but..." That staffer still said anyway, "Department 14's A Bite of China is also beginning to trend."

Chen Ye did not pay much attention to this. "Oh?"

Xu Yipeng laughed and asked, "What's everyone's comments about it?"

"Everyone is saying that it's not bad." That staff phrased his words very carefully. "There is much praise about it."

Chen Ye shook his head and said, "That's very normal. Zhang Ye is a B-list celebrity and his fans still number quite a lot. There are surely some loyal, diehard fans who support him, so that's no surprise. Besides, they're just a niche documentary genre, so it'll definitely get more praise unlike variety shows which are always going to get more criticism than praise."

Xu Yipeng also had a look at the comments made by some people regarding A Bite of China. Then he said, "Looks like Zhang Ye did not mess up his documentary, but no matter what, it's still just a documentary, so they shouldn't even think about what their viewership ratings will be. No matter how well it does, they will at most get a documentary award later on. Um, but that might not be definite either, since Zhang Ye's reputation is so bad. He has offended people from at least seven or eight industries, so he might not get considered even if he were to qualify for a good award."

Even now, they still thought nothing of A Bite of China. Since the beginning, they had not considered A Bite of China to be a competitor at all, because they knew that an applauded program might not necessarily be a hit with everyone. A documentary had always been made with getting an award in mind. There was never a need to consider whether it would be a hit or not, because even if they did, there was no meaning to that. This was because 90% of the audience would not even want to watch a documentary. A documentary should only be concerned about its reputation and would go the artistic route, while their variety shows did not rely on needing a good reputation or getting praised. They were more concerned about whether it would be a hit with the masses, and how it would do in the viewership ratings. Thus, these two genres of shows were essentially not competing on the same playing field. There was nothing for them to compete on!

They wouldn't compete with a documentary for public praise!

Similarly, a documentary should never need to concern itself on competing with variety shows for viewership ratings!

...

A call arrived.

Hu Fei also had the same opinion of things.

"Hello, Brother Hu." Zhang Ye went back into his room to answer the call.

Hu Fei laughed loudly: "You're really great! Quietly going away for two months and disappearing from the scene. SO you were in fact preparing for something big. This documentary is so well filmed! I'm watching your show in the office with Xiao Lu, Dafei, Dong Shanshan, and the rest. Everyone is praising how good you were and are so happy for you!"

Zhang Ye laughed and said: "Thank you to all of you."

Hu Fei asked: "You really know how to shoot a documentary? And even managed to shoot it so well like this?"

Zhang Ye humbly replied: "I was just blindly doing it."

"Have you seen Weibo? The top three documentary directors have all given their Likes to A Bite of China and their comments of you are also very good. I think that you will definitely win this year's top documentary awards. There's no doubt about that!" Hu Fei was really very happy for him and he said: "But you shouldn't think too much about the viewership ratings. There's definitely no chance there. You should just work hard while you're at Department 14 and aim for the most prestigious award for documentaries. That will be good enough!"

Zhang Ye only gave a light smile to that and did not wish to argue about this anymore.

After hanging up, Zhang Ye browsed through Weibo to look at the comments from the netizens. After some consideration, he felt that the situation now was rather different from what he had predicted. It had surpassed his expectations!

Was it too unpopular?

It was exactly the opposite of that. It was too popular!

According to Zhang Ye's previous predictions, A Bite of China was supposed to bear disgrace and a heavy burden. After all, for the original A Bite of China in his previous world, what was the premiere episode's viewership rating? It was a mere 0.012%! It couldn't even garner a fraction of the worst performing variety show's viewership rating! That was why Zhang Ye had hoped that the documentary would gain an early reputation before erupting on its accumulated momentum of popularity. However, the love for the show that came from the audience rather surprised Zhang Ye. He knew that some of the measures he had taken were seeing a result now!

Like the controversy behind his scheduling of the broadcast time to clash with Rise to the Dance!

Like using his vast popularity which rubbed off on A Bite of China!

All of these were the differences! These were the reasons for the popularity gained in advance by A Bite of China!

The A Bite of China of this world was already traveling on a different path with a different setup and a different broadcast momentum from the original A Bite of China in his previous world!

Perhaps, there was no need for good preparation to ensure its success?

Perhaps, it was already time for the shows to compete and fight it out?

Zhang Ye pondered it, before finally taking out his cell phone and calling Yan Tianfei. "Hello, Director Yan. It's something urgent. I would like to make some last-minute changes to the broadcast time of A Bite of China."

Yan Tianfei muttered: "What changes?"

"I would like for A Bite of China to broadcast two episodes in a row starting tonight. We will broadcast all the way until around 10 PM!" Zhang Ye added: "So that we can end at the same time as Rise to the Dance!"

According to the broadcast schedule back then, A Bite of China would end before 9 PM while Rise to the Dance would run for two hours including s. That would mean that after A Bite of China has finished the first episode, there would still be another hour's broadcast of Rise to the Dance.

Yan Tianfei said: "The schedule is already set. Although it's not like we can't change it, it's quite troublesome to do that. We would have to contact a lot of departments to get it through, so is there a need to do something like that?"

Zhang Ye said determinedly: "I feel that there is a need."

Yan Tianfei asked: "Why?"

Zhang Ye kept quiet for a few seconds, then replied: "I'll tell you the reason tomorrow."

Tomorrow?

Why would you only give the reason tomorrow?

Yan Tianfei was taken aback, but did not ask any further. "Alright, I will make the arrangements for you. There are still 20 minutes until the end of the first episode, so we can still make it. I will get someone to put up a scrolling notice onscreen to let the audience know. As long as there are people watching A Bite of China, they will definitely see it."

"I'm sorry about that, Director Yan. I know I'm being willful," Zhang Ye apologized.

But Yan Tianfei said: "You're the overall supervisor of the program team for A Bite of China, as well as the executive director. You have your considerations and can judge for yourself, so I'll just have to take your word for it."

Zhang Ye declared: "Thank you so much. I'll contact the others. I'm going back to the office immediately!"

They were from the documentary channel, so this decision would not affect any hosts or other program teams. The documentary that they had originally scheduled for 9 PM was a licensed documentary that they had bought. By pushing it to the back of the schedule to broadcast so late at night, they might as well not broadcast it at all. No one would say a thing anyway, and neither would the audience mind, since no one would be watching it. Therefore, even though it was a last minute change, it wouldn't affect anything much.

After hanging up, Zhang Ye quickly put on his coat. "Dad, Mom, I'm heading back to the office. It's something urgent!" Then he called up Ha Qiqi, Zhang Zuo, and the others by the by, who were still in the office working!

"Old Ha, tell everyone not to leave yet! I'll be right back!" Zhang Ye said.

Ha Qiqi asked in surprise: "Ah? Didn't you already clock out?"

Zhang Ye laughed: "I guess you guys knew better by not leaving first. I'll explain when I get back to the office!"

...

Online.

Very soon, people found out about the news of this change!

On the broadcast of A Bite of China, the notice scrolled across the screen. Zhang Ye and the official Weibo of Department 14 also sent out an update to let everyone know!

The netizens got an unexpected surprise!

"Wow, it's a back-to-back broadcast?"

"That's so awesome! How ethical of the industry!"

"Hahaha, I was still worried about not having enough to watch!"

"The food I just ordered hasn't arrived yet. Seems like it will come just in time for the second episode's broadcast!"

"Back-to-back episodes? Then wouldn't the broadcast be as long as Rise to the Dance? Uh, what is Teacher Zhang trying to do? Why do I get the feeling that this is not a simple adjustment?"

"Could this change be directed at Rise to the Dance?"

"Fuck, you guys are looking too deep into this. Even if they were to broadcast ten episodes back to back, do you guys think that a documentary can beat a variety show, much less with just two episodes? Or would it be the large-scale talent show funded by a huge investment and having big names in it? If such a situation really happens, then the people of Central TV Department 1 should just vomit blood and jump off a building! Do you want to deal such a heavy blow to all the television stations' variety shows? Everyone knows how unrealistic that is."

“Uh, you’re right too.”

“Who cares about all that. It’s fine as long as they broadcast it!”

“The talk about A Bite of China might be good and even though there is a lot more discussion about it now, there isn’t anyone who would actually watch it. My guess is that it’s just us who like it.”

“Well, there’s nothing we can do about that. This show is too niche.”

“Wow, why didn’t they show any s before going to the next second episode?”

“A Bite of China did not sell any ad spots?”

“Who do you think would want to buy a documentary’s s?”

“That’s true. Let’s not speculate anymore. Who cares if the others like this show as long as I like it myself. I’ll go watch the second episode now, haha!”

“I’ll go as well!”

“I’m so looking forward to it!”

...

The second episode.

Title: “Staple Food Stories.”

“Staple foods usually provide most of the calories needed by people.”

“The cooking styles of the Chinese vary in many different ways, from the most ordinary pot of rice or a steamed bun, to the myriad of delicately prepared staple foods that are the accumulated experience of the hard work by the Chinese. No matter how many dishes have been had, the staple food will always remain the main dish to be served on the dining tables of the Chinese.”

The music was soothing.

The heat vapor from the dishes looked as though it was rising out from the screen.

...

With the positive talk of the show building up, more and more people were tuning to Channel 14. Even those who did not watch the first episode but heard about A Bite of China from the Internet or their friends and neighbors tuned in out of curiosity to see what this documentary was about!

As a result, it went out of control!

A lot of them ending up not changing the channel after they started watching for a few seconds!

[I'm Really a Superstar](#)

**Chapter 814: The viewership ratings are out!**

The next day.

Saturday morning.

After he went downstairs and got into the car, Zhang Ye drove straight to the newspaper stand near the district's entrance. He put on his sunglasses and got out of the car to buy some newspapers. The newspaper stand's owner already knew that Zhang Ye stayed around the area and would come here very often to buy newspapers, so even though he was wearing sunglasses, the owner still recognized him immediately.

"You're here, Teacher Zhang?" The owner smiled.

Zhang Ye nodded. "Yeah, give me a copy each of Youth Daily, Morning Post, and Beijing Times."

"Alright." The newsstand owner adeptly picked out three copies of newspapers and passed it to him. "You're working today?"

"Yeah, there's a bunch of things waiting for me to do. I can't even rest on Saturday." Zhang Ye paid him the money.

"I watched your documentary last night." The newsstand owner said excitedly, "Aiyo, it's so good that it's indescribable. I started watching from the second episode, before playing and watching the first episode after that. It was the same for my neighbors who watched it. All of them said that they'd never watched such a good documentary before. It's even more enticing than watching a television series. When is the next episode going to be?"

Zhang Ye smiled and said, "Next Friday."

The owner: "OK, I'll definitely catch it."

Zhang Ye: "Thank you for your support then."

The owner: "No worries! We're all neighbors!"

Across the street, a few grandpas and grandmas walked in the opposite direction of Zhang Ye. They were all old neighbors with Zhang Ye. There was a person who stayed in the same apartment building as Zhang Ye's family too. Naturally, he got recognized immediately.

"Hey, Little Ye!"

"Grandma Cui, Grandpa Sun, you're out buying groceries?"

"Yes, you're going to work?"

"Yes, I have some overtime to clock today."

"Your A Bite of China was really well made!"

"Yo, you all watched it too?"

"Of course, how can we not watch a show of yours? It's good, it's very good!"

"Hur hur, thank you so much. I will continue to work even harder."

"Do you have the later episode contents with you? Let's have an advanced screening of them."

"Ah? There are regulations set by the department about such things. I can't bring out any of the contents that have been lined up for broadcast."

"You're the program team's supervisor. Shouldn't everything be decided by you? Don't you have a say in the regulations? Then why not tell us what the next episode is about?"

Only after some hassling was Zhang Ye able to get himself out of there. After he got back to his car, he took the newspapers and sat in the car as he browsed through them.

"A Bite of China garners great reviews!"

"Zhang Ye displays an astonishing directorial debut in his first documentary series!"

"Last night, Zhang Ye announced to all industry insiders with his work: A documentary can be done this way too!"

"Famed documentary filmmaker praises A Bite of China. Calls for all documentary directors to learn from it!"

"Yao Jiancai, Chen Guang, Dong Shanshan, and many more give their support to A Bite of China!"

"According to figures from online vendors, from 8-11 PM last night, several of the dishes featured on A Bite of China received seven times the usual amount of orders from customers! Many of the eateries that did not know what was happening called the online vendor to check if there was an error in the system!"

