

Superstar 821

[I'm Really a Superstar](#)

Chapter 821: They have Zhang Ye, isn't that more than enough?

Monday morning.

The cell phone near the headboard started ringing.

Zhang Ye woke up and saw that it was a call from Yan Tianfei.

"Director Yan?"

"Little Zhang, are you up yet?"

"Yes, I just got up."

"Do you know Xu Wenzong?"

Xu Wenzong?

Zhang Ye found that name familiar, then suddenly remembered that Wu Zeqing had mentioned this name to him just yesterday. He was Tang Dazhang's family member, but he pretended not to know and just said, "I don't know, who's that?"

Yan Tianfei replied, "Oh, he's the honorary vice president of the Television Association, and also one of the judges for this year's television awards ceremony. I've only just received news that A Bite of China did not actually get picked for the nomination of the most prestigious award for documentaries. It was Vice President Xu who blocked it initially. However, the selection committee later picked the nominees again somehow and nominated A Bite of China for the award. What's more, Xu Wenzong's position as the chief judge for this year has been stripped as well."

Zhang Ye blinked. "Ah?"

"Do you know what's going on?" Yan Tianfei asked.

Zhang Ye continued to play dumb. "If you don't know, how would I know?"

Yan Tianfei said, "That's true, but I was just wondering who helped us from the inside. I've been trying to find out for the entire day without any news, so I thought you might have some idea."

Zhang Ye coughed and responded, "I don't know either."

From the time that Yan Tianfei found out about this incident, he kept wondering who had helped them. Who helped A Bite of China? No matter how he pondered, he simply couldn't connect anything together. Old Yan knew very clearly about his own social ties. He was a veteran of the television station industry, had a lot of experience, and knew a lot of people, but none of them were especially close to him. Not mentioning the SARFT or the Television Association, even within Central TV, he did not have many friends. Then he thought of Zhang Ye. Without needing to ask, this kid's social ties were even worse than his own. He would end up offending people wherever he went. Having been the top-ranked person on the SARFT's blacklist, he had even been banned by both the Shanghai SARFT and SARFT Headquarters, so logically speaking, it was all the more impossible that anyone would help him, right?

So who could it be?

Why was this matter so bizarre!?

After hanging up, Zhang Ye felt awake. He got up from bed and brushed his teeth and washed his face. Regarding his relationship with Old Wu, since he did not even tell his parents about it, then he would certainly not be telling anyone else. It was still not the correct time yet, and he absolutely couldn't reveal this trump card so easily. Wouldn't it be really boring if he revealed it now?

"Dad, Mom, I'm going to work."

"Eat breakfast before you go."

"I'm not eating, I'll eat at the office."

...

At a certain house in Beijing.

This was Xu Wenzong's home, and at this moment, his family had come to visit him.

Tang Dazhang looked grumpy. "Brother Xu, what happened?"

Tang Dazhang's wife said, "Brother, based on what did they remove you as judge?"

"You ask me, I ask who!?" Xu Wenzong said as his tone turned cold, "This is positively bizarre! Until now, I still don't know who did me in!"

Tang Dazhang said angrily, "This is too much!"

But Xu Wenzong did not seem to be the least bit angry. He only felt his heart turn cold, and was even quite startled.

It was because he knew very well that, as the Television Association's Vice President, as a veteran in the circle with such a wide network, it was odd that he couldn't even find out who did that to him. He saw no signs nor did he have any warning about it, so even after the axe fell, he was still in the dark as to who had done that to him. As such, he could undoubtedly be certain that the person who dealt with him was definitely not someone who he could afford to provoke, because he was not even qualified to know who it was!

Which person from the SARFT was it?

Which one of those who held the most power in the SARFT was it?

Xu Wenzong did not dare to think about it. He could only stay silent; there was only silence.

...

At the office.

With the hyping and publicizing from the news media, everyone already knew of the intense competition between Central TV Department 1 and Central TV Department 14 with their Rise to the Dance and A Bite of China fighting for top spot in the viewership ratings. Internally at Central TV, the

atmosphere was also rather strange. The staff of the other departments watched as the events developed while the station heads kept silent on the matter as sparks flew between the two departments involved in this battle, with everyone on both sides giving their all!

Central TV Department 1.

Everyone was giving their all.

"This advertising spot must be secured!" Chen Ye commanded firmly!

"Director Chen, I was just informed that it has been bought by A Bite of China," a staffer said with a bitter smile.

Chen Ye insisted, "I don't care how you do it, just get it done by the end of the day!"

"Then...then I will try my best." That staffer could only bite the bullet and accept the order.

Over at the other side, Xu Yipeng said, "The audience who watched the first episode has given us quite a lot of suggestions, some which can be ignored, but there are many that are worth studying. Old Chen, Old He, let's have a meeting to study those suggestions first, then re-edit the footage for the second episode to get rid of all the shortcomings of it and learn from the experience. I need the second episode's viewership rating to be much higher than the first episode's! We need to give our audiences nothing that they can pick on!"

"Yes."

"OK, Director Xu."

Previously, they had never thought that a documentary could be their opponent and even looked down on A Bite of China. But now that they were faced with Zhang Ye's heaven-defying abilities, they had no choice but to put Zhang Ye and his documentary on the same level and treat them as worthy competitors. In fact, they were even considering it their greatest enemy. The Rise to the Dance program team who had lost its arrogance was clearly still very formidable. They had the industry's largest platform behind them—Central TV Department 1. They had the best team as well as the most excellent director and host; they even had a huge production budget to support them, and together with the trio of big shot celebrities in Huo Dongfang, Fan Wenli, Shen Lili, once they took their opponents seriously, once they had their enemy in sight, the strength that they would muster up was undoubtedly going to be a force to reckon with!

Lose?

They wouldn't lose!

Nor did they have any reason to lose!

Simply because they were Central TV Department 1!

Simply because they were the industry's number 1 variety show!

...

Central TV Department 14.

Everyone here was full of fighting spirit as well!

"Did you secure the advertising spot yesterday?"

"Director Ha, we were going to sign the contract, but we haven't heard anything from them since!"

"What happened?"

"I don't...ah, they've just replied. It's Rise to the Dance, they are also in negotiations with them!"

"What? We can't allow it to fall into their hands, continue negotiating! This advertising spot is critical. We must ensure it stays in A Bite of China's hands for this entire week! We can't have it any other way!"

"OK! I will definitely secure it!"

"Central TV Department 1 has already run out of money and their 200 million in advertising revenue has also gone back into the production budget of the show. Meanwhile, our advertising revenue has just come in! All the money is in our hands now! They wish to fight with us for the advertising spots? Dream on! Right now, in the whole of Central TV...no, of all television stations in the entire country, we're the richest program team around!"

At this moment, Zhang Zuo, Ha Qiqi and everyone else were brimming with confidence. Unlike Rise to the Dance, they did not have the most influential platform to broadcast on, nor did they have the pull factor of big name celebrities. Even the production budget of A Bite of China was just a mere 10 million RMB—of which more than half was spent on the catering, accommodation, transportation, travel, and hotel rooms. The actual amount used for filming was in fact much less than that. But...

They had Zhang Ye!

So wasn't that more than enough?

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Chapter 822: The second week's broadcast!

Under the focus of the entire country, Friday quietly arrived.

Early in the morning, a lot of the morning newspapers in the country started selling. With the constant coverage of Rise to the Dance and A Bite of China in the media for the entire week, when the day to decide the winner finally arrived, the discussions surrounding it reached its peak. Although this wasn't the only news happening in the entertainment industry, there was no doubt that this viewership ratings face-off was the main focus of the media and people. Whether it was the scandal of a certain female celebrity or a new movie by a certain movie star, they were all pushed to the back pages. This was because many people knew that they were on the verge of witnessing a historical moment.

On the streets.

There were pushcart newspaper vendors and pedestrians walking by.

"Morning Post! Morning Post!"

"Give me a copy!"

"OK."

"Rise to the Dance and A Bite of China are finally going to battle it out!"

"I've been waiting for an entire week now!"

"Who do you guys think will get the higher viewership rating?"

"Logically, it must be Rise to the Dance, right?"

"But anything that Zhang Ye does has always been very unpredictable."

"Right, that's why it's difficult to say anything about this."

"The newspapers and media have analyzed it so many times in the past few days, saying that the documentary's sustainability of interest won't be enough and definitely can't compete with a variety show. Reading all of that makes it all sound very reasonable, but I still have very high expectations of Teacher Zhang Ye. Previously, when A Bite of China had not yet started its broadcast, didn't everyone also think that it would not do well? Didn't everyone also look down on documentaries at that time? But look at what happened! Zhang Ye has already given everyone a face-smacking by tying for number 1 in the viewership ratings. So what if it's a documentary? Who says that a documentary cannot be number 1? The executive director is Zhang Ye!"

"I don't think so. I still think that Rise to the Dance will do better. It has all the elements of entertainment needed for a high sustainability of interest and lots of celebrities as well, so there's no reason that it will lose."

"It is critical that Central TV Department 1 is no longer underestimating them. A Bite of China caught Rise to the Dance off guard in the beginning, but still its viewership rating could just tie Rise to the Dance. If their first attack that came as a surprise could not help them surpass Rise to the Dance, then it will only be more difficult for them during later episodes."

"Yes, Rise to the Dance has a higher chance of winning."

"Get lost! I'm supporting Zhang Ye!"

"Me too! I prefer Zhang Ye too!"

This scene on the streets was just one of many similar situations playing out around the country. People were debating over two totally different genres of television shows that seemingly had nothing in common. This was what Zhang Ye represented—he and his works, together with the things he did, had always been extremely controversial in the Chinese entertainment industry!

...

Central TV Department 1 was bracing for the challenge.

Xu Yipeng was already in the office very early in the morning. Actually, he and many of the Rise to the Dance program team staff did not go home last night as they were working overtime in the office. Right now, Xu Yipeng was extremely tired, but his eyes were shimmering. Beside him, Chen Ye was also looking very excited and satisfied.

"Director Xu, we're finished with the editing!"

"Thank you everyone for your hard work!"

"This is our job."

"That's great!"

"The editing for this episode is definitely much better than the first episode!"

"Director Xu is mighty and Director Chen is brilliant!"

"Hu, we can finally rest. There won't be any hiccups this time around!"

"Right, we'll definitely beat them by ten blocks at least!"

"Haha, we won't give them any chance this time!"

The program team staff were all very confident. They were anticipating tonight's broadcast more and more!

...

At a television station.

In a variety show team's office.

"Make Little Li's scandal go viral!"

"Got it, Director."

"This episode's viewership rating will be very crucial, so everyone better buck up! We are also broadcasting at Friday's primetime slot and have achieved 1.1% of the viewership ratings before, so we have a part in this battle as well. It is unavoidable! If it were a large scale talent show like Rise to the Dance or a variety show helmed by Zhang Ye, we would not be competing with them! But as it stands, this is Zhang Ye's directorial debut in the documentary industry. If we let him crush our variety show with his documentary, how can we still face anyone after that?"

"Everything is ready!"

"Leader, we will definitely beat A Bite of China this time!"

...

At another television station.

In an entertainment program team's office.

"Director Sun, are we really going to compete with those two crazy programs?"

"Our program broadcasts at Friday's 8 PM time slot. Even if we don't want to compete, we have no choice!"

"But Rise to the Dance..."

"We're not going to compete with Central TV Department 1's show. Our opponent this time is A Bite of China. Their first episode has achieved success with an original idea and had caught everyone off guard. Now that everyone has recalled how capable Zhang Ye is and know how good A Bite of China is, they won't be able to surprise us again. A documentary can't sustain its momentum, so the viewership share will definitely be taken by Rise to the Dance this time. As long as we can ensure that we can surpass A Bite of China, it's good enough. After all, we have always been one of the top 3 highest viewership rated shows for the Friday primetime slot!"

"Let's just see how much of A Bite of China's viewership rating can be taken away from them!"

"As long as A Bite of China's viewership rating falls below 0.9%, then we have hope!"

...

The entire industry and peers had directed all their attention to A Bite of China. This was because, as a documentary, A Bite of China had dealt a blow to many variety shows' pride and dignity. It left those shows with a slight chance of competing, with no choice but to accept the challenge. Even those shows with low viewership ratings that didn't have the ability to compete, some of their program teams turned to cheering for Rise to the Dance or other variety shows instead. They hoped that Rise to the Dance could hoist the flag and raise the pride of variety shows. No matter what, they must never lose to a documentary!

However, in such a tense and highly anticipated atmosphere, Zhang Ye, who was at the center of the controversy and should logically be battling at the frontlines, did not appear at all in Central TV Department 14 today.

In the program team office of A Bite of China.

It was already past 10 AM in the morning.

Ha Qiqi said stunned, "Where is Director Zhang?"

Zhang Zuo wiped his sweat away and said, "I don't know. I didn't see him around."

Little Wang exclaimed, "Could he be in the editing studio? I heard that the Rise to the Dance program team are re-editing and have made several rounds of changes while trying to polish up their second episode. Did Director Zhang come back to the office in the wee hours to do the same too?"

Tong Fu went over to the editing studio but did not find anyone there.

Then, at around 10.30 AM, they received a text message from Zhang Ye. The content of the message left everyone in the program team, including Yan Tianfei's secretary who happened to be at the Section 3 workspace, at a loss. Zhang Ye's message said: "I woke up late, so I won't be going to the office today. I will apply for time off today since there's nothing much going on anyway."

Time off?

Nothing much going on?

Huang Dandan said, "Director Zhang is way too calm!"

"It's such a crucial day today. I heard that half of the Rise to the Dance program team are putting in overtime last night and did not go home at all. Meanwhile, Director Zhang..." Wu Yi was at a loss for words.

Zhang Zuo gave a wry smile as he shook his head. "When has our Director Zhang ever done things predictably?"

Ha Qiqi remained silent for a moment, then said, "Actually, what Director Zhang said is true. There is...indeed nothing much to do."

The documentary's filming was finished long ago.

The editing of the broadcast footage had long since been completed as well.

The promotions were all in place.

So what else was there left to do?

They were simply vexed by the tinge of anxiety and worry in their minds, making them feel that they'd be more at ease if they were back at the office keeping tabs of things on this important day.

...

Zhang Ye was not behaving differently today from his usual self. When everyone else thought that he ought to be back at Department 14 to take charge of the important things, Zhang Ye was actually sleeping in at home. After he woke up, he behaved just like any other employee would. Being too embarrassed to call back to inform the office, he sent a text message to apply for time off instead before going back to sleep again. Afterwards, when he finally got up, he looked at his watch and got changed before leaving to attend a gathering.

He had a lunch date at noon with his old colleagues from Beijing Television.

"Little Zhang!" At a restaurant not far from Beijing Television, Hu Fei noticed Zhang Ye's car pulling in from a distance away. He walked together with Hou Ge, Hou Di, and the others following behind him toward Zhang Ye.

Zhang Ye got out of his car. "Brother Hu."

Hou Ge gave him a bear hug. "Teacher Zhang, long time no see!"

"Hou Ge, you've put on weight." Zhang Ye also hugged him back.

Dafei came up to give Zhang Ye a bear hug as well. "Teacher Zhang, you're getting more handsome and looking more spirited than ever before!"

Zhang Ye chuckled, "Why are you praising me so much? Are you hinting that I treat you to a meal?"

Dong Shanshan, probably held up by some work, arrived a little later. When she made her way here, she overheard Zhang Ye's words, then laughed and said, "It was supposed to be your treat anyway."

Seeing Dong Shanshan's sexy look, Zhang Ye waved at her. "Hi, old classmate. I haven't seen you in just a few months, but you've become even more beautiful now."

Dong Shanshan nodded solemnly. "Yes, I know that."

Zhang Ye was tickled. "You really aren't humble."

Hu Fei laughed loudly. "Let's go. I've already booked a private room. Let's go in quickly so that you can share with us how confident you are for A Bite of China's broadcast tonight."

Zhang Ye waved it off and replied, "How confident can I be? All the filming is already complete and we have already done all that we could. The only thing left now is just to show the documentary to the audience, but I don't have any target or expectations for that anyway."

Xiao Lu giggled. "Teacher Zhang, come on. We've worked with you for such a long time, how could we not know how you are?"

Zhang Ye threw up his hands and said with a smile, "I won't hide it from you guys, but I'm really just leaving it all up to fate now."

...

At night.

Along with the heated discussions and anticipation, Rise to the Dance and A Bite of China were once again going to be broadcast at the same time slot!

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Chapter 823: An intense and close battle!

At 8 PM.

Many viewers turned on their TVs.

"It's starting, it's starting!"

"It's beginning!"

"Haha, it's time for my A Bite of China!"

"Rise to the Dance is starting! I can't wait anymore!"

"My Huo Dongfang! My Chen Ye!"

"Zhang Ye, go for it! Kill them!"

"Central TV Department 1 is really awesome! Let's kill A Bite of China!"

Some people tuned to Central TV Department 1 on their television sets, while others were tuned to Central TV Department 14. The second battle of the industry's two television shows that were tied for first in the viewership ratings was beginning!

...

Central TV Department 1.

The opening started off with thunderous applause as Chen Ye took to the stage. He was dressed in a resplendent suit and smiled with open arms as he said, "Welcome, everyone, to this week's Rise to the Dance. I am your host—Chen Ye!" Then he turned around and threw out his arm in a welcoming gesture. "And also, a warm welcome to our three guest coaches!"

"Teacher Huo Dongfang!"

"Teacher Fan Wenli!"

"Teacher Shen Lili!"

Huo Dongfang waved calmly as he ascended the stage.

Fan Wenli was blowing kisses from the stage.

Shen Lili niftily performed some elegant dance steps and "danced" her way to her guest coach seat.

The live audience were screaming and clapping; some were even waving their glow sticks about!

With such a stage on a variety show, the visual impact from the scene was especially advantageous for it. Oftentimes, the audience were not as passionate as they looked on television or clapping so hard for their lives. Most of these audience members cheering and clapping scenes were recorded before the start of the show by the studio director team. If he called for the audience to scream, they would scream. If he said to clap, they would clap. It might look rather staged, but with the aid of post-production and scene arrangements in the final cut, the atmosphere would undoubtedly be very good when watching it. It would pull the television audience at home into the atmosphere and allow them to experience the passion and explosiveness of the show as though they were in the studio as well. This was the natural advantage that a variety show had!

Today's first contestant appeared onstage.

This contestant was clearly arranged to appear first by the program team. Furthermore, the intro clip was also done in a slightly different way from the first episode. It seemed to have placed more emphasis on the contestant's introduction and even added in scenes from his daily work and life. There was also a part which was recorded at the contestant's office with his colleagues being interviewed by a field director.

The first person was interviewed.

"Did you know that Li Qijie can dance?"

"Ah? Li Qijie? Surely not, right?"

The second person was interviewed.

"What do you think of Li Qijie's dancing?"

"He can dance? I didn't know that!"

The third person was interviewed.

"What kind of a person is Li Qijie usually?"

"Little Li? He doesn't talk much usually and does not really communicate with everyone. I guess he's a rather reserved person."

"Do you have any words of encouragement for him now that he is participating in our talent show, Rise to the Dance?"

"Uh, I somehow think that there's been some mistake? How can he possibly know how to dance?"

All of his colleagues shook their heads.

Just as this intro clip was still being played with soft dance music accompaniment in the background, the first contestant appeared on the stage!

It was a man.

This was a graceful modern dance tune.

The man lifted his feet and dropped his hands fluidly.

Just a few dance moves at the start was enough to leave the guest coaches utterly shocked.

Huo Dongfang's eyes lit up. "Great moves!"

Fan Wenli said, "He must be a professional, right?"

Shen Lili affirmed. "This is definitely on the level of a professional!"

Even those who were not trained could see that Li Qijie's dance moves were all very professional looking!

They were focused on the performance!

100% fully focused!

As Li Qijie completely lost himself in his dance and moved around more and more gracefully, the three guest coaches stood up from their seats. Huo Dongfang could only put his hand up and give the contestant a thumbs up with an expression full of admiration. "It's really great! This is simply too good!"

The emotions of the live audience were also stirred up.

The applause kept oohing and aahing, sometimes cheering!

But it did not seem like Li Qijie heard any of this. Such applause would usually be considered a disturbance, but it did not feel like it had interfered with his performance. He just kept moving by himself at the center of the stage, dancing to his own tune.

Online.

Many of the audience who were watching the broadcast were very excited.

"How beautiful!"

"He's even more graceful than a woman!"

"I like him, I like him a lot!"

"The second episode seems to be a little better than the first one!"

"Yeah, I can see the effort that the Rise to the Dance program team has put in. The second episode has a better rhythm to it and the contestants are also more impressive. Looks like in order to go up against A Bite of China, Xu Yipeng and Chen Ye are pulling out all their killer moves!"

"Wow, you guys! Do You Remember has revised their content again!"

"Sing has invited different guests as well! This time, they've gotten B-list celebrities to join them on the show!"

"What the hell. Are all of these entertainment shows in the same time slot on steroids? They're really giving it their all today? It's as though they've discussed beforehand to introduce all these changes together at once?"

"Can they afford to not give it their all?! Not many people would have thought that Zhang Ye could manage to make a documentary in such a way. If it really makes it to the top, they won't look good at all! Zhang Ye has checkmated all of these entertainment shows that have been the dominant force in the viewership ratings all this time, so how could they not react?"

...

Hyping up the show.

Revising the content.

Fine-tuning the details.

In a time when all of the industry's entertainment shows were fighting with all they had, A Bite of China maintained its unhurried pace and did not change anything due to external factors.

The third episode.

Titled "Inspiration for Change."

"The taste of a dish is paramount for Chinese people who enjoy a wide variety of cuisine and flavors. And they are always looking for inspiration for change in both."

"In the county of Jianshui in Yunnan, also known as Lin'an. In the old days, this place was of strategic importance for immigrants, as the mixture of ethnic groups settled and formed a melting pot of unique culture. Around the famous Daban Well, women make tofu by hand, building up a supply chain for this dish."

The show's broadcast began.

Various foods and cuisines were presented on screen.

"In northeast China, people only make sauces out of one ingredient: soybeans. This sole dependence on it is also considered a form a luxury. On a heated bed, six pairs of hands knead the bean paste into brick shapes; the taste of the soy sauce can even be used as a measure of the capability of a woman. They then tie them and hang them on the wall where they will leave them there for two months. Next spring, they will undergo further fermentation. Chinese people have brought about imaginative changes and

added new flavors to their cuisines while enhancing the nutritional content. This has greatly added to the Chinese culture."

Without any passionate screams or fanfare, A Bite of China abandoned all hype and only kept the core features of the documentary itself to be showcased.

It quietly started its broadcast.

And lightly ended it as well.

The entire broadcast was a leisurely and peaceful walk from start till finish.

Moreover, after the third episode finished broadcasting, many of the audience realized that A Bite of China had ended its broadcast for the day. There wasn't any additional episode like the week before!

"What happened?"

"It's only a one episode broadcast?"

"Why isn't it the same as last week?"

"I can't take this. Isn't Zhang Ye being too daring!?"

"Yeah, the effects from last week's back-to-back broadcast were so good. They even depended on the second episode's viewership rating to tie with Rise to the Dance, but this time, it's only one episode? If you end your broadcast before 9 PM, then Rise to the Dance will still have another hour before its broadcast ends. What are you going to fight them with then?"

"The next episode will be broadcast on Saturday night at 8 PM? That would mean it's a two-day consecutive broadcast now? Isn't this being a little too complacent? You're underestimating your enemies, right?"

"I wonder what Department 14 is thinking!"

"I was still hoping to see more, but that's all they had!"

"Well, we have to wait till tomorrow evening to watch the fourth episode!"

The broadcast schedule of A Bite of China was naturally put in place and decided by Zhang Ye. Actually, not only were the audience unable to understand this decision, even Department 14's staff could not understand it. They felt that if the schedule had followed last week's back-to-back broadcast, it would have helped cover the entire broadcast duration of Rise to the Dance and would have allowed them to compete on the same terms. However, Zhang Ye did not explain further and just rescheduled the broadcast time, which the staff of Department 14 could only listen to and followed his instructions. Whether it was for The Voice or A Bite of China, Zhang Ye as the executive director had always been the one in charge. The usual workflow was always to just follow whatever Zhang Ye said.

On Weibo.

"After some analysis, there are two possibilities for A Bite of China to make such a decision. The first is that they have given up on trying to compete with Rise to the Dance on the Friday time slot and are

focusing on the new front of Saturday. With Rise to the Dance dominating the Friday primetime slot, A Bite of China is aiming to dominate Saturday's instead."

"That sounds likely!"

"Right, then what about the second possibility?"

"Hur hur, the second possibility would be that Zhang Ye has confidence that even with just a single episode on Friday, A Bite of China can still surpass Rise to the Dance, therefore taking away the need for a back-to-back broadcast. With the planned broadcast of having an episode each on two separate days, the long-term effects would be much better for it!"

"Fuck, surely not?"

"It can't be that this second possibility is true, right?"

"They tied for first last week, and that was even under the circumstances of A Bite of China having two episodes broadcast successively, so where does Zhang Ye draw his confidence from?"

"I believe it's more likely to be the first possibility!"

"Zhang Ye is still afraid of some things after all!"

"Of course. That's the most heavily invested variety show this year that we're talking about, so the best choice would be to take evasive actions. Tying with it once was already a very good result!"

"This week's episode of Rise to the Dance has strengthened its watchability. Xu Yipeng and his team has really given their all and made it the best they could. Even Zhang Ye, when he comes up against the longtime big brother of the viewership ratings—variety shows—he still has to face them with some respect!"

...

A lot of people were paying close attention to A Bite of China.

Xu Yipeng and Chen Ye were watching it to understand their opponent better too, but then realized that there wouldn't be a second episode for broadcast today. This left them feeling very appalled.

What was happening?

What was he planning?

Was Zhang Ye really afraid of them? He wanted to avoid them?