"Could this be the end of the downturn for the documentary genre?"

"Zhang Ye's reputation and hallmark is still as loud as ever!"

"Guessing the viewership ratings for A Bite of China!"

"In the past five years, the highest nationwide viewership rating for documentaries was at 0.172%. The average viewership rating was 0.034%. Could A Bite of China rewrite history?"

"Surveyed industry insiders and professionals predict a pessimistic viewership rating for A Bite of China: The documentary genre has long been weak with a niche audience base. It cannot be relied upon to contribute to a good viewership rating. What is most important for a documentary is still whether it can garner good reviews, while a low viewership rating is a common outcome. In any case, A Bite of China has actually succeeded already!"

"A large-scale documentary that amazes people!"

"How much more talent can Zhang Ye produce from his mind?"

Seeing the newspapers filled with reports about A Bite of China, Zhang Ye was very satisfied at this. Even if he flipped through the pages to see that the rest of the news was all taken up by reports of Rise to the Dance, which numbered at least two to three times more than theirs, he did not feel very surprised by it. For a variety show with so many big name celebrities, it was very normal for it to get that kind of exposure. Hence Zhang Ye put the car into gear, stepped on the accelerator, and drove off to Central TV.

...

At the office.

It was a rest day today, but there were still quite a lot of people who came to work. An organization like a television station was usually like this. Sometimes, it would even get busier during the holidays than on a normal working day.

He got out of his car and walked toward the main entrance.

As he was walking there, Zhang Ye received a lot of attention from the people around. Many curious gazes fell upon him, as everyone occasionally pointed at him while they discussed and talked.

"Look, it's Zhang Ye!"

"Which of you guys watched A Bite of China last night?"

"I watched it! It was simply amazing!"

"I wasn't thinking of watching it at first, but when I got home after working late last night, I saw my parents and aunt watching A Bite of China, so I just watched it with them in passing. But somehow, I ended up watching the entire show until 10 PM. I have to admit that Zhang Ye really brought this documentary to life!"

"There's a lot of praise about it on the Internet."

"I saw that. Everyone's giving it Likes."

"Central TV Department 1 still wishes to freeze Zhang Ye? This guy is so amazing. How can they possibly keep him frozen?!"

"Yeah, no matter where this man goes, he's always able to shine!"

"We can't say that. There can't be too many people who watch A Bite of China. It's just that it's getting praised, but it won't have much of a viewership in the end. At most it would earn a 0.0-something percent in the viewership ratings, so how is that different from being frozen? It's totally disproportionate to Zhang Ye's popularity as a B-list celebrity and it won't at all help him advance further."

"Of course it won't be able to compete with Rise to the Dance. But they've produced a documentary to such a level, so what else do you expect from A Bite of China? If a documentary really outdoes such a large-scale talent show like Rise to the Dance, then the world must surely be crazy!"

"Well, their results now are already quite good."

"That's right, don't assess a documentary using a variety show's standards. That's unfair."

"Looking at everything, Rise to the Dance is actually considered popular! Even though there are mixed reviews about it, there's no doubt about its popularity. There aren't any issues with the show's quality either. I watched it yesterday and find it to be rather good!"

"Chen Ye is going to get popular this time as well."

"Yeah, he's incredibly lucky to be able to get this show at such a great time."



"The way it goes, when Rise to the Dance finishes its broadcast, Chen Ye might even end up becoming more popular than Zhang Ye. Even if he doesn't catch up to him, at least the gap between them won't be that big anymore."

"Rise to the Dance is leading the way again!"

"Central TV Department 1 will end up as the big winner here."

"No matter how great Zhang Ye does, a documentary is still just going to be a documentary. Even if it's popular or has good influence, it still boils down to the viewership ratings in the end. Everything else is pointless!"

"The only question left now is whether the premiere episode of Rise to the Dance can exceed 1%."

"A 1% viewership rating shouldn't be an issue at all!"

"With the popularity effect persisting from The Voice, it should've brought a lot of viewers to Rise to the Dance."

...

Upstairs.

Department 14, program team office of A Bite of China.

Zhang Ye had arrived a little late for work due to some delays on the way here. When he got here, he found Yan Tianfei with his secretary standing in the office area of his program team.

"Little Zhang, you've arrived?" Yan Tianfei turned around and greeted him with a smile.

Ha Qiqi and the others also greeted him as well.

"Director Zhang."

"Good morning, Director Zhang."

"A very good morning to you, Director Zhang!"

Everyone seemed very excited and were in good spirits as well.

Zhang Ye quickly said, "Director Yan, you're here?"

Yan Tianfei nodded. "In recent days, it's been quite hard on your program team. Everyone climbed mountains and waded through seas, working tirelessly. The reactions to the broadcast of A Bite of China was rather good, so I came here to extend my regards to everyone, especially to you, Teacher Little Zhang. It was mainly due to you that we successfully broadcast the documentary this time."

Zhang Ye laughed and waved it off. "I don't deserve that. It was due to Director Yan's leadership and everyone working hard together."

Yan Tianfei asked, "Since the show has garnered a lot of praise, what are your plans for next week's broadcast?"

Zhang Ye said, "We won't do a back-to-back broadcast next week, but I would like to have one episode broadcast on Friday, followed by another one on Saturday. We will broadcast two days in a row so that we can consolidate the popularity of the show."

"Alright, I'll leave it to you to decide." Yan Tianfei purposely paused for a moment, and then chuckled, "There's another piece of good news that I want to inform everyone about. We received a call this morning from the selection committee of this year's television awards. They want to include A Bite of China as a nominee for Best Documentary. We've only broadcast it for a day and there're only two episodes, but the selection committee has already made an exception to nominate our program. This is the first time something like this has happened with the awards committee!"

"Ah?"

"Are you serious?"

"That's great!"

"Wow, we have a chance to win an award?"

Everyone was ecstatic. Wasn't all of the hard work they'd put in for the past two months just for a moment like this?

Zhang Ye laughed, but not as excitedly as the others. To him, getting an award was of course good, but his focus was still on the viewership ratings. "Director, when will the viewership ratings be released?"

Yan Tianfei was taken aback. "Viewership ratings? Oh, around 10 o'clock." Then on further thought, Yan Tianfei said to him, "Little Zhang, the nomination for A Bite of China this time is no ordinary award. It's the most prestigious award in the country for documentaries and it's also the highest honor that a documentary can get domestically. Our focus right now is to ensure that we can win this award. As for the viewership ratings, I believe that the selection committee is not going to focus on that. After all, a documentary's viewership ratings are usually not high, and every documentary performs similarly, so there's nothing to really compare. If the judging were to be based on that, then nothing could be judged. In the end, everything still depends on the reputation and artistic level of the documentary."

Zhang Ye replied, "I understand."

"So let me give you a heads up first." Yan Tianfei was afraid that the viewership difference would be too vast. "It's still the same as I said before. Don't expect too much of the viewership ratings."

Yan Tianfei's secretary also said with a grin, "Yes, Director Zhang. The viewership rating of our A Bite of China does not necessarily have to compete with variety shows. As long as we do better than the other shows of the same genre, that should be good enough."

The outstanding praise for A Bite of China excited everyone to no end. But the mention of viewership ratings was avoided by everyone, while they only continued discussing about the nomination for the most prestigious award. This was because, even though there was so much praise for A Bite of China, no one believed that they could compare to shows such as Rise to the Dance and Do You Remember. This was not due to their lack of confidence, but rather because they knew that it was not a possibility at all whatsoever.

...

Central TV Department 1.

Director Jiang Naixiong and Deputy Director Jiang Yuan were talking in their office.

"Are the viewership ratings out yet?" Jiang Naixiong asked.

Jiang Yuan answered, "Not yet, today's calculations are taking a little longer. I've already called them up several times but they said that they were still preparing it. It should be ready by around 10 o'clock, or 9:30 if earlier."

Jiang Naixiong looked at his watch and mentioned, "It won't be long then."

Jiang Yuan smiled and said, "Yes, when the viewership ratings are out, we'll finally know the results. I am quite confident in Old Xu and Chen Ye. From the click rates and hashtag numbers, the viewership ratings will definitely be very high. Of course, it's not likely that we can match up to The Voice's viewership ratings for now, but there's a high probability that it will catch up from behind."

Jiang Naixiong was also looking very relaxed, laughing as he stated, "That's good. This key project must do well. The entirety of Central TV and the entire industry are all waiting to see how we would do."

Jiang Yuan reassured, "Don't worry, everything will be fine."

"I heard that Department 14's documentary is also receiving rather good praise?" Jiang Naixiong inquired.

Jiang Yuan answered without even thinking, "It's not bad, but it's just the echo chamber effect. There can't be anyone who watched it when they don't even have the money to do promotions for it. Since there were no advertisements for the documentary, who would watch it? It's only Zhang Ye's hardcore fans who are making a lot of noise over it. At most they'd get 0.1% of the viewership ratings, tops."

Downstairs.

At the program team office of Rise to the Dance, everyone was also discussing this. In the newspapers, headlines of their show took up at least half the front page, giving everyone an unprecedented sense of confidence. In the office area, many of the staff were already talking about holding a celebratory feast.

"Director Xu, treat us!"

"Right, Director Xu, Director Chen, it's your treat!"

"It's all because of Director Xu and Teacher Chen that we could do this. The entire country's media and Weibo users are all discussing our show."

"I've heard rumors that there are already some television stations who want to follow in our footsteps. Tianjin Television already intends to launch a dancing talent show next year!"

"Our show has gotten really popular!"

"Do You Remember, Family Happiness, those shows can all take a seat!"

"Yeah, our viewership ratings are definitely going to crush all of the other variety shows. We will definitely get the honor of being number 1 in the nationwide viewership ratings! Who else is there? Who else can fight against us for the top spot?!"

The group of them were gloating, feeling extremely thrilled about it.

Xu Yipeng laughed. "The viewership ratings are still not out yet."

A female staff member giggled, "Do we even need to wait for the statistics to be released? It's already guaranteed!"

Chen Ye also said, "Among the variety shows in the same time slot, there really are none that can compete with us. Even if Do You Remember has made some new changes to their show, it's not enough to stand up to us."

...

On Weibo.

Countless people took part in the discussion.

"What's the viewership rating for Rise to the Dance?"

"It's still not released yet?"

"With our Sect Leader Huo on the show, the viewership ratings can only be invincible!"

"Chen Ye, I'm cheering you on. You'll surely do well!"

"Rise to the Dance is unstoppable now!"

"Central TV Department 1 is rising quite unexpectedly in the field of variety!"

"I'm actually more curious about A Bite of China's viewership rating."

"Previous poster, there's nothing to worry about. A Bite of China's viewership rating should just be compared with other similar types of documentaries and not with variety shows."

"But A Bite of China is produced by Zhang Ye!"

"That won't make a difference. You're just asking for the impossible."

"Haha, yet another sheep from A Bite of China's camp. You guys must have been trying to contribute to the traffic and discussions the whole of last night, right? Are you tired yet? Isn't that enough already? What's the point of trying to inflate the numbers for a lousy documentary? You even think there's a chance for the viewership ratings? Even if we just take the fractional part of the viewership rating for Rise to the Dance, it would be several times more than A Bite of China's viewership rating. I really wonder if you guys understand anything at all!"

"Hey, it's out!"

"What's out?"

"I think the viewership ratings are out!"

"Wow, where is it? I want to have a look!"

At 9:40 AM, the statistics were published!

...

The netizens were looking at the online copy of it, while Rise to the Dance's program team staff were looking at the internally circulated copy. Actually, it was the same copy except that they received it earlier.

Xu Yipeng and Chen Ye were holding a copy of the viewership ratings table each.

"It's out, it's out!"

"How much did we get?"

"Hu, I feel a little bit nervous!"

"Director Xu, how much did we get? Quickly announce it!"

"Aiyo, you're really keeping everyone in suspense!"

Everyone stared at the two directors.

Then, they saw Chen Ye break out into a smile as he said to everyone, "It's quite good."

Xu Yipeng held the viewership ratings table in his hand and waved it at everyone. "Rise to the Dance's first episode viewership rating is 1.27%! Without a doubt, we are the top-rated variety show in the entire country!"

Hearing that, everyone cheered!

"That's so great!"

"Haha, cool!"

"I knew it!"

"1.27%? The premiere episode has exceeded 1%!"