This thought made them very excited and proud at the same time, but having gotten to know Zhang Ye's temperament very well by now, they felt that it wasn't possible that this was the case!

What sort of a person was Zhang Ye?

He was someone who dared to beat up his leaders!

He was someone who dared to defy the SARFT!

He was someone who dared to sue Central TV Department 1 in court!

Zhang Ye was the one who had challenged Rise to the Dance in the first place by scheduling his program to broadcast at the same time, so why would he withdraw before the battle was decided? This practically made no sense at all and was also not in character with that fellow!

Could it be that Zhang Ye no longer had them in his sights? He no longer thought them to be worthy opponents? So he took such a casual decision for the broadcast arrangement??

Xu Yipeng did not believe it!

Chen Ye sneered endlessly at this!

What are you trying to do by taking such a deliberately mystifying action!? Let's use our viewership ratings tomorrow to see who will have the final word!

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Chapter 824: Calligraphy, Spring in Qin Garden Snow (1/3)

Saturday.

When Zhang Ye got out of bed, it was already heavily snowing outside.

"Whoa, it's snowing so heavily?" Zhang Ye said, looking astonished.

His mother was just opening the window to take a look outside. "The ground is already covered with a thick layer of snow. I guess it's been snowing since last night."

Chenchen tugged at Zhang Ye's clothes. "Zhang Ye, I want to see it too."

So Zhang Ye carried her and walked to the front of the windowsill. He couldn't help but feel very good. "It's been two years since it snowed so heavily in Beijing, right? The air quality is quite good as today as well. Chenchen, wanna have a snowball fight with Uncle?"

Chenchen looked at him. "Zhang Ye, why are you so childish?"

Zhang Ye: "..."

His father smiled and said, "If we don't include last month's sleet, then this should be the first time it has snowed in Beijing this year. To be honest, I didn't expect the snow to be this heavy. Little Ye, don't drive to work today. The roads will be accident prone."

"I know," Zhang Ye said.

After breakfast, Zhang Ye headed to the office.

At a square in front of Central TV Tower, there were some parents playing with their children. Some of them were building snowmen and others were having snowball fights. A few colleagues from the other departments of Central TV passed by and saw Zhang Ye. They were stunned for a little while before coming over to greet him with smiles.

"Good morning, Teacher Zhang."

"Hi, good morning."

"I watched the latest episode of A Bite of China. It was especially good."

"Thank you. The next episode will be even better, hur hur."

"Are the viewership ratings out yet?"

"I'm not sure. It's difficult to pinpoint when their tabulation will be ready, sometimes it's announced late at night, but sometimes we have to wait until the next afternoon, so it depends."

As they casually chatted, the few of them had already gone upstairs together.

He knew that they were from the same station but Zhang Ye did not actually know them personally. However, it was not a problem to him. The traits of a Beijinger manifested vividly in Zhang Ye—no matter who they were, no matter where, no matter whether he knew them or not, he could strike up a conversation.

...

It was snowing in many places around the country. Everyone was in a good mood and people were happily chatting online. Some of them were already making guesses about the viewership ratings.

"This episode of Do You Remember is very good!"

"Yes, I like Dong Shanshan so much! She's so sexy!"

"This week's Idiom Society has invited new guests as well, so it looks quite good."

"But we still have to pay attention to Rise to the Dance and A Bite of China. They are still the main focus of this round of viewership ratings!"

"That's right! I'm really looking forward to finding out about the viewership ratings of these two shows!"

"Who will win in the end?"

"There should be a result before noon!"

"A Bite of China only broadcast one episode last night, so they have no advantage whatsoever in the viewership ratings!"

"An episode of A Bite of China only lasts for around 40 to 50 minutes, while an episode of Rise to the Dance goes on for around two hours. A Bite of China has already lost at the starting line."

"Yeah, Rise to the Dance invested a lot into the show and their program team are giving it their all. There's likely to be an increase in this episode's viewership ratings!"

"But don't you all forget, A Bite of China did not have the money to do any promotions last week after all the money was 'borrowed' away by Central TV Department 1. Without any promotions, they could still achieve such a viewership rating. This week, they started widely promoting A Bite of China and the advertisements were overwhelming, so it's worth anticipating to find out how much the viewership rating will increase by!"

The entire country's entertainment news in the media outlets had focused their attention onto these two shows, but the only difference from last week was that none of them dared to disregard Zhang Ye's

documentary anymore. Many of the media outlets seemed to have reached an agreement to keep their discussions more impartial. Even if they all favored Rise to the Dance winning the viewership ratings ranking, they did not dare to be definitive with their words. It wasn't because they were being cautious, but due to the painful face smacking they received from last week's tie for first place in the viewership ratings, they learned their lesson and did not commit the same mistake again!

...

It was another day of working overtime again.

Zhang Zuo and Little Wang were the earliest to arrive at the office, but when they saw that Zhang Ye was already in the office before them, they were very surprised.

"Director Zhang, why are you so early today?" Zhang Zuo was really not used to it as Zhang Ye had always come to work late and left the office early for the whole of this week. He even applied for time off as and when he wanted.

Zhang Ye smiled. "I just arrived a while ago."

The other program team staff gradually arrived for work. Everyone's expressions were somewhat tense, but whether it was because of anxiety or anticipation wasn't certain. Everyone seemed to be purposely avoiding the topic of the viewership ratings. Perhaps the more they did this, the more it showed that everyone placed an importance on the viewership ratings.

A while later, Yan Tianfei also arrived. "Little Zhang."

"Director Yan." Zhang Ye looked over.

Yan Tianfei also did not mention anything about the viewership ratings. Instead he said, "Oh right, I went to look for you yesterday but couldn't find you. Do you know about the calligraphy competition that our station is organizing? It'll be held this morning."

"What calligraphy competition?" Zhang Ye did not understand what he was talking about.

Ha Qiqi explained, "Actually, there was a notice put up since last month, but we were out of Beijing shooting the documentary. It seems like it's a calligraphy competition for the internal staff and it's just for entertainment purposes."

Only then did Zhang Ye understand what was going on.

With the end of the year approaching, the number of internal corporate activities and competitions increased as well. Before they came upstairs just now, they seemed to have come across a notice for a table tennis and badminton match to be held at a later date. The staff of all the departments at Central TV were eligible to take part since it was an internal event. There were prizes like cell phones and computers up for grabs too. Such activities were often held at every television station each year, but because Zhang Ye had always offended too many people, he did not stay at a place long enough to have attended such activities.

"Are you going to participate in it?" Yan Tianfei asked.

Huang Dandan smiled and said, "Director Zhang, do it, do it."

Yan Tianfei said happily, "Only Little Huang and I have registered for it in our Department 14. If you want to participate, it's still not too late to register. I'll tell them to add your name to the list."

Tong Fu looked over to Zhang Ye. "Director Zhang, how is your calligraphy?"

Zhang Ye just smiled at that and said, "It's OK."

When Huang Dandan saw her boyfriend asking such an ignorant question, she could not help but roll her eyes. "You can even ask how Director Zhang's calligraphy is? Can you stop making a fool of yourself, please?"

"Ah?" Tong Fu really did not know. "Director Zhang's calligraphy is very good?"

Yan Tianfei laughed heartily, "Little Huang is right. Little Tong is quite ignorant. How could your Director Zhang's calligraphy be just very good? Go ask around in the calligraphy world and you'll know. Who doesn't know him? I can't speak for the entire country, but among all the staff of the entire Central TV network, no one's calligraphy can be better than his. I have also tried imitating Little Zhang's calligraphy a few times, but the characteristics of his writing are too distinct, especially that Ode of Mulan. It isn't easy even though I was just trying to imitate it."

Tong Fu was stunned. "Really? Director Zhang still has such a skill?"

Little Wang chuckled, "Director Zhang is a man of many talents. Did you realize that just now?"

Compared with Zhang Ye's titles as a famous host, famous TV show director, literary scholar, mathematician, and so on, Zhang Ye's title as a calligrapher was a little more inconspicuous. Although it was known by some people, it was not that many, so Tong Fu and many others in Department 14 could not be blamed if they did not know about this before.

Yan Tianfei said, "Then should I get my secretary to register for you?"

Zhang Ye said indifferently, "Sure, then I will join in the fun with you guys."

"I'm the one who's joining this for fun while you're the one who should be aiming for the prize." Yan Tianfei said smiling, "We don't have many people in Department 14. In the past, we would just participate in these year-end activities without winning anything. But now that you're here, even if we won't be competing for a spot in those events like table tennis, badminton, or basketball, for the first place of the calligraphy competition, it's ours to lose!"

Later that morning.

Just before 10 AM.

In a large event hall of Central TV, the year-end calligraphy competition for the staff began. Because Yan Tianfei was a director of Department 14, with his participation in the competition, a lot of people from Department 14 would naturally come to support him. Other than these three contestants—Zhang Ye, Yan Tianfei, and Huang Dandan—almost half of the remaining staff of Department 14 had come to watch.

When they arrived, they realized that it was rather lively in the event hall.

Jiang Yuan was here.

Xu Yipeng and Chen Ye were here.

And they even saw the station head of Central TV!

With thick eyebrows, big eyes, and dressed in Chinese tunic suit.

Many people who had just arrived were stunned and became nervous. This was not just any common station head. The middle-aged man standing there with a friendly smile was the station head of Central TV, the true leader of this organization. Even for Zhang Ye, this was his first time seeing him face-to-face and he could not help but take a few more looks at him.

No one dared to go up to talk to him. Yan Tianfei was one of the few exceptions since he was a director, after all.

"Station Head," Yan Tianfei greeted.

Only then did the station head look over at them. He smiled and said, "Old Yan, you're also participating in the competition?"

"I just joined for fun, but do not expect to place." Yan Tianfei shook his head.

The station head said, "Your calligraphy is quite good. We're more or less around the same level."

Yan Tianfei replied, "It'd be better to say that we're birds of a feather."

Then two of them burst out into laughter.

With that, the station head noticed Zhang Ye as his gaze seemingly stopped on him, but at the same time, didn't look like it stopped and just looked off to another direction. Over at the other side, Jiang Yuan had walked over to chat with the station head. After that, Central TV Department 1's Jiang Naixiong also came over. Next, the director of Central TV Department 2; the director, deputy director, and others from Central TV Department 7 also came here. With the station head participating, there had to definitely be a grander attendance.

The people of Department 14 and Central TV Department 1 also bumped into each other, but they pretended to not notice each other. The two groups of people were standing very far away from one another and appeared to have drawn a line clearly between the two groups.

Chen Ye glanced at Zhang Ye and the others, and then asked a staffer beside him, "Are the viewership ratings out yet?"

"Not yet," that person answered. "But it should be out sometime soon."

Another person laughed and said, "Department 14's documentary has already made history. That should be enough from them. They can't possibly get any higher than that anymore. Do you expect that they can really use a documentary to steamroll all the variety shows? A tie for first place is still a tie for first place, but miracles like this can only happen once."

A person picked up the microphone and announced the start of the competition.

Xu Yipeng laughed and said, "Let's focus on the competition first. I haven't written in a long time. I don't know if my calligraphy has declined."

Chen Ye smiled and responded, "Even if you just use half of your calligraphy skill, you can still be the champion."

Xu Yipeng's calligraphy was very good. The year before last, as he had to direct the Spring Festival Gala as its assistant director, he could not participate due to his busy schedule. However, during last year's staff calligraphy competition, Xu Yipeng won third place with a rather good result.

However, Xu Yipeng glanced at Zhang Ye and shook his head without saying anything else.

When many of the other participating Central TV staff who were in the know saw that Zhang Ye was here, and that someone even helped him collect a competition number tag, they were rendered speechless. Earlier, there were still some excited amateur calligraphy hobbyists who wanted to place well in the competition, but now they could only give a wry smile.

What's there to even compete for?

We're just amateur hobbyist calligraphers!

But you're a professional calligrapher recognized by the industry, so how are we to compete with you??

[I'm Really a Superstar](#)

Chapter 825: Calligraphy, Spring in Qin Garden Snow (2/3)

The activities began.

Due to the station head being present here today, many of the other station leaders came down to the event hall as well. The staff who were in charge of the venue were also being more cautious in their work, as they announced in high spirits, "Good afternoon leaders, colleagues, and everyone else. With the bountiful year coming to an end, Central TV is commencing this year's staff calligraphy competition. This event will see very generous prizes be given out, with a laptop for the first prize, a cell phone for the second prize, and 500 yuan worth of call credits for the third prize. Could we please have the contestants come forward to the tables in front to write your calligraphy pieces?"

Nobody moved.

Everyone hesitantly looked at each other, before finally looking at the station head.

"Station Head, why don't you kick off the competition?"

"Yes, Station Head, please do so."

"If only I knew that you'd be taking part, then I wouldn't have joined the competition myself. My writing can't compare to yours, Station Head, so it would be better if I don't embarrass myself."

Hearing that, the station head politely laughed and said, "You all go ahead instead."

Central TV Department 2's director laughed. "If you don't start off writing first, I don't think any of us would dare to do so before you."