"It's really quite good. How many variety shows these days can break 0.5% with their premiere broadcast? Among those that could break 1% this year, other than The Voice, Rise to the Dance is the only other show!"

"We can finally enjoy the celebratory feast!"

"With this momentum, we can still get even better ratings in the future!"

Even if this viewership rating was not as logic-defying as they had expected, it was still much higher than their minimum expectations. It could be said that this was a satisfactory result, although not perfect.

Chen Ye, suddenly reminded by something, smiled and said, "Oh yes, what is the viewership rating of A Bite of China?"

Xu Yipeng also smiled and replied, "It's not stated on this table, but it should be available online, right?"

Chen Ye gloated, "I'll go and take a look."

Thinking of Zhang Ye's Rotten Fruit poem from back then, Chen Ye and the others were all waiting to see him make a fool of himself!

Central TV Documentary Channel.

Many of their colleagues, including those from Section 1 and 2, had all gathered around at Zhang Ye's Section 3 office space to look at the newly released viewership ratings. As the viewership ratings for documentaries and variety shows were not released together, they did not receive the statistics for their documentary yet. Instead, they were checking out Rise to the Dance's viewership ratings on the Internet like the other netizens.

Ha Qiqi was shocked. "1.27%?"

"They really managed to exceed 1%?" Zhang Zuo pulled a long face and said, "And it's not just barely past 1%?"

Little Wang felt depressed and groaned, "What's so good about that lousy show?"

Wu Yi sighed. "There were cases of manipulated viewership ratings some years back, but since the strict crackdown, that practice has been quashed. These days, the viewership ratings can no longer be faked."

Tong Fu piped up, "Actually, a 1.27% viewership rating was still within expectations. Don't forget that they invested 100 million or more into this production. They also managed to invite big name celebrities like Huo Dongfang, Fan Wenli, and Shen Lili, while the following and audience viewing habits that The Voice brought to Central TV Department 1 has also helped them a lot. If they did not manage to pass a viewership rating of 1%, it would have been quite an unrealistic outcome."

Some of them glanced at Zhang Ye and saw that he did not have much of an expression on his face.

Yan Tianfei also looked indifferent and did not seem bothered by the high viewership ratings of Rise to the Dance.

After the others grumbled for a while, they didn't say any more as they knew it was not their business whether Rise to the Dance had a high or low viewership rating. No matter how low the viewership ratings were for Rise to the Dance, they still wouldn't have a chance to compete with them.

A staff member from a different department walked with quick strides into the office with a form in his hand. "Director Yan, the nationwide viewership ratings for yesterday's documentaries are out."

Yan Tianfei nodded. "Great!"

This caught everyone's attention, their hearts jumping into their throats.

Zhang Ye also narrowed his eyes and looked over.

That person left the viewership ratings table behind before departing. After he left, Ha Qiqi, Zhang Zuo, and the others immediately surrounded the area and stared anxiously at that piece of paper.

On the first row, they saw their show indicated as the first name on it!

December 10th.

The nationwide viewership rankings for documentaries:

First place: The viewership rating for the first episode of A Bite of China is 0.32%.

When the program team saw this result, they were a little dumbfounded!

“First place!”

“We’re first!”

“It’s really us!”

“0.32%?”

“Fuck, how can that be?!”

“This...this is our viewership rating?”

“Are you sure it’s not a mistake? It’s really 0.32%?”

Yan Tianfei was also shocked and his expression froze for a moment. “Let me take a look!” He took the form from them and looked at it carefully. It was truly a viewership rating of 0.32%. They were far ahead, several times ahead, of the second place show, which was an imported documentary also broadcast by their Department 14!

Everyone took a deep breath. The best result for documentaries in the nationwide viewership ratings in recent years was only 0.172%, but the first episode of A Bite of China was already almost two times higher than that figure!

This is too exaggerated!

This is too scary!

It needed be made clear that theirs was just a documentary!

Looking at this, the viewership ratings for the first episode of A Bite of China was almost the same when compared to some of the more average large-scale variety shows and also could be mentioned in the same breath with them. What concept was this? It was a concept that would totally leave people in disbelief!

Little Wang exclaimed, “Holy shit! Our documentary can really compete with a variety show’s viewership rating?!”

Yan Tianfei was so excited that he banged his hand on the table. “Little Zhang! Beautifully executed!”

Everyone erupted with excitement!

“This is awesome!”

“We’re defying all common sense!”

“Comparing a documentary with a variety show? Who would even try to consider this in the past?!”

“Hahahaha! Director Zhang, we’ve set a new record for documentaries!”

“How cool! I didn’t dare to think about the viewership ratings before this. Who could have thought that our viewership rating would be this high? Looking at our share of the viewership, it’s already very heaven defying!”

Everyone was celebrating!

Except for Zhang Ye, who asked, “What about the viewership rating for the second episode?”

As it was broadcast separately as two episodes, the viewership rating for the first episode was shown while the statistics for the second episode had not yet been calculated and was thus not included in the report.

Yan Tianfei’s secretary said, “In most cases, for the broadcast of back-to-back episodes, the tabulation of the viewership ratings for the second episode is done a little slower, but it should be out soon. Let’s wait awhile more, but it should be about the same as the first episode.”

...

Online.

Everyone also saw the viewership rating for the first episode of A Bite of China.

“Ah? It’s so high?”

“Goddammit, a documentary can achieve such a high viewership rating too?”

“Zhang Ye is too awesome!”

“Fuck, the viewership ratings of a documentary can even compare to a variety show that didn’t perform too well? Am I dreaming?”

“Zhang Ye is invincible! Damn!”

“I’ve already said that A Bite of China is awesome, right?! Hahaha!”

“He has set yet another record!”

“So it turns out that there were actually a lot of people watching A Bite of China?”

“Eh, why isn’t there a rating for the second episode?”

“Oh right, where’s the second episode’s rating? It’s not shown?”

“It’s still not out yet?”

“Why are they taking so long? Hurry!”

Simultaneously, the industry was also shocked.



The famous documentary director who praised Zhang Ye on Weibo yesterday also posted the documentary viewership ratings table for yesterday's broadcast and wrote on Weibo: "Congratulations to Zhang Ye and A Bite of China!"

Beijing Television's Hu Fei: "@ABiteOfChinaOfficial, you guys are the absolute best!"

Singer Chen Guang: "Oh my god!"

Fan Wenli: "Congratulations to Rise to the Dance and A Bite of China."

Yao Jiancai: "I thought that I was the only one who liked watching A Bite of China, but it's not like that at all?"

An obscure TV show director wryly posted: "Even a documentary can get such a viewership rating? Director Zhang, can you please leave us alone in peace?"

A famous female host of Shenzhen Satellite TV: "I'm dazed! Is this still even an unloved and uncared for documentary?" She posted that along with a cute emoji with rolling eyes.

These discussions and Weibo already reflected clearly what everyone was feeling now!

It was unbelievable!

It could even be said that it was a miracle!

There had never been a documentary in the country that had scored such a shocking viewership rating!

...

Central TV Department 1.

Jiang Naixiong called Jiang Yuan. "How did A Bite of China get such a high viewership rating?"

Actually, Jiang Yuan didn't expect it either. "I don't know. I never expected that so many people would watch their show. It must be Zhang Ye's hardcore fans supporting him."

"For a viewership rating of 0.32%, how many hardcore fans would he need to have? Over 10 million fans?" Obviously, Jiang Naixiong did not agree with this statement. "This Zhang Ye can really stir up things!"

Jiang Yuan replied, "No matter what he does, he won't be able to make a wave. The popularity of a show still depends on its viewership ratings. Even if he can become the best in the documentary industry, but when compared to the variety show industry, his viewership rating can't rank among us. That's why we won't have to worry that he might get somewhere."

Jiang Naixiong just acknowledged that.

...

Elsewhere.

The Rise to the Dance program team was also stunned.

Chen Ye furrowed his brows so much that his eyebrows nearly touched. "Is this viewership ratings table reliable?"

"It, it should be correct, right?" answered a staff member with a stutter.

Another male staff member wondered, "Is this viewership rating even possible? It's just a documentary!"

Actually, no one had put Zhang Ye and A Bite of China in their sights before this, so the viewership ratings for the first episode truly startled them. It was way too high and obviously not a viewership rating that a documentary could possibly achieve! What had Zhang Ye done?

"I'm in disbelief."

"This Zhang Ye is really capable!"

"Besides, they even broadcast at the same time slot as our Rise to the Dance. Even so, they can still achieve such a high viewership rating?"

"It means that they have taken part of our viewership rating?"

"It should only happen for the first episode. Don't you realize that the viewership ratings for the second episode aren't out yet?"

"Yeah, everyone was just tuning in for the first episode because of Zhang Ye's popularity. But when it's time to show us what they've got, I don't believe a documentary will have any sustainability in keeping viewers!"

Xu Yipeng interrupted everyone's discussion and laughed, "That's enough. Is a show with only 0.32% of the viewership ratings enough to make you all feel so surprised? This result is just a little more than a fraction of our viewership rating."

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

As the executive director, Xu Yipeng thought deeper and further than them. After he saw A Bite of China's viewership rating, he was shocked at first but that quickly turned to joy. It was a good thing that A Bite of China had a high viewership rating. The viewership rating for Rise to the Dance was initially assessed to be not enough, but from the looks of it, that was because A Bite of China had taken a part of their viewership rating. In his opinion, the viewership rating of A Bite of China surely couldn't sustain, as a documentary usually didn't gain a following. There were people who followed variety shows, or followed television dramas, but have you ever seen anyone following a documentary? This was due to a lot of documentaries not having a continuity in their story lines. That was why when A Bite of China lost its momentum, the dispersed viewers would surely come back to watch Rise to the Dance and pull their show's viewership ratings to even greater heights!

After returning to his office, Xu Yipeng sat down and browsed Weibo.

On the Internet, there were also people criticizing A Bite of China!

"What's there to brag about?!"

"Isn't it just 0.32%? Most variety shows easily beat it!"

“Don’t talk about how the genre is different or that there’s no way to compare a documentary to a variety show. What’s the use of saying all that? There’s no such thing as fairness in the world. In the end, all that matters is the viewership ratings, isn’t that so?”

“Right, it’s only a viewership rating of 0.32%. Why would you guys be so shocked like that? That’s so uncalled for. Look how our Teacher Chen Ye’s Rise to the Dance did. Did we say anything?”

“Well said!”

“This bunch of fans of A Bite of China only know how to find justifications. Actually, they are all excuses!”

Seeing the comments from the Rise to the Dance fans, Xu Yipeng felt good. What they said was quite right. Any reasons or excuses were pointless. As a TV show, whether it was a variety show, talk show, or even a documentary, weren’t they all judged by their viewership ratings at the end of the day?

Suddenly, some voices could be heard from outside.

“Ah!”

“Quick, take a look!”

“The viewership rating for the second episode of A Bite of China is out!”

Upon hearing that, Xu Yipeng walked out while smiling. “How much is it?”

...

Central TV Department 1 Director’s Office.

Jiang Naixiong’s secretary knocked on the office door and came in.

The secretary looked a little pale. “Director Jiang!”

“What’s the matter? Why do you look so panicked?” Jiang Naixiong looked at him.

The secretary wiped his sweat away and said, “Th-this is the viewership rating for the second episode of A Bite of China!”

At this moment, Jiang Yuan also walked in from the outside. He had come to report to Jiang Naixiong about the work done for the advertising arrangements. When he heard what the secretary said, he asked curiously, “How much is the difference between the first and second episode?”

The secretary wiped his sweat away again and said, “I think it’s better if you take a look for yourselves.”

...

Deputy Station Head’s Office.

Deputy Station Head Zhou was sitting at his desk and drinking tea when the telephone rang.

“Hello?”

“Station Head Zhou, the viewership rating for A Bite of China is out.”

“Wasn’t it already released ten minutes ago?”

“This time it is, it is for the second episode!”

...

Online.

“It’s finally out!”

“The viewership rating for the second episode is here!”

“It’s taking too long! I’ve been waiting for such a long time!”

“So what’s the viewership rating for the second episode?”

“I hope it’ll be at least the same as the first episode. They better not screw up!”

“That’s unlikely. Many people started watching from the second episode as they only found out about the show later. Therefore, logically speaking, the viewership ratings for the second episode cannot be lower than the first episode’s!”

“Heavens!”