Seeing that there was really no one who went forward, the station head could only state with a smile, "Alright then, please bear with my pending performance. I will initiate the competition, but the rest will have to depend on all of you." Saying so, the station head walked up to the nearest desk in front of him, then attentively picked up a hand towel to wipe his hands before taking the brush. He dipped the brush into the inkstone full of ink, and then with a look of concentration, put the brush onto the Xuan paper.

With several lively and vigorous strokes!

He had written out a piece in cursive script!

A lot of people were already praising it.

"Good!"

"It's great!"

"Good writing, very good writing!"

"Our station head is truly highly skilled!"

Everyone in the station knew that the station head's calligraphy writing was quite good. There was even a calligraphy scroll written by him that was hanging in the premises of Central TV Tower. Since they knew that the station head had a liking for cursive script, they were not exactly surprised, and instead used this chance to suck up to him.

Seeing this, Zhang Ye felt a little curious. He knew that cursive scripts were the hardest to write. If one was not highly skilled in calligraphy, they probably couldn't write a good line of cursive script. That was why when he walked closer to have a look, he was slightly taken aback by what he saw. He did not say anything and just silently turned back around.

Ha Qiqi looked at him. "What's the matter, Director Zhang?"

"It's nothing," Zhang Ye replied quietly.

That cursive script was really not that presentable. It was not bad looking, but it was absolutely not considered good looking either. However, thinking about it, the station head was just a hobbyist after all, so being able to pen it this way was already pretty good. He definitely should not be compared against the likes of a professional calligrapher.

He finished writing.

It was a very simple phrase: Tranquility yields transcendence.

Everyone applauded!

The station head put down the brush and smiled as he waved it off. "I've regressed."

Jiang Yuan smiled and said, "If you call that a regression, then other people's calligraphy won't even be worth looking at."

Xu Yipeng brazenly stated, "Station Head, dare I ask on behalf of our Rise to the Dance program team if you would so generous as to bestow upon us this calligraphy piece of yours? Might we deserve that honor?"

The supervisor of Central TV Department 3 interjected, "Station Head, please bestow it upon us instead!"

"Station Head!"

A lot of people were asking for the piece.

The station head chuckled and then had a look at them, but still pointed to Xu Yipeng in the end. "Since Little Xu asked first, I will give it to him."

The others could only watch with regret.

Meanwhile, Xu Yipeng, Chen Ye, and a few others were beaming with joy. "Thank you, Station Head." Then they turned around and instructed one of the staff members, "Frame it up properly when we get back so that we can hang it up in the office space!"

This act of gifting by the station head had left Yan Tianfei and the people of Department 14 with a peculiar expression.

Whoever asked first would get it? Even if this was a valid reason, was there also a possibility that this was expressing another meaning? But whatever it was, everyone present at the venue could see the station's and station head's supportive attitude of Xu Yipeng, Chen Ye, and the entire Rise to the Dance program team. This support was so great that even a blind man could "see" it.

Unable to help himself, Jiang Yuan peeked at Yan Tianfei.

Quite a number of people were also observing Zhang Ye's reaction.

However, Zhang Ye just showed an indifferent expression and did not seem like he was affected by that action at all.

People were still gradually arriving at the event hall, and at this moment, Central TV Department 11's Director Chen Huo and a deputy director arrived. The moment they saw Zhang Ye near the entrance, they looked sullen. To clarify, they were the earliest group of people from Central TV who had come into contact with Zhang Ye. Back then, during the crosstalk and skit competition, Zhang Ye was one of the competitors who joined. As a result, the competition met with all kinds of incidents and even got foiled by the duo of Zhang Ye and Yao Jiancai. Importantly, the station head of Central TV was a party member within the SARFT's organization. This was a position only afforded to Central TV's station head and also the reason why Central TV had a special status within the industry. But even so, the crosstalk and skit competition was still forcefully ordered to be canceled, so you can imagine just how much trouble was stirred up back then. And that was the reason why Chen Huo and his deputy director did not have any good impression of Zhang Ye.

In the entire Central TV organization, there were just too many people who disliked Zhang Ye!

"Who's next?"

"Let's do it together?"

"Then let's all go up and write our own individual pieces?"

"Hur hur, let's not be polite and just write!"

There were a total of three desks. Everyone slowly gathered around them and humbly insisted for the other contestants to go ahead first. At times, someone would go on up and write their piece, with those observers around praising them when they finished. Then the next person would do the same.

Yan Tianfei also went up to the table and wrote a single word: Bravery! Yan Tianfei had used the regular script in his piece, writing a very large character that took up a foot of the Xuan paper. His calligraphy writing was just like him, with rigid and sharp strokes at the edges and corners, which was also quite a unique style.

Jiang Yuan also went up to write. He wrote in a style that was seemingly a regular script yet also looked like a semi-cursive script. A few strokes were even done in the style of a cursive script, making it look neither here nor there. The standard was very low, but Xu Yipeng, Chen Ye, and many others were still praising and flattering his writing for a long time. But to Zhang Ye, it was simply too ridiculous. A layman might not be able to see it, but how could Zhang Ye not be able to differentiate between good or bad?

Urged on by her boyfriend's encouragement, Department 14's Huang Dandan also went forward to try. Huang Dandan's writing was surprisingly quite good as she wrote a seven character poem by one of the great ancient poets of this world. Her words were very delicate and softly beautiful, which made Zhang Ye's eyes light up when he saw it. [1.]

Zhang Zuo looked at Tong Fu and said, "Your girlfriend's calligraphy writing is that good?"

Tong Fu coughed violently. "What girlfriend? We're just friends, just friends."

Actually, everyone already knew that they were a couple, but perhaps because office relationships were still quite frowned upon, they rarely admitted to it.

Gradually, most of the contestants finished penning their pieces.

"Director Xu."

"Why don't you give it a try too?"

"Yeah, teach us a little!"

The Rise to the Dance program team were making a commotion over there. With the imminent announcement of the viewership ratings, they were all feeling full of confidence right now. In a good mood, they had a lot more to say. Besides, in the entirety of Central TV, only their program team had the highest viewership ratings, the highest investment amount, and carried the most expectations from the leaders, so they could afford to act so proudly. Any other program teams without good viewership ratings would never dare to be so showy in public like they were.

Xu Yipeng laughed. "Then allow me to embarrass myself!"

He went forward.

Picked up the brush.

And started writing.

With a flourish of the brush, the piece that he was writing turned out to be "Spring in Qin Garden: Plum."

Spring in Qin Garden was not about a garden named Qin during springtime, but a ci tune similar to that of a song. From the ancient times, it was one of the fixed-tone tunes anyone could fill in with the appropriate words. Spring in Qin Garden already existed in this world prior and was also referred to as a ci tune. The poem Shuidiao Getou, which Zhang Ye had written during the Mid-Autumn Festival Poetry Meet, was also based on this tune and this established history did not differ much from his previous world.

Of course, the poem that Xu Yipeng wrote was not his original composition, and neither was he capable of doing so. This "Spring in Qin Garden: Plum" was written by an ancient poet of this world who wasn't too well known. As such, not a lot of people had come across it before. Unlike Zhang Ye's previous world, there were not too famous works based on Spring in Qin Garden in this world. Among all the ci tunes passed down from ancient times, Spring in Qin Garden was considered to be one of the least known ones. There were hardly any good works using this tune, and if one did not research on this topic professionally, they might not even know that a ci tune like Spring in Qin Garden existed. "Spring in Qin Garden: Plum" might even possibly be one of the more well-known ones, as there was a historical story that mentioned it. [2.]

Xu Yipeng moved his brush around suavely as he wrote out the poem.

Everyone applauded incessantly!

"Nicely written!"

"Director Xu's calligraphy is really good!"

"What a great 'Spring in Qin Garden: Plum'!"

The poem was very lengthy and Xu Yipeng was fully focused on writing for a long time. Perhaps because of the presence of so many leaders, or because of the station head gifting his writing to him, Xu Yipeng was more roused. He wished to perform to his best and was so engrossed that beads of sweat started forming on his temples—which of course also had to do with the fact that the event hall's internal heating was too strong.

"Good writing, the poem is very good too!"

"I know this poem. Even though it's not very well-known, I still especially like it. If the original poet were more famous, this poem would definitely be much more well-known!"

"I like it too!"

"This is the first time I've come across this poem. It's great!"

"How can it not be good. Every time a staff calligraphy competition is held, as long as Director Xu participates, he will surely place within the top three!"

He finished writing.

Xu Yipeng said to everyone, "Please excuse my poor writing."

Everyone started clapping.

Even Huang Dandan subconsciously followed them and clapped along. Although she felt that her own writing was quite good, but when compared with Xu Yipeng, she knew that she was still lagging behind by a large margin, especially since the poem he chose was also very good. However, when she remembered that he was her competitor, Huang Dandan immediately put down her hands and stopped clapping.

Zhang Ye was also quite shocked and was very surprised that Xu Yipeng could write so well. He might not have seen everyone's writing, but of those that he did, Xu Yipeng's calligraphy piece probably stood out the most.

The station head walked over and admired the calligraphy piece for a long time. Then, he nodded and declared, "Good calligraphy!"

Xu Yipeng said humbly, "It can't compare to yours."

The station head shook his head and laughed. "It's much better than mine. I saw your calligraphy a few years ago. Your calligraphy is probably considered one of the best among the amateur calligraphy hobbyists!"

Jiang Yuan added, "It's even comparable to that of a professional's!"

Was there a hidden meaning to that?

A professional?

Some people looked at Zhang Ye.

Ha Qiqi was a little hesitant, but she asked Zhang Ye quietly, "Director Zhang, Xu Yipeng's calligraphy looks rather good. Are you..." She did not know how to appreciate calligraphy nor claimed to understand it much.

Zhang Zuo, Tong Fu, and the others also did not know what would be considered good or bad, but when they heard the station head saying that he admired Xu Yipeng's writing, they also lost some of their confidence.

When Zhang Ye heard that, he chuckled. "It is indeed quite good."

Little Wang responded, "Then what about your calligraphy? How does it compare to his?"

Compared to his?

Compared to Xu Yipeng's?

Zhang Ye did not say anything. He really did not know how he would answer that question, because if he did, it would make him feel like he was degrading himself!

[I'm Really a Superstar](#)

Chapter 826: Calligraphy, Spring in Qin Garden Snow (3/3)

At the venue of the calligraphy competition, the atmosphere was getting livelier and livelier.

"Director Xu, I should learn calligraphy from you if there's a chance."

"This 'Spring in Qin Garden' was really well written."

"Old Xu, gift this calligraphy piece to me!"

"No, you can't have it. I want it too!"

"I asked for it first! Haha, no one argue with me for it!"

A woman who was in charge of program team at Department 7, and seemingly on good terms with Xu Yipeng, went up to him and directly asked for his piece. Thereafter, she took the calligraphy scroll of "Spring in Qin Garden: Plum" for herself before the competition even ended. As the judges still had to select the top three contestants, she did not take it away, since the ink still had not dried yet either. However, that woman stood guard at the side of the calligraphy piece as though she were afraid someone would steal it from her.

Xu Yipeng felt very flattered.

And everyone was happy with this outcome.

"Has everyone already written their piece?"

"Who hasn't written yet?"

"Are there still any contestants?"

"I think there are."

The people looked around the event hall and ended up gazing at Zhang Ye who had been very quiet ever since he'd arrived. Of those who had joined the competition, it seemed like he was the only one left who had not written his piece yet.

Yan Tianfei laughed. "Teacher Little Zhang?"

Huang Dandan also anticipated it a lot. "Teacher Zhang, it's your turn."

"Are we the only ones left?" Ha Qiqi asked.

At once, everyone from Department 14 livened up and waited to see Zhang Ye strut his stuff. Central TV Department 1 and the program team of Rise to the Dance had stolen the show earlier when the station head bestowed his calligraphy piece upon them. This had made the Department 14 people jealous and they naturally wanted to make a stand for themselves.

Jiang Yuan looked at him.

Xu Yipeng gave him a glance.

But right at this moment, someone came running into the event hall from outside.

"Director Chen, the viewership ratings are out." That person had run towards Department 11's Director Chen Huo. Although he did not speak very loudly, the people around still heard what he said.

What?

It's finally out!?

Everyone's eyes lit up, as their attention totally moved away from the calligraphy competition!

Chen Huo asked, "How much?"

That person immediately answered, "Celebrity Kitchen had a viewership rating of 0.43%!"

Chen Huo nodded in satisfaction. "It's a new record?"

"Yes, it's higher than the previous week by a full 0.1%!" that person replied excitedly.

Chen Huo declared, "Very good!"

Following that, another person came to the hall as well. He found Central TV Department 1's Deputy Director Jiang Yuan. "Director Jiang, yesterday's Your Face Looks Familiar had a viewership rating of 0.51%!"

Jiang Yuan acknowledged, "That's quite alright."

As it was, Central TV Department 1 could not possibly only have one variety show in its lineup. Besides Rise to the Dance, one of the others was Your Face Looks Familiar, which was a long running variety show and had been broadcasting for the past one and a half years now. Its viewership ratings had not been too high or low, but for it to have reached 0.5% this time, it made Jiang Yuan very satisfied with its performance. Of course, the reason for this was because several big name celebrities were invited to Your Face Looks Familiar for this particular episode.

After last week's heaven-defying viewership rating of A Bite of China, many of the variety shows were stunned and felt a sense of panic. All of them were vying now against a documentary as though they were all on steroids. It was even more apparent for those entertainment shows scheduled on Friday, as they all gave everything they had. This was also the reason behind the increase in this week's viewership ratings across the board.

Everyone was talking about this now.

"Congratulations, Director Chen."

"Director Jiang, Your Face Looks Familiar has already broadcasted for a year and a half, but it can still manage such a viewership rating. This isn't common at all in the industry, and I guess the only one who can compete with it is probably Beijing Television's Do You Remember? In my opinion, Your Face Looks Familiar should still be able to go on for at least another year without any problems!"

"What about Rise to the Dance?"

"How much did Rise to the Dance get?"

"Who knows? Has it been released already?"

Suddenly, Xu Yipeng received a call. Everyone saw his expression turn from anxiety to shock, then from shock to surprise!

Chen Ye hurriedly went over to him."Director Xu?"

Jiang Yuan was also very anxious to find out."How is it?"

Even the station head and two other station leaders looked over to them.

Xu Yipeng swallowed hard and said very excited,"The viewership rating for Rise to the Dance last night was—1.52%!"

Chen Ye was immediately astonished by that!

Their program team staff also started cheering. Their past week of efforts had not been in vain. They were finally seeing the results of it!

Everyone was clamoring!

1.52%?

The second episode was 1.52%?

Rise to the Dance had only managed 1.27% last week in its premiere broadcast! But the second episode managed to gain an increase of 0.25% in the viewership ratings? What did difference of 0.25% mean? In the current advancement of the Internet and the low audience base for traditional television broadcasts due to the adoption of online broadcasts, this downturn in the market had left some variety shows not even achieving 0.25% in the viewership ratings, yet Rise to the Dance could increase by 0.25%? This was already very heaven defying!

Jiang Yuan guffawed."Old Xu, Little Chen, well done!"

A lot of people did not expect that Rise to the Dance would be able to increase their viewership ratings so quickly. With a jump, they had already moved onto a different level of popularity! At this rate, it was taking another step closer to being proclaimed as a successful variety show!

Ha Qiqi looked glum.

Yan Tianfei frowned deeply.

The people of Department 14 had an uneasy feeling as their confidence took a hit!

1.52%?

How could they possibly scale this giant of a mountain?

...

The viewership ratings ranking for Friday had not been released yet, but the individual viewership rating for each show was already announced.

In the program team office of Sing.

The staff were all feeling a sense of pride.

"Our viewership rating for this episode was 0.78%!"

"It still feels unrealistic to me!"

"Yeah, like this is all just a dream!"

"We actually broke 0.7%!"

"It's a first in the history of our show! Let's celebrate!"

"What about those two shows?" the supervisor asked.

Everyone knew which two shows the supervisor was referring to.

Someone answered, "I don't know about A Bite of China as the viewership rating has not been announced yet. But for Rise to the Dance, they had a viewership rating of 1.52%. Needless to say, they will surely get number 1 in the nationwide rankings! The Voice ended long ago. In the market environment now, with that viewership rating, there should be nothing that can threaten it anymore, not even A Bite of China, right?"

"What a pity that our viewership rating is so inferior when compared to Rise to the Dance."

"It's fine. We've already done quite well."

"Yes, let's not compare ourselves to Rise to the Dance. That is an entertainment show that has over 100 million RMB invested into it!"

...

At Beijing Television.

In the program team office of Do You Remember.

Xiao Lu rushed in to bring the good news. "I've just received news that our viewership rating for Friday was 1.01%. After the content revision, this is the first time that we've broken 1%! Before this, our viewership ratings had dropped to 0.6-0.7%!"

Dafei said happily, "It's all thanks to Teacher Zhang's suggestions for the content revision! Otherwise, if our viewership ratings continued to slide, it might've even dropped below 0.4%. Then our show might really have to stop broadcasting!"

Dong Shanshan asked, "How did A Bite of China do?"

Xiao Lu replied, "I don't know. It's not out yet."

Hou Ge was stunned. "Why isn't it out yet? Don't they announce it all at once?"

"I've asked and even checked with some people whom I'm acquainted with," Xiao Lu said exasperated. "I don't know what's going on either, but I think they said that there was some miscalculation for the viewership rating of A Bite of China, so they're reverifying it at their end. I suppose there was some system malfunction or something, but it should be announced very soon. I've also asked about Rise to the Dance's viewership rating." Here, Xiao Lu's expression changed for the worse as she said, "They managed to get 1.52%, a new high for them! And it's not even higher by just a bit!"

Hou Di was speechless.

When Hu Fei heard that, he could only sigh.

1.52%?

This increase was really too great!

If a variety show did not underestimate their opponents and performed to their potential, then this would be the outcome. No matter what, a niche documentary program would never be able to catch up to it, so how could A Bite of China still tie them for the number 1 spot again this time? Even with Zhang Ye helping the documentary, this was not a viewership rating that he could surpass, right?

...

Online.

The netizens were also in an uproar!

"Ah, it's out!"

"Do You Remember is awesome! They've exceeded 1% in the viewership ratings again!"

"Sing is quite good too. This week's variety shows are all too heaven defying, especially those Friday entertainment shows. Other than 2 shows that suffered a drop in viewership ratings, all the other shows experienced an increase!"

"Awesome!"

"This is not a phenomenon that we will easily be able to see again in the future!"

"The most noteworthy is Rise to the Dance. This time, they're definitely going to be the number 1 in the nationwide rankings!"

"Don't forget about A Bite of China. Why are there still no updates about it? Where is A Bite of China's viewership rating?"

"Someone has already gotten 1.52%. Why would you still care about the viewership rating for A Bite of China!?"

"1.52%—this is an absolute crushing for sure! It doesn't matter whose viewership ratings get announced next!"

"Central TV Department 1 has already stamped their authority on the viewership ratings!"

"Damn! All I want to know is how A Bite of China has done! Even if it loses, we have to know the reason why. They can't just not announce the viewership ratings, right? What's the meaning of that?"

"Yeah, even if it can't match up to Rise to the Dance, at least let us know how it did!"

Victory had already been decided.

In fact, there was no suspense at all.

A lot of the media outlets had already starting drafting their reports. On Rise to the Dance's unavoidable win this time, none of the reporters felt surprised by it. To them, this was actually how it should have been all along. This showed that they were in fact still living in a normal world!

...

At Central TV.

In the event hall where the calligraphy competition was being held.

There were congratulations and celebrations.

"Central TV Department 1 has gotten number 1 in the viewership ratings again!"

"Director Jiang, Director Xu, Teacher Chen, congratulations!"

"Haha, when are you going to treat us?"

"This viewership rating is really way too high!"

"Is the next episode's viewership rating headed for 1.7%?"

There were also some people who expressed their regrets and said, "A Bite of China has already done very well, but it's just too bad that it's a documentary. The audience base is too niche and it cannot sustain enough interest."

The Rise to the Dance program team was already celebrating their victory in advance.

There were some staff members who had been stifling their emotions for a week now and could finally take a breather. Their victory stage had been set, and they were unable to hold back from making sarcastic remarks anymore. "I said that history wouldn't be changed so easily. A documentary is still just a documentary. So many predecessors have tried and were unable to rewrite history and end this downturn of the documentary industry, so how could it be so easily rewritten? The experience from history and the market trends has to be respected no matter what!"

A lot of people in the program team also thought this way.

A Bite of China's viewership rating for last week could not be considered as getting number 1 since it was a tie, so it wasn't exactly rewriting history in that sense and they still lacked that final step if they wanted to do it!

Heh!

If so many people could not change history, what makes you think that you can? On what basis did you think you can do it? Was Zhang Ye twice as capable as other people? Was Zhang Ye so good that he could be talked about in the same way as the collective efforts and wisdom of the industry veterans? You want to use a documentary to dominate the television viewership ratings?

That was just you daydreaming that it could be done!

This was basically something that went against all sense and logic!

Yan Tianfei and the others from Department 14 could indistinctly hear those people's discussions and their expressions were getting worse and worse. Those people chattering on about this matter were talking in low whispers and away from them, but with the venue so large, it obviously could be heard by anyone there!

The people of Central TV Department 1 were enjoying their victory,

The people of Department 14 no longer were in the mood.

Ha Qiqi said, "Let's go."

"Come on, let's go back." Zhang Zuo also did not want to stand around here any longer and get pointed at.

If they lost, so be it. What was wrong with that? As a documentary, they'd done amazingly well. At least for the premiere broadcast, they had managed to tie for number 1 with the industry's highest viewership rated variety show! Not being able to compete with a variety show was no shame in itself, so why was everyone gloating at them now?

Department 14's people were turning to leave.

Xu Yipeng and Chen Ye noticed this from the corners of their eyes and smiled even more.

"Eh?"

"Teacher Zhang?"

"Uh, you...?"

But who could have expected that at this juncture, Zhang Ye actually pulled up his sleeves and strode over slowly toward the desks and lightly picked up the calligraphy brush.

Everyone was stunned.

Yan Tianfei stopped dead in his tracks!

The station head, Jiang Yuan, and everyone else also looked at him!

Zhang Ye dipped the brush in the inkstone as his gaze fell to the outside of the windows on that vast snow covered ground and the heavy snowfall. With a deep breath, Zhang Ye's stance changed, as though he had become a different person. A fearsome gaze emitted from the look in his eyes as he held the brush in his hand. With a smile, he put the brush down heavily onto the paper!

The first four words written were "Spring in Qin Garden"!

Everyone was stunned!

You're going to write a piece based on Spring in Qin Garden as well?

Are you doing this on purpose to go against Xu Yipeng?

But this ci of Spring in Qin Garden was not famous at all. There was only "Spring in Qin Garden: Plum" that had some recognition, but that has already been written by Xu Yipeng, so what are you going to come up with?

Then, everyone was shocked to discover that Zhang Ye wrote the word "Snow" behind the four words of Spring in Qin Garden!

Just from a few words, he had already shown whose calligraphy was better. Compared to the station head and Xu Yipeng, it was basically on a different level. How laughable it was that some people thought that Xu Yipeng's writing could actually compare to a professional calligrapher's writing. It was only when Zhang Ye had started writing this piece that those people realized that they had been too gullible in their thinking! There was no need to compare, and no way to compare either. Even if it were someone who did not know much about calligraphy, they would be able to see the domineering aura of Zhang Ye's writing. It was at a level none of the contestants could reach even if they combined their calligraphy experience together!

Except that this poem...

What was this?

Someone searched on the Internet but did not manage to find any trace of this poem.

Damn! Could it be that you composed this poem? Composed it right here at the venue??

Everyone's astonished or curious gaze fell onto the brush tip that Zhang Ye was holding. Yan Tianfei, Ha Qiqi, Jiang Yuan, and many others also went up and gathered around him.

They saw Zhang Ye writing speedily!

Every word felt like it was written in a very carefree manner, yet seemed to exude a sense of magnificence!

"Spring in Qin Garden: Snow"

The northern sight:

The land iced with white,

Blizzards in flight.

From the Great Wall, both in and out,

Remains a vast white route;

The Yellow River throughout,

No longer spouts.

Mountains of silver snakes dancing,

Hills of pale elephants advancing

Against the Skies, vying for a chancing.

Reading up to here, some people were already rocked by the images described on the tip of Zhang Ye's brush. They gasped in shock at how such a tune that was never historically well-known could be used to write such a great poem!

Mountains of silver snakes dancing?

Blizzards in flight?

Against the Skies, vying for a chancing?

What kind of audacity was this? What pompous talk was this!

He wants to outdo the Heavens???

Everyone looked at each other. While reeling in shock from Zhang Ye's talent, they also couldn't wait to read on, as they saw the Xuan paper being filled up with even more of Zhang Ye's semi-cursive script!

Wait for a clear day;

The snow bright under sunny display

Enchanting all the way.

So fine and charming a land:

Serving it 'til death, the hero bands.

Sadly Qin Shi Huang and Wu of Han,

Of poetic grace they were wanting.

Taizong of Tang and Taizu of Song

Were short on literary excellence.

That proud son of Heaven,

Genghis Khan,

Knew only how to shoot eagles down with his bow.

But gone they all are.

For truly great men,

Look around!

He put down the brush.

The station head was shocked!

Yan Tianfei gasped at this!

Ha Qiqi was stunned!

This literary talent had left everyone in the venue at a loss for words!

A staff member of the Rise to the Dance program team, who was not convinced, muttered, "'But gone they all are?/ Look around?' You're basically not giving any respect to the predecessors? Aren't those words too arrogant?! The boundaries and limits of a documentary are there for all to see! This truth has never been changed no matter how hard the predecessors have tried!"

Someone else added, "You're even 'against the Skies, vying for a chancing? Before talking about the Heavens, why don't you try to outdo Rise to the Dance in the viewersh—"

"The viewership rating for A Bite of China is out!" interrupted a staff member running in from outside.