“What?”

“Look at this, quick!”

...

Meanwhile.

The staff from earlier also brought the viewership ratings to Department 14. Even though it was updated on the Internet as well, but out of respect, they still had to hand the internal viewership ratings table to Yan Tianfei or his secretary as it was proper procedure.

However, that staff’s expression was completely different from before. No one knew whether it was everyone’s misconception that his expression appeared horrified or something else, but when he entered the office, his gaze immediately fell upon Zhang Ye’s face as he stared at him for a long time. Only afterward did he hand over the viewership ratings table with a gulp and say, “The viewership rating for the second episode of A Bite of China is out. As there are some changes to the viewership ratings, some of the rankings have been rearranged.”

Ha Qiqi’s heart skipped a beat. “The rankings were rearranged? Did we drop a rank from the documentary viewership ratings?”

That person forced a smile. “No. The main changes are the rankings of yesterday’s nationwide viewership ratings for all TV shows excluding news-related ones!”

Everyone was dumbfounded!

Yan Tianfei was stunned!

Ha Qiqi and Zhang Zuo were stunned too!

“What?”

“The nationwide viewership rankings for TV shows?”

“Isn’t that ranking only reserved for the top 20 highest rated shows by viewership? But we only have 0.32% of the viewership ratings? How can we be in that ranking?”

That staff member thought to himself how the fuck he would know, but...but you have really gotten into that ranking!

Yan Tianfei’s secretary hurriedly took the viewership ratings table and looked at it. However, the next moment, he was badly shaken and nearly fainted!

“Aiya!”

“Be careful, be careful!”

“What’s the matter?”

“Did you not eat breakfast yet? Is your blood sugar level too low?”

The secretary passed the form to Yan Tianfei with his trembling hands. He was already at a loss for words.”Director...Yan. T-Take a look!”

Yan Tianfei took it from him and looked at it suspiciously. However, he nearly fainted from shock as well!

“What’s the matter?”

“What’s happening?”

“Aiyo, just how much did we get for the viewership rating?”

Ha Qiqi, Little Wang, and the others were already getting anxious and just squeezed in front of Yan Tianfei, desperately trying to get a look at the viewership ratings. Then, everyone’s faces revealed a look of horror and they all turned their heads in unison toward Zhang Ye at the very next moment!

The nationwide viewership rankings for television shows broadcasted on December 10th:

First place: The viewership rating for the first episode of Rise to the Dance is 1.27%.

First place: The viewership rating for the second episode of A Bite of China is 1.27%.

At this moment...

The entire office area of A Bite of China fell silent!

The Rise to the Dance program team fell silent!

Central TV went quiet!

The Internet went quiet!

The entire world stilled!!

## I'm Really a Superstar

### **Chapter 816: Giving the entire world a slap!**

1.27%!

Tied for first place!

The second episode of A Bite of China had actually tied for first place with Rise to the Dance on Friday's nationwide viewership ratings for television shows!

At this very second, it was as though time stopped and the entire world came to a standstill. As the seconds ticked by, everyone was shocked by the viewership ratings table that they had in front of them!

After a long time.

Yao Jiancai posted on Weibo:"What the fuck!"

Hu Fei:"Damn!"

Central Radio Station's Tian Bin:"Is this real?"

Fan Wenli:"...(\*##%#)—%#@!!!"

The Internet was instantly abuzz!

The netizens gradually made their appearances, all of them with very shocked expressions on their faces!

"Heavens! Oh my god!"

"This is crazy!"

"Th-this is the viewership rating of a documentary?"

"How can this be possible!? Holy shit! Holy shit! Holy shit!"

"I'm going crazy! Isn't this totally defying all common sense? Isn't this getting a little too crazy? A documentary's viewership rating actually managed to stand shoulder to shoulder with Rise to the Dance? And took the number 1 spot in the nationwide viewership ratings? This must be fake, right? If you guys want to doctor it, can there be at least some effort in the technical details? Don't photoshop something so unrealistic!

"It doesn't look fake...."

"Uh, it looks real!"

"Documentaries...are actually on par with variety shows!"

"This is not a question of whether they are on par or not, dammit! This is a documentary that has steamrolled all of the variety shows!"

"What the hell!"

"What is Teacher Zhang Ye trying to do? Is he trying to poke a hole in the sky of the television industry? This is just a documentary! A documentary that no one would fucking watch! Yet you have made it into the top spot for the viewership ratings? You have really fucking made it into the number 1 spot for the viewership ratings!?"

"I'm already unable to use normal words to describe this! It's awesome! It's too damn awesome!"

"Ahhhhhhhh!"

"Zhang Ye is definitely going to be my idol for life!"

"I'm numb, my eyes have suddenly turned red! Teacher Zhang's hard work has not gone wasted! Teacher Zhang's efforts have finally paid off! Cold storage treatment? Banned? No one would watch a documentary? Go fuck yourself! Central TV Department 1, open your eyes wide! That was the Zhang Ye who you guys had let go of knowingly!" Even if he has been transferred to the documentary channel, Teacher Zhang is not someone who you can keep down! Even with a documentary, Teacher Zhang is still fucking unbeatable!"

"Zhang Ye has come back!"

"Hahahahaha! The fearsome Teacher Zhang is back again!"

"I'm so excited! Teacher Zhang, you're too fantastic!"

"I'm happy for Zhang Ye! Cheers for A Bite of China!"

"Zhang Ye, why are you so cool?! Why?!"

If the first episode of A Bite of China with the viewership rating of 0.32% had shocked them, then the second episode's viewership ratings of 1.27% must have left everyone gasping in astonishment. Nobody in the country, even those who liked watching A Bite of China very much or had extremely high expectations of it would have believed that A Bite of China could actually get the top spot in the nation's viewership ratings together with Rise to the Dance before they saw this viewership rating table!

...

At Central TV.

Department 14.

Everyone was getting so excited that they were going crazy!

"We got first place!" Wu Yi said in a daze, "We're number 1 in the country! Number 1 in the country!"

Zhang Zuo was unable to express his overwhelming emotions, so he raised up his hand and screamed, "Ah!"

Ha Qiqi was in tears, but she was both laughing and crying at the same time. As she wiped her tears away, she said, "Our hard work has really paid off!"

Little Wang said rather dumbfounded, "Please tell me this is true!"

Huang Dandan hugged Little Wang excitedly. "It's true! We're number 1!"

Little Wang also burst into tears!

Having been suppressed, humiliated, and stabbed in the back by Central TV Department 1, the original program team staff of The Voice were holding back their anger all this time. Only at this moment could they finally vent it all out. Many of them couldn't control their emotions, while some male colleagues were crying out in excitement and a few female colleagues wept!

They were very tired all this while.

In recent days, it hadn't been easy for them!

"Director Zhang!" Ha Qiqi turned around and hugged him as she cried. "Thank you!"

Zhang Ye simply acknowledged her and smiled in embarrassment. "You don't have to thank me, I should be the one thanking you. Thank you, everyone, for not leaving, and for following me from Central TV Department 1 to here. I also want to thank everyone for your continuous trust in me. Without all of you, even if I were superhuman, I could not have achieved all this. Therefore, I should be the one giving thanks to everyone. All of you did a great job and this outcome is the result of everyone working hard together, so everyone should have a share of the fruits of the labor!"

Not only were the original program team staff of The Voice excited, those originally from Department 14 were very excited as well!

"Director Zhang, congratulations to you and everyone else!"

"Our documentary channel has finally come out on top!"

"Thank you for coming to Department 14!"

"I'm so numb from this! Let's see who still dares to look down on our documentary channel in the future!"

Cheering!

Shouting!

Along with cries of joy!

There was jubilation throughout the entire office!

Yan Tianfei's secretary also wiped away the tears from the corners of his eyes. For some reason, he couldn't stop his eyes from watering. He said, "Director Zhang, you don't know this, but long have those of us at Department 14 suffered from the stress and pent-up resentment over the past few years. Although we know that you won't stay on with our documentary channel forever and will definitely leave in the future, but no matter what, I want to say that it's great to have you here!"

Zhang Ye smiled and replied, "It's my honor coming to Department 14 and working together with everyone." After saying that, he turned his head to Yan Tianfei and said, "Director Yan, I've told you before that I wouldn't disappoint you, now...I'm glad to say that I've managed to carry out my promise."

Yan Tianfei clapped Zhang Ye's shoulders excitedly. "Good! Great!"



When they made the last-minute change to the broadcast time of A Bite of China yesterday, Yan Tianfei asked Zhang Ye for his reason in doing so, but Zhang Ye said that he would give him an answer the next day. Now, Yan Tianfei finally understood everything. This viewership ratings table was the answer that Zhang Ye had given to him!

...

Deputy Station Head's Office.

Deputy Station Head Zhou looked at the viewership ratings table and stayed silent for a long time.

...

In the program team office of Rise to the Dance.

Xu Yipeng was silent!

Chen Ye had a look of horror!

For two full minutes, the entire program team was in complete and utter silence!

...

Central TV Department 1.

Jiang Yuan was stunned there for a long time.

Jiang Naixiong had smashed a tea cup on the floor in anger!

The secretary trembled in fear and ran to tidy up the mess with a broom. He also quietly took away the latest viewership ratings table that he had brought over earlier!

...

A lot of the people from Central TV were furious and did not seem to be in a good mood!

A documentary!

A documentary without promotions!

A documentary without celebrity guests!

A documentary without advertisements that merely cost 10 million RMB to make and was so niche and so unpopular that no one was supposed to pay any attention to it!

Yet it had unexpectedly scored the same viewership rating as Rise to the Dance?

How was that possible?!

How could that be?!

At this moment, a poem was brought up by someone on the Internet.

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.

No one could have imagined that the poem Rotten Fruit which Zhang Ye had posted earlier could really come true! No one could have imagined that Zhang Ye would really wear a pea-green vest and leap out grinning from ear to ear. With A Bite of China, he had given Central TV Department 1, Rise to the Dance, the television station, everyone, the entire world a very loud slap!!

On this day, chants of Zhang Ye's name reverberated all over the Internet!

On this day, A Bite of China shocked the entire nation!!

[I'm Really a Superstar](#)

### **Chapter 817: Celebration!**

In the office space.

Zhang Ye's cell phone rang. When he saw the number, he moved away from where all the noise was, otherwise he would not be able to hear anything over the phone.

It was a call from his old classmate, Dong Shanshan.

But when he answered the phone, it was Hu Fei who spoke.

"Little Zhang!"

"Brother Hu."

"How, how did you manage to do that!?"

'Hur hur, it's just the audience giving me some face."

"How is this even a case of giving face to you?! Such a viewership rating already has nothing to do with giving face nor would it be related to the magnitude of your fan base. This is purely from the audience base that the documentary itself has earned! You're already getting a 1.27% viewership rating with just the premiere episode? Do you really intend to poke a hole in the sky?!"

Up until now, Hu Fei still could not digest this fact.

On the other end, Dong Shanshan had taken over the phone.

"Old classmate."

"Hey, Shanshan."

Dong Shanshan said rather speechlessly: "The viewership rating of your documentary has totally steamrolled variety shows like ours. Do you think that's appropriate? Ah?"

Zhang Ye laughed in return and replied: "It's indeed not appropriate."

Dong Shanshan said: "You also know that it's inappropriate? You're really honest, you!"

Zhang Ye said: "But you can't blame me for that, right?"

Following that, the voices of Xiao Lu, Hou Ge, and Hou Di were also heard over the phone. He could tell that they were not standing close to the phone but were not very far away either.

"Teacher Zhang, how on earth did you film a documentary like that?!"

"Teacher Zhang, I'm Dafei! A Bite of China is very nice to watch!"

"Go, Teacher Zhang. Let those people at Central TV know the consequences for offending you! Fight it out with them! The higher the viewership ratings, the better! Smack their faces! Send them to their deaths! Hahahahaha!" As soon as he heard that voice, he knew it was Hou Di.

"This face-smacking is already very brutal!" Hou Ge gloated.

Zhang Ye's old colleagues congratulated him in their own ways. Even though they were no longer working together anymore, the feelings between them when they worked and struggled together in the past did not fade with time. Every time Zhang Ye got into trouble, they would send their regards and support. When they encountered problems, Zhang Ye would do his utmost to help them.

Zhang Ye laughed and said: "Thank you, everyone. I have an incoming call from my mother right now, so I gotta hang up. I will treat everyone to a meal some other time. All of you must definitely come."

Hu Fei said: "That's for sure!"

After hanging up, he answered the incoming call.

His mother's loud voice emitted from the cell phone: "Son! Son! Quick, go online and have a look. That documentary of yours is the number 1 in the nationwide viewership ratings! Quickly, go and look!"

Zhang Ye laughed drolly and then helplessly said: "Mom, since you know about it, do you think that I, as the executive director of A Bite of China wouldn't know? Why would I need to look online? The viewership ratings table was delivered to me a while ago."

"You already knew about it?" His mother said loudly: "Aiyo, you have really stolen the limelight this time! It was only after a few of our old neighbors came to our house to give their congratulations just now that your dad and I knew about this!" Actually, regarding Zhang Ye's new documentary, his mother was one of those who had the most doubts about it. From the time Zhang Ye started saying that he wanted to make the documentary, his mother was already expressing her constant pessimism and disbelief about it. But right now, his mother was much happier than anyone else!

My son did it!

He has really managed to do it!!

With a documentary, he left the entire variety show industry clamoring. With a way that was not favored by anyone and even thought of as totally impossible, he had clinched the number 1 spot in the nationwide viewership ratings. What sort of ferociousness was this? What type of magnificent feat was this!?

Congratulatory calls from his friends consecutively came in!

They came from Yao Jiancai, Tian Bin, Fan Yingyun, Chen Guang, Fan Wenli, Zhang Xia, and so on.

Even the famous documentary director who had praised A Bite of China and Zhang Ye on Weibo previously had somehow managed to get ahold of Zhang Ye's number and contacted him.

"Director Zhang, this is Shao Chi."

"Shao Chi? Director Shao?" Zhang Ye was a little stunned.

"I never expected that you would know me." Shao Chi was also quite surprised.

Zhang Ye laughed and responded:"Of course I know about you. You are a senior in the documentary industry and I have often heard about you."

Shao Chi said:"More like I'm the one who has often heard about you. In these past two years, I've often heard my friends mentioning your name. Sister Zhang's manager is from my hometown and I got your number from Old Fang. Hur hur, the new generation has surpassed the older one. You're indeed worthy of your reputation."

"Please don't say that. I still have lots to learn from the seniors." Zhang Ye did not try putting on any airs.

Shao Chi said:"You don't need to learn from us. That's just going backwards. Your documentary has already carved out an individual path of its own and also provided all the documentaries and documentary filmmakers a clear direction. We should be learning from you instead. A Bite of China is fantastic, and you have given all of us documentary filmmakers something to be proud of!"

Zhang Ye quickly replied:"Director Shao, please don't say that. I really don't deserve all this praise. In the field of documentaries, I'm just an outsider. That I managed to do well this time was all down to luck. If there's a chance to pay you a visit in the future, please don't hold back your knowledge from me. I hope to learn a lot from you."

After that, they hung up.

Not far away, Yan Tianfei waved his hands and announced,"Everyone, stop whatever you're doing. Today, everyone will get a break. I'm treating, so let's go dine together!"

"Oh!"

"Hooray!"

"Haha!"

"Time for the celebratory feast!"

"Thank you, Director!"

Everyone cheered.

Little Wang was still sobbing from her excitement.

Zhang Ye told his assistant, "That's enough, Little Wang. Don't cry anymore. Let's go."

Only then did Little Wang, Huang Dandan, and a few other female colleagues wipe away their tears and walk outside together while chatting away with Yan Tianfei, Zhang Ye, and the others. Not only was the program team of A Bite of China going, all the staff working overtime from every one of Department 14's three sections went as well. All in all, there were around 30-40 people.

When they went downstairs, the commotion they attracted became a little large.

Many people from the other departments saw their group. When they spotted Yan Tianfei and Zhang Ye leading the group, the look in the eyes of everyone at Central TV changed!

It was Zhang Ye!

It was the staff of Department 14!

Beside them, a deputy director of Central TV Department 3 happened to pass by. When he saw them, he immediately walked up, laughing loudly and saying, "Old Yan, congratulations!"

Yan Tianfei also smiled and said, "Old He!"

Old He said, "You guys have really managed to shine this time! That viewership rating has really scared a few people to death!" Then, he looked at Zhang Ye and asked, "Director Zhang, when would you be free to come and help us out at Central TV Department 3?"

Yan Tianfei said, "Are you trying to poach my people in front of me?"

Old He laughed. "It's not only me, I think there are already numerous television stations and channels that want to bring Zhang Ye over to their side now!"

There were also some other staff who had gathered around and chatted with the Department 14 staff they were acquainted with.

"Congratulations to you!"

"Congratulations, congratulations!"

"You've all gotten really popular now!"

"The show is very nice to watch!"

"Your viewership ratings are so scary. How did you guys manage to do that?"

"Director Zhang, can I take a picture with you?"

In the past, Department 14's fate was one that saw them largely being ignored wherever they went in Central TV. The station and other departments did not place any importance on them and it was difficult to even get some things done due to the management rejecting and refusing their requests. But now, a

lot of people had come to congratulate them and no one dared to despise them anymore. At this moment, Department 14 became the ones that everyone paid attention to. Their colleagues were paying attention to them, the media was paying attention to them, and the entire country's audience was paying attention to them!

With just a documentary called A Bite of China, they had managed to attract nationwide attention!

This was the most glorious event to ever happen in the history of documentaries!

This was a scene that had never occurred in the history of China's documentaries!

...

At a restaurant downstairs.

At the innermost private room.

Yan Tianfei did not care whether or not he had to go back to work later. He made an exception and poured himself some white wine. "Let's raise a toast, cheers!"

"Director Yan, Director Zhang, we would like to give a toast to the two of you." Everyone stood up.

However, Zhang Ye said, "Let's toast to ourselves."

Yan Tianfei agreed, "Right, we should make the first toast to ourselves!"

"Cheers."

"Cheers."

Everyone enjoyed the celebratory lunch with incomparable joy and were in high spirits due to the happy event. Their faces were brimming with smiles and glee. A Bite of China had given them something to be very proud of this time!

When they finished their lunch, it was still just 12 PM due to them coming early for the celebratory lunch at around 10 AM.

Zhang Ye and Yan Tianfei were fighting over who should pay when it came to the bill at the entrance. Coincidentally, they saw the restaurant's front door open beside them as a group of people led by Xu Yipeng and Chen Ye starting coming in. Looking at the people who followed behind them, it seemed like almost the entire Rise to the Dance program team was here as well.

The Rise to the Dance program team staff were stunned.

When they saw them, the staff of Department 14 were also stunned.

What was this?

Wasn't this what they meant by enemies often cross paths?

Zhang Ye glanced at Chen Ye and the others. "You're here to hold a celebratory feast too?"

Chen Ye gave him a fake smile and said, "You too?"

"Yeah, but we've finished eating already," Zhang Ye said.

Xu Yipeng stared at Zhang Ye and said, "Director Zhang, your documentary is really great."

"It's just average." Zhang Ye smiled a little and said, "We're tied for first place in the viewership ratings this time, so you guys are great too."

Xu Yipeng nodded. "I should congratulate you as well then." Saying that, he paused then continued, "But there won't be a tie next week. We'll definitely have to determine who's the better of us two."

"Probably so," Zhang Ye remarked.

These two groups of people had a long history of enmity between them and everyone disliked one another. After exchanging a few friendly but hypocritical words, the two groups walked past each other, one of them into a private room inside the restaurant, while the other left the restaurant.

Little Wang pouted. "Just look at their faces. Those who are in the know would believe that they are having a celebratory feast, but those in the dark would think that they're having a farewell lunch instead!"

Zhang Ye was tickled by what she had said. "Why have you become even more sarcastic than me now?"

Little Wang smiled gleefully and said, "Didn't I learn all that from you?"

Everyone laughed.

...

Meanwhile.

In the restaurant's private room.

The staff of Rise to the Dance knew that Xu Yipeng and Chen Ye were not really as calm as they looked on the surface. When they saw the viewership ratings in the morning, everyone from their program team was stunned for a full minute. As for the celebratory feast that was arranged for the afternoon, many of them had already lost interest in it, because even though their viewership rating was quite high, it was not perfect since they were not the only number 1 rated program in the country! Further, the show that tied for first place with them was made by Zhang Ye, the previous Rise to the Dance's executive director. He even did it with a documentary that they had not taken to be a worthy competitor and was rejected by everyone! This kind of complicated and shocked mood could be easily imagined!

A 10 million investment vs a 100 million investment.

No promotions vs an overwhelming promotion.

No celebrity guests vs a gathering of big names.

A documentary vs a variety show.

And the result? The viewership ratings turned out to be the same??

Aren't you totally embarrassing Rise to the Dance that way!!

However, this matter was obviously not over as the competition was just starting. A Bite of China had become popular, but at the same time, Rise to the Dance was also getting more popular. If the premiere episode for this week could not determine which was better than the other, then they'd have to let it be decided next week!

Hence, Xu Yipeng's opening words at the celebratory feast were, "The viewership ratings must definitely go up a level for next Friday's broadcast. We must push down all the other shows and get the number 1 ranking in the viewership ratings!"

Chen Ye added, "The only number 1!"

Everyone gave their loudest response to that.

"Understood!"

"Yes, Director!"

"We will definitely do it!"

"A documentary cannot sustain interest. They're definitely no match for us!"

"The premiere episode doesn't say and mean much at all! The real competition from here!"

"Right, everyone is very confident! We guarantee that we will complete this mission!"

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

#### **Chapter 818: Scoring 200 million RMB worth of advertisements!**

Chapter 818: Scoring 200 million RMB worth of s!

Sunday morning.

While Zhang Ye was still in dreamland, news of A Bite of China kept bombarding the public. Since yesterday morning, it has not stopped, and of course the morning newspapers today wouldn't either.

"A Bite of China wins the top spot!"

"The contest for viewership ends in a tie with the appearance of an unexpected dark horse!"

"Zhang Ye opens a new era for documentaries!"

"Has spring arrived for the documentary genre?"

"Zhang Ye's viewership rating miracle continues on! Praise for A Bite of China!"

"A Bite of China in high definition! Awakening the memories of taste!"

"Breaking down the success of A Bite of China's scenes. Detailed explanation of Zhang Ye's touch of magic in his filming techniques!"

"The first-ever documentary to be called a classic is born!"

"I have the pleasure of witnessing history, a history belonging to the field of documentaries!"



“After decades of silence, has the documentary genre been awakened by Zhang Ye? Could the waking lion continue its viewership miracle in the coming week? Let us look forward to what happens next!”

On this morning, news and discussions of A Bite of China were at the same level of Rise to the Dance for the first time ever. Yet A Bite of China’s program team and Central TV Department 14 did not spend any money at all on promotions and news articles!

The netizens were continuing to flood in and contribute to the topic!

“Ahhhh, I am still in disbelief!”

“Of all the entertainment industry’s celebrities, I only acknowledge Zhang Ye!”

“Me too, I’m utterly convinced by him this time!”

“That bunch of Rise to the Dance fans who came to criticize A Bite of China and even claimed that Zhang Ye’s standards were not good enough? I’m totally laughing at them now, do they know that? This was Zhang Ye’s directorial debut! This is his first time crossing over to film a documentary!”

“That bunch of brain-dead fans. Big Saber Bro will outscold all of them single-handedly!”

“Zhang Ye’s fan club leader, Big Saber Bro—always as fearsome as ever!”

“In the past, I didn’t like Zhang Ye. But after watching A Bite of China, I have turned into a fan without any hesitation! I like this documentary so much! It’s simply too awesome!”

“Me too!”

“Chen Ye’s reputation and popularity might be good too, while he’s also lauded by those who are very supportive of him. But anyone who knows a thing or two about this industry would know that Teacher Zhang’s abilities are not something that Chen Ye can compete with. They’re on totally different levels!”

“That’s of course. Just based on talent alone, who in the entire entertainment industry can compete with Zhang Ye? If Teacher Zhang had half the looks of Sect Leader Huo, he would have already become an A-list celebrity!”

“Agreed!”

“Teacher Zhang isn’t bad looking. I find him to be quite alright after looking long enough at him. He’s even getting more and more pleasing to the eye, heehee. I am a brain-dead fan of Zhang Ye!”

...

At home.

Still dreaming, Zhang Ye was pushed awake by someone.

“Zhang Ye, wake up.” It was Chenchen.