With this shout, everyone jumped in shock!

What are you shouting for?

Do you have to be so loud?

Yan Tianfei immediately asked, "How much?"

The staff member answered while catching his breath, "They thought that there was some miscalculation earlier, so they went through it again. However, they discovered that the figures were actually correct. The viewership rating for the third episode of A Bite of China that was broadcast last night was—2.36%!"

Yan Tianfei was stunned!

Jiang Yuan froze!

Xu Yipeng was dumbfounded!

Chen Ye's pupils dilated!

At this moment, no one said anything!

At this moment, it was as though time had stopped!

[I'm Really a Superstar](#)

Chapter 827: Oh my god!

At the same moment.

At Beijing Television.

The program team of Do You Remember had been celebrating. Zhang Ye's ex-colleagues were also feeling regretful for A Bite of China and Zhang Ye.

"Just missed it by a bit." Xiao Lu clenched her fist.

Dafei said, "If only they got a bit more lucky last week, A Bite of China would not have just tied for first place in the viewership ratings. They might really have rewritten a brand-new record for documentaries. What a close battle!"

Hou Ge said, "Hai, now that Rise to the Dance has become so popular, there's no hope for A Bite of China anymore."

However, Dong Shanshan asked puzzled, "Why is the viewership rating for A Bite of China getting released later than the other shows? And it is even so much later? This isn't normal, right?"

At this moment, Hu Fei's cell phone rang.

After answering this call, Hu Fei was stunned. He put down his cell phone and did not say anything for a long time.

"Eh?"

"Brother Hu?"

"Brother Hu, what's the matter?"

Xiao Lu, Dafei, and the rest were all asking at once.

More than a dozen of the other program team staff also looked over.

Hu Fei glanced at everyone and said dryly, "The viewership rating for the third episode of A Bite of China was—2.36%! It is the number 1 in the nationwide viewership ratings for the day, week, and month's television shows excluding news related programs!"

The lively office that was celebrating just a moment ago fell into a dead silence immediately!

...

At a certain television station.

In the program team office of Sing.

"Let's go! It's time for a celebratory feast! I will treat everyone a big meal!"

"Our leader is brilliant! Haha!"

"Let's try to do even better next episode."

"Luckily, this episode of Rise to the Dance has made an explosive breakthrough by achieving 1.52% of the viewership ratings. If not, the reputation of entertainment shows would have been trampled under the feet of documentaries."

"It was an impossible task since the very start."

"That's right, there won't be a second occurrence of last week's miracle."

"Actually, it was already very heaven-defying for Zhang Ye to make a documentary into something like this. They can forget about becoming number 1, but they can still fight for second or third place."

Suddenly, someone said, "The nationwide viewership rankings for Friday's TV shows has been delivered here."

"Ha, why is it so late?"

"That's because the viewership rating for A Bite of China had not been calculated until just a while ago."

"Let's see what place we got."

"Let me see."

Then, when they saw that copy of Friday's nationwide viewership ratings data, the office suddenly fell entirely silent!

...

Beijing Times.

At the entertainment section's office area.

Many of the staff here were happily chatting away as they drafted their reports.

"This time, I wonder how Zhang Ye's fans are going to stir up trouble in reaction to Rise to the Dance getting first in the viewership ratings. Hai, looks like there's going to be blood shed again online."

"Those fans of Zhang Ye all behave just like him. They're really too good at creating trouble!"

"Hurry up and finish with the draft. We have to submit it very soon. This article must be published for this evening's news."

"I know, I've drafted half of it already."

"Should we set the headline as 'Rise to the Dance clinches top spot' for this issue?"

"Yes, use that tentatively for now."

"Hur hur, Chen Ye has endured so many years of hardship and finally gotten first place. In the first half of the year, he had been held in check by The Voice and Zhang Ye, but now that Zhang Ye has been pushed aside to the documentary channel, there's no one left at Central TV to compete with Chen Ye anymore."

"Xu Yipeng has also finally made a name of himself in the entertainment show industry."

The moment they found out about the viewership ratings of Rise to the Dance, these reporters were already starting to draft their reports. The headlines and contents of the article had already been formulated in their minds early on. No one ever thought that there would be any other possibilities.

However, at this moment, one of the internal office doors was opened.

"Everyone, stop doing whatever you're doing for a moment." A middle-aged man came out of the office.

"Uh."

"Chief Editor?"

"Stop?"

"What's the matter?"

Everyone was a little stunned.

The chief editor looked with sympathy at several people drafting their reports. "The number 1 show for the nationwide viewership ratings is not Rise to the Dance, but A Bite of China."

The reporters went crazy at that instant.

"What?"

"That's impossible!"

"Ah? What did you say?"

"A Bite of China? A Bite of China was the one that took top spot??"

...

At a beverage company.

The general manager's office was filled with angry shouting!

"Who was the one who got contacted by A Bite of China when they first started pitching their advertising spots?"

"Director Han, that was...that's me."

"How much did they ask for back then?"

"I think it was...a few million."

"Are you an idiot? Ah? Are you an idiot or what?"

"I...didn't know that a documentary could get so popular."

"Get this straight! That is Zhang Ye's show we're talking about! With the presence of this name, even if he shoots a shitty show, the viewership ratings won't be bad! Why didn't you grab the golden opportunity offered us?! What is the use of having you as the director of our advertising department?"

Back then, when A Bite of China finished filming, Zhang Ye and his program team staff had contacted advertisers everywhere, many of them advertisers who had worked with them before. But at that time, everyone thought that no one would watch a documentary, so much less an advertising spot that cost a few million, even if it only cost a million, they would not want to take it. But when they saw this episode of A Bite of China doing far better than last week and achieved a viewership rating of 2.36%, many of those advertisers who were contacted by the A Bite of China program team instantly regretted things until their intestines turn green!

They wanted to be left alone for now.

They needed to be left alone!

...

The television and media industry insiders were the earliest group of people to learn about the news. Everyone's reactions were quite similar, but when all of these industry insiders found out about the news, they felt that they themselves, the people around them, and even the whole world had gone crazy!

How could that be?

How could they do that?

How could that be possible!?

Subsequently, this news was revealed online!

The nationwide viewership rankings for Friday was released!

Many of the audience and netizens reacted the same way as the industry insiders. After finding out about the viewership ratings of Rise to the Dance, they believed that there was no more suspense for the outcome. So when they saw A Bite of China written in bold headings in the top spot of the viewership rankings, you could imagine the look of shock on their faces!

The viewership rating of A Bite of China was 2.36%!

Compared to the second episode of Rise to the Dance whose viewership rating had increased to 1.52%, it was higher by more than 0.8%!

This difference was no longer possible to describe with just mentioning who got first and second place. It was nowhere near enough to show the disparity between these two shows anymore!

This was a wipeout!

This was an utter wipeout!

This was an outright crushing defeat!

Yes, it was an abject defeat by a documentary against a variety show!

The netizens went crazy as well!

"Holy fuck!"

"My eyes have been blinded!"

"I've been blinded too!"

"This is too fucking amazing!"

"It feels so good! This is truly way too insane! No one can stop A Bite of China any longer! No one can stop Zhang Ye anymore!"

"2.36%? Oh my god!"

"Holy motherfucking shit! The Voice was number 1 in the nationwide viewership ratings for TV shows in recent years and the highest viewership ratings it got was during the season finale episode—2.45%. That was the peak in recent years for viewership ratings! This history and legend was only recently created! But what was the current situation? A documentary...a documentary that only broadcast for three episodes actually fucking achieved a viewership rating of 2.36%?!"

"What magic does A Bite of China actually have?"

"We should ask Zhang Ye what magic he used!"

"Don't tell me that A Bite of China is going to surpass The Voice? Not only has a documentary become number 1 in the nationwide viewership ratings for the same period, they even want to fucking surpass the viewership rating record set by a variety show? They've gone mad! They have all gone mad!"

"I was wondering why Zhang Ye chose to broadcast on a Friday and Saturday. So it was because Zhang Ye did not treat Rise to the Dance as his opponent at all! He was heading for that peak record set by The Voice! He intends to break the previous record he himself had set! Yes, the person who can break the legend of the viewership ratings of such a heaven-defying show like The Voice...is probably only Zhang Ye himself! However, I think that before this matter happened today, no one could have ever thought that Zhang Ye would use a documentary to break his own record! This is too crazy! B-But he's really almost about to achieve it! He's actually just a step away from success! Fuck! Zhang Ye is a really fucking fierce person of this generation!"

"Zhang Ye is going crazy!"

"Can someone tell me that this is really happening?"

"This is too unbelievable!"

"Teacher Zhang Ye, why are you so fucking awesome!"

"I wonder what Central TV Department 1 is feeling now! Are their faces in pain or not?"

"I wonder if they regret muzzling Zhang Ye and then allowing him to go. All of that just for the overseas copyright of The Voice? This is simply too laughable now that I look at it! If Zhang Ye had stayed on, to say nothing of those little bit of copyright fees, he could even have earned back ten times that amount for them! Even though Zhang Ye went to an unloved and uncared for documentary channel, he could still produce a program that could deal a crushing defeat to all the variety shows' viewership ratings, let alone if he were given a variety show to do instead! How much money will A Bite of China earn this time? It'll probably be around the region of what The Voice got!"

"Those bunch of idiots at Central TV Department 1!"

"Yeah, those group of people are really fucking stupid!"

"Hahaha, Central TV Department 1 will surely insist that they don't regret it. But everyone knows the answer is obvious without needing to ask. I guess their faces have already turned green from regretting so much!"

"I wonder what expressions are on the faces of Chen Ye and the others right now."

Those fans of Rise to the Dance and Chen Ye who were happily cheering a few minutes ago were all at a loss for words. Not a single one of them replied.

The netizens were shouting loudly in shock due to this news.

It was also the same for many celebrities!

Yao Jiancai was shocked!

Zhang Xia was shocked!

Fang Weihong was shocked!

Fan Wenli and Chen Guang were shocked too!

Some of the famous, leading directors of the documentary industry posted on Weibo in unison.

The previous winner of the most prestigious award for documentaries posted: "It's too incredible!"

Director of renowned documentary Science Life: "Congratulations to Zhang Ye and A Bite of China! You're all terrific! I'm sincerely happy for you and the documentary!"

Shao Chi, the documentary director who had interacted with Zhang Ye on Weibo before, also posted: "There is truly a day when the viewership rating of a documentary can crush an entertainment show's viewership ratings? Have I been transported into another world?!"

Yes, many people also felt that they have been transported into another world because this felt too unreal!

In the current situation, everything felt like a dream. Zhang Ye had managed to do what his predecessors could not. He had accomplished what all the other documentary directors did not even dare to think about!

Then, an unknown person posted a picture of Zhang Ye's calligraphy piece, written just a bit ago, onto the Internet!

"Spring in Qin Garden: Snow".

[I'm Really a Superstar](#)

Chapter 828: Celebration!

The northern sight:

The land iced with white,

Blizzards in flight..

...

...

When this poem was revealed, the already frenzied atmosphere was ignited to yet another level, stirring up many people's emotions once more!

1000 forwards!

10,000 forwards!

30,000 forwards!

"How magnificent!"

"This poem is so cool!"

"Ahhh, I like Zhang Ye's poems so much!"

"Praise for his calligraphy and even more praise for his poem!"

"Being frozen, repressed and exiled by Central TV Department 1, I thought it would all be over for Teacher Zhang, yet he could still go 'Against the Skies, vying for a chancing'! So Teacher Zhang is still the same old Teacher Zhang!"

"The words used in this poem can't even be described with just the word 'good'!"

"Comparing all the heroes in the world, who else is there? Who else can use a documentary to ascend to the top spot of the viewership ratings!?"

"'But gone they all are'? Zhang Ye is too arrogant, haha, but I like it!"

"Yeah, history is already the past. For truly great men, we only have the present people to depend on!"

"This piece of calligraphy is so uplifting!"

"A ci tune that isn't known to be outstanding could actually be written so magnificently by Zhang Ye! With such deep literary skills and talent, who in the world could beat him?"

"I like this poem so much!"

"Me too, I like it so much that I'm in tears!"

"'Against the Skies, vying for a chancing' is such an apt description!"

"I like that last phrase the most!"

The poem earned shouts of acclamation from countless netizens. Some experts appeared to comment about it!

Su Na from the Peking University Chinese Department annotated the poem.

The last surviving member of a generation of literature masters at 80 years old entrusted his daughter to post his comment on "Spring in Qin Garden: Snow" to Weibo. He even gave a very high evaluation in the end: "Little Zhang is excellent." Being called "excellent" by a master who had won the country's most prestigious literature award was an extremely strong affirmation!

Zhang Ye!

A Bite of China!

"Spring in Qin Garden: Snow"!

Just randomly clicking on any discussion forums those keywords could be seen, whereas for Rise to the Dance and Central TV Department 1 who were supposed to be the center of attention, they had long been forgotten by everyone.

...

Central TV Department 14.

After the calligraphy competition ended, everyone returned to their offices.