Zhang Ye impatiently turned his back on her and said, “Don’t disturb me, go away.”

However, a moment later, Chenchen went around him and pushed at him again. “Zhang Ye, wake up. Grandma wants me to wake you up. She says that you have to go to work.”

His mother also came into his bedroom. "Hurry up and get up. Eat breakfast then go to work."

Zhang Ye didn't know how to react. "What time is it right now? I will go later. There's nothing urgent."

"It's already past 8 AM, and you still want to go later?" His mother nagged, "Hurry up. Quickly go to your office and do your work. Don't laze around at home like this. Your new show is a hit now. Shouldn't you be working hard to consolidate the popularity of it? If you let Rise to the Dance surpass your show next week, how shameful would it be? Now that you've managed to make the two shows share the top spot, do you know how many people are waiting to see who becomes the winner? Wake up!"

His father said from the living room, "Your mom was provoked by someone, hur hur. When we went out for a stroll last night, a neighbor from the opposite apartment building said that Rise to the Dance is a better show than A Bite of China. When your mom heard that, she went over impatiently and argued with that person for the longest time. If not for the neighbors who were there to help calm things down and stop them, your mom would have fought with someone already."

Zhang Ye cringed. "Mom, you didn't need to go that far, did you?"

His mother dismissed, "Why not? They said that my son's show is not good? She must be blind!"

But she seemed to have forgotten that she was the one who was most pessimistic about Zhang Ye's documentary. However, after the viewership rating for A Bite of China was announced, it had really changed a lot of things, and changed the mindsets of many people when it came to traditional documentaries. The most interesting phenomenon was that those who watched A Bite of China at the beginning all thought that only they themselves liked watching it. They believed that no one else would accept the documentary, only to find out later that that was exactly what everyone else was thinking when they watched it!

Zhang Ye, who was finally made to get out of bed by his mother, went to eat breakfast and reluctantly went to work.

...

Around 9 AM.

Right after he entered the program team office, Zhang Ye was immediately blocked by some people.

"Director Zhang!" It was a middle-aged woman around 30. "I'm the advertising manager of Everyday Eats, Miss Xu. Can I discuss with you A Bite of China's—"

Before she could finish, a middle-aged man came up to him. He grabbed hold of Zhang Ye's hand to shake it the moment he came up to him. "Director Zhang, I'm Hawthorn Beverage Group's Old He. We cooperated previously on The Voice. You still remember that, right? The this time for A Bite of China, you must definitely leave a spot for us. We're old working partners, so you better leave a slice of the pie for us!"

Someone else said, "Director Zhang, can I ask how much the title sponsorship fee costs?"

"Director Zhang, can I have a word with you?"

A group of people from various companies and manufacturers surrounded Zhang Ye!

Zhang Ye couldn't manage them all, so he said, "Everyone, please, one by one. You guys are making it impossible for me to answer your questions. There are people responsible for the advertising arrangements, so can we please go by the proper procedures?" Saying that, he called out to Ha Qiqi who was standing next to the group of people. "Sister Ha, please arrange a welcome for our guests, or perhaps arrange for a meeting room where we can discuss this further!"

Ha Qiqi and Zhang Zuo immediately went to make the necessary arrangements.

Zhang Ye asked, feeling puzzled, "Why did so many people come here?"

Ha Qiqi smiled wryly. "There were already businesses calling up yesterday regarding the ad spots. At that time, they called up Department 14 directly to talk about it, but this morning, Director Yan announced that the advertising deals for A Bite of China are to be handled by our program team itself, so everyone came looking for you instead. I had wanted to make individual appointments for the advertisers at first, so that we could deal with them one by one, but who knew they couldn't wait whatsoever and just came rushing over hoping to talk to us directly! After all, our show has started broadcasting, and even two episodes now, so they naturally feel a little anxious about it."

"We couldn't stop them from coming in at all," Zhang Zuo added. "The earliest to get here arrived at around 5 in the morning. I don't know how he managed to get in through the gates and into our office, but I heard that he chatted with our night shift staffer, Little Sun, for over three hours. Little Sun almost passed out from talking." When he related that to them, Zhang Zuo couldn't help but laugh as well.

Little Wang came up and whispered, "And a few of the advertisers whom Sister Ha contacted before A Bite of China started its broadcast also came here today. Back then, even after we pestered them and talked until our mouths got tired, that bunch of people still did not want to buy our ad spots, but look how it turned out now! We should just not sell to them!"

Zhang Ye shook his head and laughed. "It's wrong to say things like that. Before this, there was no viewership rating for them to consider with, so they didn't know whether our show would be good or not. There has never been a precedent of any title sponsorship for a documentary before either, so there's a huge risk investing into the ad spots. We can't possibly request they take on the risk for us, can we? There's simply no reason for them to do that. So if anyone wants to buy the ad spots now, we'll welcome all of them alike."

Little Wang gave a thumbs up and said, "It's still Director Zhang who is the most generous of us."

In the meeting room.

The advertisers were all gathered around a large meeting table. There was a total of more than 20 representatives.

When Zhang Ye came into the office, every one of those people tried to speak. However, Zhang Ye said, "Everyone, please listen to me first. I know your reasons for coming here today, and we'll also happily welcome any deals related to advertising on our show. But as A Bite of China is a documentary, it is different from the other variety shows that you're all familiar with. That's why we have our own set of rules when it comes to advertising as well, so why doesn't everyone sit down quietly and listen to my explanation?"

“Please explain.”

“Let us know what you mean.”

“No matter what the rules are, our company will definitely take an spot!”

Only then did Zhang Ye say, “First, we won’t allow any s to be put into the original footage of the documentary that gets broadcast.”

Everyone was dismayed.

“Ah?”

“Then how will the s be presented?”

“Why is that so?”

“This...”

Zhang Ye continued explaining, “Second, A Bite of China has already finished filming and we won’t be doing any more of that either. If any of you had planned to do some product placements of your company’s products within our show, we definitely can’t accept that. I have to be responsible for my documentary as well as the arts.”

The faces of the representatives of two of the companies immediately darkened.

The other companies’ representatives also forced smiles, thinking how other shows hoped for as many ads as possible, even to the point of finding ways to insert a few more in when the ad spots were filled. Who didn’t want more money? Who would think that they were earning too much? But it seemed like Zhang Ye and the program team of A Bite of China was exactly like that. A group of them had come to invest their money, and still, the sellers were being picky about things, even going as far as setting rules for them.

But there was nothing they could do!

The show was way too popular! And they had the qualifications to set the rules!

After putting it so bluntly upfront, Zhang Ye changed his tone and began introducing the advertising model for A Bite of China. He talked about the different types of advertising strategies that would help the advertisers maximize their promotions, and also gave a simple introduction of the price points for the different advertising types.

Finally, another group of advertisers shuffled into the meeting room as their numbers went past 40 people. In here were the advertising representatives of over 40 companies and enterprises, which weren’t just some small businesses. Those who could come to A Bite of China’s program team to buy an advertising spot were definitely not small businesses. A small company would never be able to afford such prices.

In the end, after a series of bids, all the advertising slots for A Bite of China were sold!

The title sponsorship was not an exclusive one this time and went to two companies instead. However, the title sponsorship fee of the two advertisers totaled 100 million. Three second-tier s were sold, while

13 spots were sold for \$1 million on Channel 14, shown before and after the broadcast of A Bite of China! At the end of it all, a few advertisers felt that the prices were too high and were left with no other choice but to just put their money into the reruns of A Bite of China on Saturdays and Sundays. On the issue of the Internet, three online video hosting sites also made contact with the program team. The online exclusive broadcast rights were finally sold to the highest bidder, but with the prerequisite that they would delay their telecast to two hours after the show was first broadcast on Channel 14—this was to ensure that it wouldn't affect the viewership ratings.

After the discussions were done, even though Zhang Ye only made an estimate, it was obvious that they had reached an astronomical figure in the advertising revenue this time. Although the advertisers were all mainly from food and beverage related companies and did not number more than the advertisers of The Voice, A Bite of China was still a rare show about food. This would fit very well with the promotions of these companies, so they naturally were willing to spend more money too.

For example, a beverage company might hesitate if they had to spend 8 million RMB to buy an advertising spot on Rise to the Dance, but on A Bite of China, they would agree to this 8 million RMB price tag in a heartbeat. That was because the style of A Bite of China fit the nature of their business, which would already achieve half the effects of the promotions, so they would naturally be inclined to it. If they chose to look for another show similar to A Bite of China? There was none at all!

Zhang Ye even received a call from a friend.

It was a call from skit actress Ci Xiufang. "Little Zhang."

"Hello, Teacher Ci," Zhang Ye said very politely.

Ci Xiufang said: "Someone has asked me for a favor to link them up with you. Can I ask if there are still any advertising slots for A Bite of China? Any second or third-tier spots will be fine too, so if there are any, could you leave one for my friend? She's a childhood friend of mine and has asked me for my help on this, so I couldn't refuse her. Can you check if that will be convenient for you? It's fine if it's not. I'll just let her know."

Zhang Ye touched his nose and answered: "I've just sold all of the advertising spots, but since you're asking, I'll definitely do my best for you. Alright then, let me work out something for you, so just get your friend to contact me directly."

Ci Xiufang laughed and replied: "Then I must thank you. Consider that I owe you one."

"Don't be that courteous with me." Zhang Ye said: "You're pulling in advertisers for me. I should be the one thanking you instead."

"Oh, come on." Ci Xiufang giggled. "That might be so for other shows, but for a show that's directed by Director Little Zhang? It has to be the advertisers fighting to buy a spot from you instead. There won't be any spots left if they come too late!"

Negotiating the prices.

Initiating the project.

The contracts were signed.

When everything was done, the program team staff tabulated all the figures and had a great fright!

All the slots and broadcasting rights for A Bite of China were sold for 197 million RMB, very close to the 200 million RMB mark!!

Ha Qiqi swallowed hard!

Zhang Zuo looked at that long string of numbers in a daze!

The staff who were originally from Department 14 were even more unable to process what they were seeing. When had this group of people, who had always been working with traditional documentaries, ever seen so much money? They were just dumbfounded by it all!

Tong Fu said excitedly, "We have money now, we finally have money now!"

Huang Dandan blinked her eyes and said, "Would the station start having second thoughts when they see that we have so much money? Are they going to funnel our money to Central TV Department 1 again?"

Wu Yi said, "They certainly won't do that. The popularity of A Bite of China has already left some executives of Central TV Department 1 with a swollen face. Even if the station couldn't be any more shameless than they already are, they wouldn't dare do that!"

Little Wang said eagerly, "Who could have expected that our documentary could earn so much money back then? The advertising revenue of Rise to the Dance is also around the same as ours, right?"

Tong Fu said, "200 million! I feel like I'm in a dream!"

Ha Qiqi said with a laugh, "Now, we can finally run a proper promotional campaign for our documentary! We've been waiting for this amount of money for too long now!"

The news spread like wildfire to every corner!

"A Bite of China scores 200 million in advertising revenue!"

"Title sponsorship for A Bite of China reaches 100 million, with a total of nearly 200 million, matching Rise to the Dance's advertising revenues!"

"The miracle brought about by a 10 million yuan low-cost documentary series!"

With the media reporting about this, it suddenly created a stir again!

A Bite of China!

A Bite of China!

A Bite of China!

Countless people went crazy for it!

[I'm Really a Superstar](#)

**Chapter 819: The war between a documentary and variety show industry!**

Later that afternoon.

The advertisement revenue details went viral on Weibo.

"200 million RMB, oh my heavens!"

"They sold off everything in just a day?"

"That's what the trademark of 'Zhang Ye' does!"

"Everyone's gone crazy!"

"In the past, if someone told me that the advertising spots and authorizations of a documentary could fetch 200 million, I would definitely have taken that person to be an idiot. But now, it has happened for real!"

"Central TV Documentary Channel has really made a killing this time!"

"Their greatest success was to transfer Zhang Ye over to their department!"

"Those advertising revenues should have been Central TV Department 1's. I wonder what expressions they have on their faces now. After displacing Zhang Ye, this should be the most idiotic move that Central TV Department 1 has taken in the past few decades! They are so idiotic that even though I am not a fan of Zhang Ye's, I can't help but find Central TV Department 1 idiotic!"

"Hahaha!"

...

Indeed, Central TV Department 1's Deputy Director Jiang Yuan did not look too good, especially after he found out about the advertisement revenues of A Bite of China. At that instant, he also felt that he was an idiot! Although the advertisement revenues of Rise to the Dance were about the same as A Bite of China, after some contemplation, how much had been invested back into Rise to the Dance? It was more than 100 million! And what about A Bite of China? They only invested a mere 10 million into the program! An exact sum of 10 million!

Zhang Ye!

It was Zhang Ye again!

Were you invited by Monkey to specially deal with us?[1.]

At that instant, Jiang Yuan suddenly had some regrets. He really should have kept Zhang Ye frozen at Central TV Department 1 and not allowed him to go so that he wouldn't even have the slightest chance to appear on screen or make any more shows. But then again, they couldn't be blamed for not doing so either! Central TV Documentary Channel had the lowest viewership ratings among all the channels and was the worst performing department. If it were any other person in his position, they would also agree that this move was foolproof and that Zhang Ye wouldn't be able to do anything while he was at the documentary channel!

He picked up the phone and called Xu Yipeng.

"Director Xu."

"Director Jiang."

"Can you ensure next week's viewership rating will be good?"

"Don't worry, that won't be a problem."

"Good. You must definitely regain honor for Central TV Department 1!"

"I understand! We're all prepared for it!"

"Very good!"

...

Elsewhere.

Department 14.

Some of the advertisers that came too late had missed out on the entire advertisement deal. A few of them were closely following Zhang Ye around, trying to get something out of him as he moved around in the office.

"Director Zhang, you can't be like this!" a company's representative said.

Another person also said, "We have already cooperated once previously, so we're considered old partners. But now, you just come up and tell us that all the advertisement spots have been sold. How do you expect me to go back and answer to my boss? I have a mission to fulfill this time. My boss and colleagues at the company have already issued the 'military order'!"

Zhang Ye said helplessly, "Everyone, the advertisement spots have really been sold out. Even the spots for the reruns have been taken." He was holding a list in his hand and pointed it out to them. "Look at this. We really can't fit any more slots in this. Why would I lie to you guys?"

A female deputy director said, "You have to think of something for us no matter what!"

"That's right, Director Zhang," the others beside her echoed.

"There's really none left." Saying that, Zhang Ye thought for a bit before adding, "If you guys don't mind, there's still a chance for cooperation. You see, we still have a third-tier advertisement package that we can sell, but this would require you to use your own company's resources to handle the promotional advertisements and online or television commercials. We can authorize you to add a message like 'A Bite of China's Recommended Beverage' on your advertisements and commercials. These authorizations aren't expensive either."

Those advertisers looked at each other.

"Alright, I'll take it!"

"We'll also take it!"

"We'll get this since there's no better choices left! Hai."



The reason why this advertisement was sold cheaply was because A Bite of China's program team did not have to handle the promotional resources for them. Instead, the advertisers would have to fork out their own money to buy spots to advertise. Then, they would have to add in the branding of "A Bite of China" into their advertisements and make use of the influence of A Bite of China to raise their brand's reputation and trust. A Bite of China would then be able to gain access to free promotions for the show through their advertisements. This was essentially benefiting from the association with each other.

After the matters at this end were settled, Zhang Ye put up the schedule for A Bite of China's promotions. He called Ha Qiqi, Zhang Zuo, and a few others over to tell them, "I've just sold several advertising authorizations which could help us in our promotions as well. I need you guys to get in contact with their people to find out the progress on it and to get the contracts signed too. Oh yes, now that the money is in, our promotional activities should also begin. Let's follow the proposal that we did up previously and double up on it....No, triple up on it and get all the advertisements out there in the public eye!"

Upon hearing this, a lot of the staff were fired up.

Little Wang looked over. "Are we finally going to compete head on with Rise to the Dance?"

Tong Fu asked, "Director Zhang, do we have a chance of winning next week?"

Huang Dandan giggled. "With Director Zhang around, who are we afraid of?! We're afraid of no one!"

Everyone's confidence was at an unprecedented level. Actually, what they were doing now was already poking a hole in the sky of the television industry!

"Everyone, let's get things moving and just do your job well. We'll let nature take its course for the viewership ratings," Zhang Ye said with a light smile.

...

On the same day, the promotional advertisements of A Bite of China started appearing everywhere!

On the online video hosting sites, media outlets, and Weibo, A Bite of China was everywhere—with money, of course they could promote however they liked and get as much exposure as they wanted. They had already received the payments, which were nearly 20 times the invested amount of their show before tax, so Zhang Ye and his team no longer needed to worry about the costs involved now!

The netizens were exclaiming.

"A Bite of China's promotions are finally beginning!"

"These new promotional advertisements are really pleasing to the eyes!"

"I'm so looking forward to the third episode!"

"Teacher Zhang, we'll always support you!"

"Eh, what is A Bite of China? What's this ad about?"

"Are you dumb, previous poster? Didn't you watch TV last night? Go and search before asking!"

"Uh, it's just a documentary. What's so interesting about it?"

"Hahahaha, my friend above, countless people have uttered those same words as you yesterday. But after last night, no one mentioned them again!"

"Fuck, is it that awesome? I'll go have a look! Are there any videos online of it?"

"Yes, A Bite of China's online video hosting partner has already uploaded the first and second episodes."

More and more people learned of their show through the ads!

...

That night, on seeing A Bite of China's massive promotional activities happening everywhere, the program teams of many television stations felt very uneasy, although there wasn't anything they could do about it either!

In some television station.

In a program team's office.

The supervisor looked at his staff and said, "A documentary like A Bite of China can even produced in such a way and get the top spot in the viewership ratings and advertising revenues. As someone working in the variety show industry, don't you feel embarrassed?"

Everyone smiled wryly but no one said a thing.

"I feel embarrassed!" The supervisor slapped his own face, agitated. "I feel extremely embarrassed! We'll put in overtime today. No one is to leave if the recording for this week's episode is not done well!"

At some province.

In a television station.

An executive director of a program team had gathered everyone in a meeting room. "Look at this. These are the results of A Bite of China for the past two days. I don't know whether you guys should be ashamed or not, but I'm definitely ashamed and can't afford to lose face like this. If a documentary can even get number 1 in the viewership ratings, then what reason do we have to give for our entertainment interview show not being able to do so? Are there any more reasons to say that documentaries are only for a niche audience?"

"No, Director."

"We will not find excuses anymore."

"Uh, we will work harder and strive to break 0.4% for the viewership ratings before the end of the month."

A Bite of China's incredulous viewership rating had shocked and also inspired many people. Similar scenes were playing out in many television station program teams of the industry.

A documentary presented in a brand new way had challenged people's understanding of documentaries. This was also a delightful phenomenon as a lot of people were excited by it!

Perhaps it was a subconscious reaction.

Perhaps they did not intend to compare.

But without a doubt, to preserve their last bit of honor when faced with the enemy that was a niche program, many television stations and entertainment shows were getting anxious. At this moment, a war broke out between a documentary and all the variety shows in the industry. They did not wish to get trampled under the feet of a documentary, else that would be truly face-smacking for them!!

They did not believe that the viewership ratings for the next episode of A Bite of China would still be that shocking!

Jiang Yuan refused to believe it.

Xu Yipeng refused to believe it.

Chen Ye refused to believe it.

A lot of industry insiders also refused to believe it!

A miraculous comeback of the documentaries? It was more than enough to have let it happen once, but if it continued to dominate the television industry? Then it wouldn't just be a miracle, but a divine act of god!

[1. In reference to Journey to the West, the Red Boy who was subdued by Guanyin, accused her (him) of being sent by the Monkey King to subdue him.]

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

#### **Chapter 820: Zhang Ye and Old Wu get caught in action!**

At night.

It was still very lively on the news, with various reports being constantly published!

The variety shows' defensive battle has started?"

"Zhang Ye forces variety shows to an impasse!"

"Next week's highlights, Rise to the Dance and A Bite of China to battle it out for top spot!"

"The documentary genre strikes back, but whose face has it slapped?"

However, as one of the parties involved in this matter, Zhang Ye had already driven out to the vicinity of Taoran Pavilion. He called Old Wu at the roadside before driving to Wu Zeqing's villa.

Before his car could even come to a stop, the door to the villa opened.

Wu Zeqing came out gracefully. "You're here?"

"Yes, I just got here. You just got off work too?" Zhang Ye got out of the car.

Old Wu nodded and said, "I got back a while ago and was just reading the newspapers inside."

"What news are you reading about?" Zhang Ye asked as he walked inside the house.

"The news about your A Bite of China of course. I flipped through a few pages and saw that all the reports were about your Department 14's documentary. But I can't blame the media reports for working so hard, since I have also watched your documentary and find it to be really good. The camera framing and angles are nice, the human and cultural back stories are also interesting. I feel that this could be used as teaching material for all documentaries to learn from," Old Wu commented.

Zhang Ye replied happily, "I'm flattered, I'm flattered."

Wu Zeqing hadn't changed clothes yet since she had just gotten home as well. She was dressed in her work clothes, a pair of heels, and a pair of black pants. Her top was a gray knitted sweater with a white shirt underneath. This outfit exuded her sense of capability very well, but did not overemphasize it. Old Wu had always radiated a soft charm from the way she carried herself.

Zhang Ye had not seen her in a long time now, so after he went into the house, he couldn't help but take a few more looks at her. He sat down and took out a tea caddy from his bag carefully. Then he graciously handed it to her and said, "Have a taste of this tea first. This is Wuyi Mountains' Da Hong Pao that I told you about before. Don't underestimate these tea leaves. I guarantee that you've never tried it before. Since you like drinking oolong tea, I'm sure you'll like this tea." He added, "Oh yes, you must never give this to anyone else. Just keep it for yourself to drink."

Old Wu smiled and said, "OK, then I'll give it a try."

She boiled water.

Then made the tea.

Very quickly, the inside of the house was overflowing with the fragrance of the tea.

Wu Zeqing sniffed the scent of the tea and gave a slight look of surprise. She raised the cup and lightly pressed her lips on the edge of the cup and took a small sip. She couldn't help but smile and say, "It's indeed good. This is truly my first time trying this. You can't get this outside?"

Zhang Ye smiled and replied, "Of course you can't. Even if you have money, there's no place to get it from. There are only a few trees in the entire world that produce these tea leaves, and I have bought all of the parent trees. That's why only I have access to this tea. Others won't even have a chance to try it. Ration them well. If you like it, I'll bring some more over when they're gone." Giving them to Old Wu did not make him feel bad, but he wouldn't give it to anyone else.

Wu Zeqing nodded and took another sip. "It tastes even better with the second sip. It's really good."

"What's more, this tea can be brewed five to six times and the flavor will still remain."

"You want some too?"

"I don't want to drink it for now."

Zhang Ye couldn't bear to drink it. He just sat there and gazed at Old Wu, enjoying the view as he watched her slowly sip the tea. Old Wu was beautiful and gorgeous. No matter how he looked at her, he did not get tired of it. Sometimes, he even felt that if he sat there doing nothing for the entire day and just looked at Old Wu, he would still find it enjoyable.

Old Wu asked, "Stay over for dinner tonight."

"Of course. I've been craving for your cooking all this while." He immediately felt hungry at the mention of eating.

Old Wu went to the open kitchen and started cooking dinner. As she washed the raw food, the two of them chatted. "This year's television awards ceremony will take place soon. It'd be great if you could give A Bite of China a little push to get a higher viewership rating. If it doesn't end in a draw again with your show getting the number 1 spot nationwide, it would aid you in getting the prize for sure. If the viewership rating could hit 1.5%, then that most prestigious award for documentaries is as good as in the bag."

Zhang Ye said, "Why would it still have to depend on the viewership ratings?"

Old Wu explained gently, "That might not be the case for others, but for your show, it's necessary. You have offended too many people within the industry, so unless you produce something that give people no chance to argue against, if there's another candidate for the award, they definitely won't give it to you." Then she glanced at him and asked, "Otherwise, how do you think that A Bite of China would get nominated for the awards at the last minute? It was because I got my secretary to recommend your show's nomination to the selection committee. The SARFT is the overseeing authority, so they cannot reject the recommendations that we suggest."

Zhang Ye was taken aback. "It was you who helped recommend the documentary? Hai, I should have known! I was still thinking why we would get nominated when we have just started broadcasting!"