When some of the colleagues who did not go to the event hall earlier heard about the news, they rushed over with a look of horror on their faces. They were still in disbelief at the news. "Is it true? We've really taken the number 1 spot?"

Tong Fu said excitedly, "It's true!"

Little Wang was already crying!

A few other women in the A Bite of China program team were also unable to stop crying!

Compared to last week's first place, this first place was even more valuable as it was truly an impeccable first place this time. Earlier at the calligraphy event, there were outsiders around, with the station head and other station leaders also present, so they stifled their emotions and controlled their feelings. But once they returned to their office, many of them could no longer control themselves. There were even a few female colleagues from Department 14's licensing department and were not part of the production for A Bite of China who cried along when they saw the sobbing. They huddled together with Little Wang, Huang Dandan, and the others, feeling very happy for them!

As Little Wang was crying, she suddenly shouted, "We are number 1! Number 1!"

Many people followed along and echoed the shouting!

"Right!"

"We are number 1!"

"No matter where we go, we are still the number 1 in the country!"

"Ahhhhh!"

"I'm so happy right now!"

"I must give a call to my daughter and let her know about this news!"

"If this is a dream, I'd rather not wake up from it!"

"We really did it!"

The office was very chaotic with the crying and shouting coming from everyone!

They were once a newly assembled team in the industry and no one had any expectations of them and their show. However, they dominated the variety world with The Voice and became the industry's top-rated variety show team. Half a year later, at this moment and on this day, that honor had once again fallen into their hands. They had regained the glory that once belonged to them!

How could they possibly not get excited?

Ha Qiqi was crying and smiling at the same time. Suddenly, she looked over to Zhang Ye and saw that the person who should be the happiest among them was instead just smiling at everyone. Compared to their excitement and craziness, there was a distinct contrast. Ha Qiqi felt quite speechless and suddenly laughed as she said, "Everyone, how 'bout we toss Director Zhang up in the air to celebrate?"

"Yeah!"

"I think we should!"

"Haha, I also think we should!"

Zhang Ye jumped back in fright. "Who's gonna do that!"

The next moment, Wu Yi, Zhang Zuo, Tong Fu, and the other male colleagues all piled forward onto Zhang Ye and shouldered him as they laughed loudly. Then, they tossed him up in the air!

"Oh!"

"Hip, hip, hooray!"

"Oh!"

"Hip, hip, hooray!"

"Oh!"

Zhang Ye was scared out of his wits. "Enough, that's enough! That will do!"

Everyone did not listen to him and continued tossing him up in the air as they cheered on!

"Director Zhang!"

"Director Zhang!"

"Director Zhang!"

Outside the office, some of the other department's staff passing by from time to time heard and saw the commotion, and couldn't help but laugh.

A few people from the children's channel were talking about the matter as well.

"Have you heard about the viewership ratings?"

"Of course I did!"

"Don't talk about that anymore, it's too incredible!"

"The cheering at Department 14 was so lively that it almost turned to chaos!"

"They deserved the result."

"Yeah, it hasn't been easy for them during this period!"

"Those people are really incredible. Back then, if it were any other team, even if they were the number 1 team in the variety show industry, would they dare claim that they would be successful again in circumstances where they were being besieged from all sides? Would they dare to say that they could still make a comeback? Those circumstances were as good as being given a death sentence, but look at what they did. Not only did they bear the tremendous pressure, they even regained their honor of being the industry's number 1, so that's really impressive!"

"Central TV Department 1...has really committed a very dumb act this time!"

"They've let go of such an excellent TV program team in the industry for nothing!"

...

Back there.

Zhang Ye was put back down. When his feet touched the floor, he felt his legs turning to jelly. He stared at everyone and said, "You guys nearly killed me up there! Eh? Where's my cell phone? Where did it drop to?"

Zhang Zuo quickly brought it over to him. "It's here, it's here."

When he took it back and glanced at it, he realized that it was ringing. Zhang Ye quickly went to a corner and answered the call.

It was from Hu Fei.

Zhang Ye answered with a laugh: "Brother Hu, are you calling to bring me the good news?"

Hu Fei said: "You should have found out about it already, so what good news can I still bring? Rather than bringing good news to you, we were all nearly petrified by you. You've really gone and gotten number 1?"

"Yes, I did," Zhang Ye said casually.

Xiao Lu's voice could be heard over the phone. "You're amazing, Teacher Zhang! When we found out about the viewership ratings for the third episode of A Bite of China, we went crazy!"

Dafei also shouted: "Teacher Zhang, you have to treat us!"

Zhang Ye said amused: "Didn't I just treat you guys?"

Hou Ge replied: "That was for the previous time, but you have to treat us again for this time!"

"OK, I'll treat you," Zhang Ye agreed delighted.

Then, Su Na, his colleague from Peking University's Chinese Department, called him.

Su Na: "Teacher Zhang."

Zhang Ye: "Teacher Su."

Su Na: "I'll reserve that calligraphy piece of 'Spring in Qin Garden: Snow' from you first!"

Zhang Ye: "Huh? I was actually going to keep it for myself."

Su Na: "Can you not be so stingy?"

Zhang Ye: "That's because it's very meaningful to me, so I would like to keep it for myself. Hur hur, if you like, I'll write another piece for you some other day. I'll write whatever you want until you're satisfied."

Su Na was overjoyed. "It's settled then! That's great!"

When other calligraphers wrote for people, they would usually go by the number of words or pieces, but for Zhang Ye, just by saying "until you are satisfied," he was already showing his deep generosity.

Actually, Zhang Ye was always like that. He had never seen himself as a calligrapher before. While others may treat his calligraphy as treasured works of art, it was nothing more than just moving his hands and writing. No matter how much he had to write, it was still just an act of writing to him! Since it didn't take much effort on his part, he agreed readily to it.

After asking for the calligraphy work, Su Na could not help lamenting: "Previously, when you were frozen by Central TV Department 1, I was rather worried about you for a long time. But now I see that you're still surviving quite well. You can really still turn everything upside down even if you have transferred to a documentary department. No matter where you go, you're still the brightest star in the sky."

Zhang Ye chuckled. "Just let it go at that."

A group of friends called him to give their congratulations.

His mother also called him excitedly to confirm if the viewership rating of A Bite of China was real. She sounded quite pleased and was probably thinking that she could brag and show off to her neighbors again.

Of course, there was a completely different scene playing out elsewhere.

...

Central TV Department 1.

Department 1's Director Jiang Naixiong slammed the door behind him and knocked off from work!

Xu Yipeng and Chen Ye had darkened expressions as they stood in the office of Central TV Department 1's Deputy Director Jiang Yuan. There was a tea cup lying shattered on the floor and was likely to have been smashed by Jiang Yuan!

"Who can tell me what just happened? Ah?" Jiang Yuan said furiously. "Can anyone tell me?!"

Xu Yipeng did not say a word.

Chen Ye wanted to speak but hesitated and shut his mouth.

They had nothing to say and did not know what to say either.

Jiang Yuan banged his hand on the table and said angrily, "Why would a documentary get such a viewership rating? Based on what could they possibly get such a viewership rating? Which of you can tell me why?!"

No one could answer him.

Meanwhile, the atmosphere within the Rise to the Dance program team turned gloomy!

Why?

Why??

Everyone was asking themselves the same question. They hadn't underestimated their opponent, they had given it their all, their promotions also saturated the market, their guests were some of the top-

rated celebrities in the industry, they had the biggest television platform in the industry behind them and the investments into their program were also historically the highest just like The Voice!

However!

Why did they still lose?

And they even lost so badly?

They had been utterly defeated with no chance of hitting back!?

[I'm Really a Superstar](#)

Chapter 829: Making history again!

In the evening newspapers, on the radio and TV, every media outlet was reporting about A Bite of China.

"A Bite of China clinches top spot!"

"Zhang Ye creates a miracle yet again!"

"An insane comeback from the documentaries!"

"Central TV Department 14 fires the starting pistol to signal the comeback of documentaries!"

"A Bite of China makes Rise to the Dance always the bridesmaid!"

"A Bite of China is expected to break the record of the highest viewership rated TV show in the last five years!"

"Spring has arrived for documentaries!"

"An impossible comeback! A day of madness!"

"A calligraphy of 'Spring in Qin Garden: Snow' shocks the entire nation!"

"Zhang Ye has carved his name into the annals of the documentary industry!"

On the same day in the office, there were many people who had come to offer their congratulations. The previously unloved and uncared for Department 14 suddenly became the center of attention. Yan Tianfei and the people of Department 14 were unable to close their mouths for the entire day as they spent most of their time responding to the congratulations and smiling.

"Old Yan, how amazing!" a deputy director of another channel said.

Yan Tianfei laughed heartily. "It's not too bad I guess."

Another channel's director said, "Even the most outstanding Department 1 of Central TV was slaughtered by you guys. You're exceptionally capable!"

Yan Tianfei laughed and said, "That was just luck, just luck!"

At the end of the day when it was almost time to head out, Yan Tianfei was even called over to the office of Central TV's Deputy Station Head Zhou.

"Old Zhou, you're looking for me?" Yan Tianfei asked.

Deputy Station Head Zhou's mouth twitched slightly as he stated, "You guys have done quite well this time, extremely well, in fact. The station head even complimented you guys in the meeting earlier." Pausing, he then continued, "Previously, regarding the money that Central TV Department 1 loaned from your department, I've already talked to them about it. You just need to look for Finance to let them know. The money will be returned to you before the end of the day. As for other matters, is there anything that your channel would like to request for? If there's anything, just bring it up to the station. Oh right, do you have enough manpower?"

Yan Tianfei understood him clearly, but did not really say much. "We have enough."

Deputy Station Head Zhou asked, "What about the department facilities and equipment? If it's not enough, just mention it to us at any time. I'll arrange something for you."

Yan Tianfei replied, "Everything is in good shape."

Deputy Station Head Zhou's attitude towards Department 14 was clearly different from before. Right now, no one could look down and ignore them anymore!

At night.

On the Internet, some media personnel and industry insiders were analyzing the reasons behind A Bite of China's success.

"How does a documentary get so popular like that?"

"This is something that's totally unprecedented and unheard of!"

"The HD video cameras played a very key role here. Those scenes were extremely fine and detailed, thus the foods and the cuisine's features seemingly gave off a refreshing aura. With the presentation done in an entirely new way, it was something the audience had never seen before in a documentary, so they all have approved of it!"

"Not only that, even the subject that Zhang Ye covered in the documentary was very well chosen. What makes me admire Zhang Ye all this while is his vision and ability to understand the market. He's so professional and has never imitated others before. Moreover, he also brought out the unique traits of China in the filming of this documentary. He has managed to present our country's character and qualities through food, and that was the key reason for A Bite of China's success! Looking at those scenes and how it shows the diet and culture of the people, we can all feel the sincerity of Zhang Ye and his team's efforts. If such a documentary does not get popular, then what would get popular?"

"The subject is really great stuff!"

"Did you guys realize yet? Many of the other documentary are based on science and educational subjects, while A Bite of China isn't. A Bite of China is only documenting a story, using the simplest of ways to present it to the audience. It's really well grounded. That's why it resonates so well with the audience and can evoke memories of their most primitive desires of taste!"

"This documentary is such a classic!"

"As a TV show, this is definitely at a world-class level. Then as a documentary, A Bite of China is undoubtedly the best in our country's history of documentaries! There is no dispute about that!"

A Bite of China's reputation was exceedingly good. It was so good that even a senior citizen at 90 years old or a nine-year-old child liked watching it. It was so good that even a few industry insiders whose relationship with Zhang Ye hadn't been good, and had even gotten to the point where they verbally sparred over the Internet, were publicly expressing their admiration for A Bite of China!

As for Zhang Ye himself, he also spent some time analyzing the reasons why A Bite of China could succeed. In his previous world, A Bite of China only got popular after a while. Its average viewership rating was also not comparable to that of The Voice's. But in this world, many things had changed. For example, the downturn of the market environment in which The Voice did not manage to earn viewership ratings comparable to that of Zhang Ye's previous world. Whether it was the average viewership rating or the highest viewership rating, it was largely discounted when compared to his previous world. This was caused by a lot of objective factors, such as online broadcasting which had cannibalized a large audience base here. It's not like there was a drop in the audience numbers of those who watched The Voice, just that a part of the viewership ratings were shared by the online broadcast. A lot of these audiences did not watch The Voice on television but online instead, so the viewership ratings naturally became lower. While for A Bite of China, because of Zhang Ye's affiliation with the show and the promotions done for it, factored in with the lack of culture within this world's domestic documentary industry, that had allowed the documentary to be "powered up" in advance!

These were all reasons for its success.

...

8 PM at night.

On Central TV Channel 14, A Bite of China started broadcasting.

It was the fourth episode, "The Taste of Time."

"For food, time is both a friend and an enemy."

"Though there are many modern techniques for preserving food, the classical methods of salting, air-drying, stewing and smoking can produce a unique flavor very different from and even better than when the flavor is fresh. Even to this day, Chinese people are still particularly fond of foods preserved with traditional methods."