Old Wu laughed. "This nomination was deserved anyway, but it was just because there were people who did not like you that they picked on and criticized the documentary. I was only helping to lay the path for you, but you'll still have to depend on yourself in the end."

"Who picked on and criticized us?"

"Xu Wenzong."

"Who is that?"

"The honorary vice president of the Television Association."

"But I don't know that person."

"You know his brother-in-law though, that famous crosstalk artist named Tang Dazhang."

"Him!"

Zhang Ye immediately understood. His feud with Tang Dazhang was indeed a big one, but how could Zhang Ye have known that his wife's brother had actually obstructed him without him knowing? "Old Wu, if you didn't tell me about this, I wouldn't have known at all. Is that Xu Wenzong one of the judges? When the time come, if he still attempts to stop us with some underhanded ways, then the award will—"

Wu Zeqing interrupted, "That won't happen anymore. As of this afternoon, I have already stripped him of his qualification as a judge."

Zhang Ye was stunned. "You removed him from the panel?"

"Yes, I did," Old Wu replied calmly.

Zhang Ye was dumbfounded. "You can even do that?"

Old Wu said, "Why can't I do that? As one of the highest qualified judges, he has lost his most basic principle of fairness. Since I know about it, I definitely won't tolerate it."

This was who his girlfriend was!

How appropriate!

When Zhang Ye heard about what she did, he felt very touched. He never thought that in a situation unknown to him, Old Wu would still step up to help him with so many things and help him prevent sneak attacks from others. "Look at you. You're very busy, but you still worry over my problems. I feel so bad about it now, so, Old Wu, why don't I make dinner instead?"

"That's not necessary." Old Wu waved him off.

But Zhang Ye had already walked up to her. "That won't do. I need to show my gratitude."

Old Wu gently fended him off. "It's not like you know how to cook, so why don't you just wait to eat?"

"Even so, I can learn." Zhang Ye folded up his sleeves. "You can teach me!"

Old Wu glanced at him. "Are you really serious about learning?"

"Of course I am!" Zhang Ye said determinedly.

Old Wu nodded her head. "Alright then, hur hur. You want to start off with cutting the vegetables?"

Following that, Wu Zeqing walked behind Zhang Ye and leaned across his back. From behind, she held Zhang Ye's hand holding the kitchen knife, while her other hand gripped Zhang Ye's left hand. "Bend your left hand a little bit more, then support the knife by letting it rest against your wrist. As long as you pay attention to your thumb, you won't cut your fingers. Right, this is the way."

With the hands-on teaching, Old Wu was almost hugging Zhang Ye from behind.

Zhang Ye was enjoying this quite a bit. He had always been too lazy to cook meals for himself, but this was so enjoyable that it felt fun. Little by little, he learned from Old Wu as he occasionally took advantage as well.

...

After dinner.

The two of them drank some hot tea.

"Little Ye, shall we go out for a stroll?" Old Wu suggested.

Zhang Ye agreed without even thinking. "Sure."

Old Wu looked outside and said, "But the air isn't very good."

"There's a lot of smog. We should both wear face masks."

"Do we need to? It seems fine to me."

"Of course we need to. The air pollution is getting very serious and can easily lead to lung cancer and other respiratory diseases."

"Is it that severe?"

"Don't you know that, Old Wu?"

"I've heard about it, but it doesn't seem to be severe to me. If the effects are really that great, the newspapers would've had a field day already. Hasn't the news of the dangerous effects of the smog only been raised in the past two years? If there's some governance regarding this, it should get better within two years."

"Uh, we should just wear our face masks anyway."

Zhang Ye couldn't respond to that. It was only now that he started to realize the citizens' understanding of PM 2.5 in this world, which was totally different from his previous world, and that the concept of PM 2.5 was only brought up within the past two years. Compared to his world, it seemed to be late by many years. Everyone still did not have a clear understanding of the dangerous effects of the smog, and if someone like Old Wu who worked at the SARFT as one of its leaders even did not understand it well, it was needless to mention other citizens.[1.]

This was a rather wide-ranging topic that even three days and nights of discussions wouldn't be enough to cover, so Zhang Ye said no more, except to remind Old Wu that if the PM 2.5 readings were high, she should remember to wear a face mask.

Outside.

His mother called.

"Why aren't you back yet?"

"I have something to take care of."

"What is it? It's already past 8 PM."

"Aiya, I will go home once I'm done. I gonna hang up now, Mom."

The two of them strolled along the path leading to Taoran Pavilion Park's gate. Old Wu was wearing a face mask, while Zhang Ye was fully geared up. He even covered his head with the hood of his down jacket, afraid that they would get recognized.

They chatted as they strolled.

Laughing and talking.

Zhang Ye hardly had a chance to spend time alone with Wu Zeqing, so he naturally treasured every second of it. They walked from Taoran Pavilion to Nanheng Street, then from Nanheng Street to Caishikou.

Zhang Ye looked around and remarked, "We're almost at my place. Let's walk back to where we came from."

Wu Zeqing held his arm and returned a smile. "OK."

The two of them turned around, ready to head back.

But at this moment, an unidentified person had come up a distance not too far from them, carrying a large bag which seemed to indicate that the person had just bought something from the mall across the way. Zhang Ye subconsciously caught sight of that person which made his legs tremble. He could only mutter an "uh" at that.

Mom?

What was she doing out here at this time of night?

Didn't she just call me from home a while ago?

His mother also noticed that there were two people walking in front of her. Even if other people couldn't recognize Zhang Ye, she couldn't possibly not recognize him, right? Moreover, even though she couldn't see his face, she still recognized what he was wearing. Zhang Ye's shoes and the down jacket that he was wearing were bought by her from the mall.

"Son?" his mother said, slightly taken aback.

Zhang Ye pretended not to hear and pulled Old Wu along and walked ahead. He still did not want his parents to know about him and Wu Zeqing yet.

Wu Zeqing also stopped in her tracks and looked at Zhang Ye.

His mother was calling out behind him, "Little Ye!"

Zhang Ye could no longer pretend not to have heard, so he turned his head blankly and exclaimed in surprise, "Eh, Mom? What are you doing here?" He stood quite a distance away and did not go over to her.

His mother stared at the woman beside him and said, "I came out to buy a sweater. When I called you just now, I had hoped that you'd come back earlier to give me some advice. Alright then, go where you're going. Don't come home too late!" Having said that, his mother did not question him further and just turned around to go back home. But just before she left, she had one last look at the Old Wu standing beside Zhang Ye.

Only then did Zhang Ye breathe a sigh of relief.

Wu Zeqing had already taken her hand off Zhang Ye's arm. She asked, "Is that your mother? Is it alright that I don't go and greet her?"

"It's fine, it's fine." Zhang Ye said, "We'll let them know when the time is right. Let's go."

...

Caishikou.



At home.

His mother opened the door with her keys and then shut the door behind her after entering the house.

Chenchen was playing games, while his father was in the living room watching television. When he looked up, he could only see an angry face. "What's the matter? Which neighbor did you argue with this time? Didn't you go out to get a sweater?"

His mother sat down angrily on the sofa and threw the newly bought sweater down. "Don't talk about it. I saw Little Ye outside the mall entrance just now. He was with a woman talking happily and laughing. The two of them were even locking arms, looking close. When I called to him from behind, he even pretended not to have heard me!"

His father said curiously, "Locked arms?"

"Yeah!" His mother said, "They were quite intimate!"

His father said rather happily, "Little Ye has a girlfriend? That's a good thing. He's already in his twenties, so what's wrong with him having a girlfriend? Look at you, weren't you always anxious about introducing someone to our son?"

His mother said angrily, "It's good that he has a girlfriend, but why was he avoiding me? I think there must be some problems there."

His father quickly asked, "What does the girl look like? How tall is she? How old is she?"

His mother said, "I couldn't see clearly because she was wearing a face mask, but she's rather tall and she wasn't even wearing very high heels, though if she did, she would likely be taller than him."

"It's good that she's tall! That's good!" his father said satisfied. "Our family has always been short, so I've been hoping that Little Ye would find someone taller!"

His mother curled her lips. "Her height is tall, but her age is even older."

"How old?" His father was stunned.

His mother shook her head. "I don't know, but from the way she dressed and her demeanor, she's definitely older than Little Ye."

But his father seemed fine with it. "If she's older, so be it. A mature wife ensures a joyful life, so long as our son likes her, it's fine with me."

"It's not fine with me. When he gets back, I must ask him. Why didn't he let us know he's in a relationship?!" his mother declared indignantly.

About 40 minutes later.

The door opened and Zhang Ye came home.

When his father saw him, he quietly winked at him and pointed his chin toward the sofa.

At that moment, his mother questioned, "What's going on? You'd better explain!"

Zhang Ye played dumb. "What do you mean what's going on?"

"What's going on with that woman!" His mother said again, "When did you both start? What does she do? What does her family do?"

Zhang Ye laughed. "Whoa, are you doing a household check?"

His mother stared at him and said, "I have to ask to be sure. If I did not bump into you, did you intend to never tell us?"

Zhang Ye gave a forced laugh. "It's not that, it's just that the time is not right yet. I wanted to tell you guys when we were more stable. The main issue is that I still don't know what her family thinks, so why would I make you guys happy for nothing if it doesn't work out? Look at you, why are you getting angry over something like this? If you're not satisfied with her, then I'll just end things with her later and find someone else." He said that as though he would really do it.

Hearing that, his mother retorted, "Don't you dare! What are you talking about? Don't be unreasonable like that. Your dad and I haven't even taken a look at her yet, so when will you bring her home and introduce us?"

His father said, "Our son will bring her home when he feels the time is right, so stop worrying for nothing."

"How can I not be worried if this concerns my son's marriage!" His mother did not like hearing that.

After squabbling for a bit, Zhang Ye deflected all the questions back.

At this moment, the news channel on television suddenly reported about a piece of news. "Yesterday, the SARFT's Deputy Chief Wu Zeqing attended the Chinese Editorial Society's 16th Annual Assembly and delivered a speech..."

Onscreen, it showed many participants of the assembly with Wu Zeqing standing behind the rostrum, smiling as she gave her speech.

His mother was taken aback. "Eh?"

His father said, "Yo, President Wu's already the SARFT's deputy chief? She's such a high-ranking official?"

Zhang Ye helplessly said, "Wasn't she already one since a long time ago? I remember that I mentioned this to you before."

"Keep quiet, keep quiet!" his mother interrupted.

His father said in a speechless manner, "What's the matter?"

His mother wondered, "Why does she look so familiar?"

Zhang Ye raised his eyebrows and quickly coughed loudly several times.

His father smiled and said, "That was our son's boss when he was at Peking University. She often appears on television, so of course you'd find her familiar after seeing her so many times already."

"Is that so?" his mother said in confusion. "But this figure of hers looks really familiar."

Zhang Ye dabbed at the sweat on his forehead.

His father looked at him and asked, "Little Ye, are you still in contact with President Wu?"

Zhang Ye cleared his throat and replied, "I guess so."

His father nodded. "Do keep in contact often. Now that she's such a high-ranking official and a leader who oversees the entertainment industry, it's better that you be on friendly terms with her."

"Be on what friendly terms?" His mother shook her head and said, "Chief Wu is already the deputy chief of the SARFT. Which television station and film company does not need to give her face? Does she need to be on friendly terms with you? Stop overthinking it. Little Ye only taught at Peking University for half a year. What's that little bit of friendship good for? Chief Wu might not even know who our son is. After all, it's already been so long. Moreover, Little Ye caused such a big incident when he was still at Peking University, leading those students to scold the foreign dignitaries and creating so much trouble for them. Even the sky nearly came falling down, so who knows if Little Ye has already offended Chief Wu, so what friendship is there to talk about?"

His father gave a wry smile at that. "That's true."

Hearing this, Zhang Ye rolled his eyes at them. "What do you mean by I've already offended her?"

"With that temperament of yours, whoever you offend wouldn't surprise me." His mother snorted at him and continued, "I just that you'll start offending less people now so that your career can take off properly and then you can marry a sensible wife. Oh, but she won't do if she can't make it past your dad's and my criteria."

His father interjected, "As long as Little Ye thinks she's fine, I have no objections."

His mother said, "She'll still have to get past me then. She won't do if I'm not satisfied with her."

Zhang Ye quietly glanced at Wu Zeqing's figure on the television and said to them both, "Don't worry, hur hur. The two of you will definitely be satisfied when the time comes."