"In the autumn morning, the ancient Hulan River runs through the wilderness..."

...

Guangzhou.

At an apartment building.

A family of three were currently tuned to Channel 14. Their child was only nine years old.

"Mom, it's such a nice show to watch."

"Yes, it's really good, isn't it?"

"I feel like eating ham!"

"Alright, Mom will order some for you online."

"I want to eat it now."

"But the markets are already closed right now."

...

Tianjin.

At a restaurant.

"What program is this?"

"It's A Bite of China. Don't you know about it?"

"It's really quite good. My appetite has increased just from watching it!"

"I've already followed it for the past three episodes!"

"Zhang Ye's narration sounds really steady and mature. It's nice to listen to!"

...

Beijing.

"The soccer match is beginning!"

"What are you still watching soccer for! Let's watch A Bite of China instead!"

"Damn, don't do that. You can catch up on it online later!"

"That won't do. It won't be the same feeling! This sort of a documentary should be watched on the TV to gain the maximum emotional impact. Besides, the online broadcast will only be shown tomorrow, and I can't wait a moment longer to watch it! You'll know what I mean when you watch it. It's particularly addicting! You won't want to stop watching!"

"Are you serious?"

"Wow, the episode today is also very interesting. Let's watch it quickly!"

...

The next day.

Sunday.

Zhang Ye had just left his house when he got a call from Fan Wenli.

"Director Zhang, are you going to work today?"

"I've just come out and will be on my way to work."

"I'm at the Guangwai area right now. My car broke down and I'm in a rush to get to the studio recording. Do you think you can give me a lift?"

"Sure, send me your location."

Around ten minutes later, Zhang Ye arrived to pick up Fan Wenli. Her assistant stayed behind to wait for the tow truck to arrive while Fan Wenli hopped into Zhang Ye's BMW. After she got in, she took off her face mask and sunglasses.

Zhang Ye laughed. "Why were you so unlucky?"

Fan Wenli said helplessly, "It's been this way for the past few day already."

"What happened?" Zhang Ye asked.

Fan Wenli didn't know whether to laugh or cry as she replied, "You have totally done me in this time. When we were recording Rise to the Dance, we all felt so confident about the show and even thought that we could sweep away at all the other shows. But then you came along with A Bite of China and forced us down into the supporting role."

Zhang Ye said, "Oh come on, your show is also doing quite well in the viewership ratings."

"It can't be compared to you guys." Fan Wenli shook her head and stated, "We can't even be considered the supporting role anymore now. It's like we don't really exist anymore."

Zhang Ye did not know how to answer her, so he just remarked, "Anyway, you've already received your joining fee. Besides, a viewership rating of one-point-something percent is surely going to help you increase your popularity as well. Isn't that still a very good outcome? If my documentary had a place for guests, I would definitely have invited you to join."

Fan Wenli looked at him and laughed, "Remember to contact me the next time you have a new project. You might not know about the situation in the Rise to the Dance program team now, but it's really in a state of turmoil. A lot of people have been dealt a big blow because of you, and some of them are even hoping for the fourth episode of your documentary to suffer a drop in the viewership ratings!"

Zhang Ye was all smiles at that. "Who knows? It might really drop."

"I don't think so," Fan Wenli replied.

...

At Central TV.

Department 14.

The staff had come very early to work today even though it was not forced overtime. Everyone turned up in full attendance and earlier than they would have on a usual working day.

When Zhang Ye arrived, he immediately heard everyone guessing about the viewership rating for the fourth episode.

Zhang Ye was waiting to find out.

Yan Tianfei was waiting to find out.

The media was waiting to find out.

The people at Rise to the Dance were also waiting to find out.

This was after all a documentary program and the accomplishments by it up until now was history in the making by Zhang Ye. However, it was also an unknown development and no one could predict how it would turn out.

At Central TV Department 1, Xu Yipeng, Chen Ye, and the others had evil intentions as they hoped for A Bite of China to suddenly wilt in its performance. They were all anticipating for the fourth episode to not match up to its heaven-defying performance of the third episode. This was also the only chance in which Rise to the Dance could make a comeback, because they knew that they had already given the show their all and there was no way to further bring the viewership ratings to next level. Therefore, the only hope they had was to wish for A Bite of China to falter!

However, things did not develop the way they'd hoped!

At 9:30 AM, the nationwide viewership ratings for the previous day were released!

Department 14 was full of cheers!

"Ahhh!"

"This is too awesome!"

"We've gotten number 1 again! It's us again!"

"Heavens, we-we've outdone The Voice?"

"Yes, we've gone beyond that! We've really gone beyond that!"

"It's only the fourth episode! This is just the fourth episode!"

A Bite of China was ranked number 1 nationwide!

Its viewership rating was—2.46%!

With this news, the industry was once again in an uproar!

Not only was it due to A Bite of China not slipping up in the viewership ratings or that it was consistently popular, but because the fourth episode's viewership rating had surpassed The Voice's season finale highest viewership rating of 2.45%, which also happened to be the highest viewership rating in the five most recent years. Although it had only surpassed it by 0.01%, it was still a new record. This result had created a totally new legend!

A Bite of China had strongly ascended to the top!

Zhang Ye had broken the record and legend that he had set previously!

The Internet was abuzz with commotion!

The media also blew up!

"The heaven defying Zhang Ye!"

"Those who gain Zhang Ye can rule the world!"

"After learning about the viewership rating for the third episode, I no longer had any doubts that A Bite of China would surpass The Voice. I thought it was just a matter of time, but I did not expect it to do so by the fourth episode! This is too fast! This is way too fast!"

"Cheering for A Bite of China! Cheering for Zhang Ye!"

"As a hardcore fan of Teacher Zhang Ye, I only wish to fucking shout out—anyone else!?"

In an instant, all of Zhang Ye's fans appeared!

Big Saber Bro: "Anyone else?"

ZhangYeNumber1Fan: "Anyone else?"

ZhangYeNumber108Fan: "Anyone else?"

Xu Yipeng was silenced.

Chen Ye's Weibo was devoid of any activity for two days now.

Central TV Department 1 was terrified into silence.

A lot of them were still asking that same question from yesterday which they likely had no answer for!

Why?

Just why did it turn out this way?

...

Similarly, the Saturday variety shows were equally close to tears.

Hebei Television.

"Leader, our viewership rating has dropped significantly!"

"By how much?"

"Yesterday's viewership rating was only 0.33%!"

"This was all caused by A Bite of China! They have stolen our viewers away! We're also at the 8 PM broadcast slot, so we were greatly affected by it! If it goes on like this, our show won't be far from getting canceled!"

"A Bite of China is out of control!"

"I'm numb. Why did they choose to broadcast on Saturday as well! Isn't it good enough to just stay as a back-to-back broadcast on Friday? Why did they have to go crazy and broadcast during the Saturday slot as well? Ah? Aren't they ripping us off this way!"

...

Zhejiang Television.

At a newly formed program team office.

"Little Tong, is the recording for the show done yet?"

"It's finished, boss."

"OK, the broadcast slot that you guys have asked for previously has been arranged. It'll be broadcast on Saturday at 8 PM starting from the week after next. I have high hopes for you all."

"Boss, about that...about the broadcast schedule..."

"What's the matter?"

"We would like to ask if there are still other available broadcast slots on Sunday for our station?"

...

Hubei Television.

"Director, why did you reschedule our show to 8 PM on Saturday?"

"Because that slot was empty and no one wants to take it."

"Damn, then we don't want to take it either!"

"You guys have to believe in yourselves and have confidence!"

"B-But we don't have any confidence! The opponent is A Bite of China! To broadcast at the same time as them, how would we be able to get any viewership? Director, you can't send us to our deaths like that!"

...

A lot of people were cursing!

A lot of people were in tears!

No one wanted to broadcast at the same time as A Bite of China.

Or rather, no one dared to broadcast at the same time as A Bite of China.

This scene was playing out at many of the other television stations. Some program teams actively applied to delay their premiere episodes, while some television stations also reluctantly changed the broadcast schedule in order to protect their blockbuster shows. They had to purposely avoid the broadcast time of A Bite of China!

Everyone was avoiding it!

Everyone's expressions changed the moment this was mentioned!

Since when did a documentary which no one had ever placed any importance on become a TV show that could sweep the entire nation with a commanding presence. They were basically invincible!

[I'm Really a Superstar](#)

Chapter 830: Celebrity Chat Group

A few days later.

Friday, morning.

During work hours, Yan Tianfei's secretary went to look for Zhang Ye.

"Director Zhang, Director Yan wanted me to remind you not to forget about tonight's National Television Awards ceremony." The secretary said smiling, "Director Yan says that you should dress formally for the event. You have two nominations, one for A Bite of China and another for The Voice, both of which have very high hopes of winning, so we can't neglect your dress."

Zhang Ye gave a smile to that and said, "Alright, I will."

Ha Qiqi said, "We have formal suits here at Central TV."

"Yeah, let's pick one out for Director Zhang later," Zhang Zuo chipped in cheerfully.

Zhang Ye waved it off. "Forget it, I'll just wear the suit that I have on now. Director Yan will be going as well. I'm just the sidekick."

The secretary suddenly whispered to him, "The station is currently holding a meeting to discuss this year's Golden Microphone Awards. They are already studying the nominees. Director Yan believes that Central TV Department 1 definitely won't push a nomination for you, so he has to be there to submit a nomination for you instead. It's still the same as previous years; each station will nominate their candidates to fight for the three spots in the television hosting category of the Golden Microphone Awards. Winner determined by their skill."

Zhang Ye asked, "I haven't been working long enough to qualify for the three years criteria, right?"

"But you have enough shows under your belt." The secretary replied, "You have Ghost Blows Out the Light, Lecture Room, Zhang Ye's Talk Show, The Voice, and A Bite of China on your résumé, so you're already considered a veteran in this industry. That criteria of three years in the industry to qualify is not a rigid one and exceptions can always be made."

When Zhang Ye had just debuted, he did so at Beijing Radio Station. That was also the place where he got the very first award of his life, an award that was very important and meaningful to him—the National Broadcasting Newcomer Awards, also known as the Silver Microphone Award. It was only since then that Zhang Ye could officially be considered to have entered the industry and gotten on track in his line of work. After a year, it was time for the National Broadcasting Awards again. Zhang Ye was also anticipating this event, as no matter how many fields he had crossed over to before, his main profession still laid in broadcasting.

The Golden Microphone Awards.

—A national level award!

—And also the most prestigious award in the broadcasting world!

As long as one was still a host, they would definitely look forward to achieving this honor. This would be the highest affirmation to a broadcaster!

Ring, ring, ring.

It was a call from Dean Pan of Peking University's School of Mathematical Sciences.

Zhang Ye stepped away to answer the call. "Hello, Dean Pan."

Pan Yang chuckled: "Professor Zhang, it's almost the end of the year. It's time for the academic awards to be given out. I've just received notice that the Chinese Academy of Sciences' selection committee has approached Peking University to get your details and photo. They wanted me to inform you that you have been nominated for this year's Nationwide Outstanding Contribution in Mathematics award. I will send you a form later, so just get it printed and fill in the details before sending it back to me. You have to place importance on this matter as it is one of the most prestigious mathematics award in the country. About the Abel Math Prize that you rejected the last time, since that's already in the past, there's no point in talking about it anymore. But for this Nationwide Outstanding Contribution in Mathematics award, you have to accept it and let Peking University have something to be proud of!"

Zhang Ye replied: "Another award?"

"What do you mean by 'another'?" Pan Yang asked.

Zhang Ye hurriedly said: "It's nothing. I got it, Dean Pan. I will definitely cooperate this time, don't you worry."

Dean Pan stated with satisfaction: "Alright then, once the awards ceremony date has been set, I will contact you again. Our math team had a meeting just now and all of us did an analysis. We estimated your chances of winning to be very high, since if there was any major breakthrough in the mathematics field this year, it would only be your proof of Dale's Conjecture. If they don't give you the award, then no one else should be getting it."

It was the end of the year and the awards ceremonies to be held were piling up.

Zhang Ye worked on filling in the form and preparing a passport-size photo. By the time he was done, it was already noon. After he ate lunch, there wasn't much work left to do, so he went online to check the latest Celebrity Rankings Index. He found his name and realized that his popularity score, which had not fluctuated much during the time he was out of the station for the documentary filming, had suddenly shot up in the past two weeks!

From his original place in the middle of the B-list rankings, he moved up by two spots all of a sudden. He was now considered to be a true frontrunner of the B-list rankings. In the B-list rankings, the popularity score separating each celebrity was very large. It was very difficult just to advance a spot, much less advance two spots within such a short period of time. Moreover, A Bite of China had only broadcast for four episodes. There still seemed to be room for improvement, so Zhang Ye was closing in on the A-list rankings now!

This was the result of Zhang Ye's preparations to ensure his success!

Before this, when Zhang Ye was frozen and restrained by Central TV Department 1, his popularity was at stake as he took preventative measures with the release of Plants vs. Zombies, which barely helped him maintain his popularity level. Together with his poem, forfeiture of the Abel Math Prize, and a series of other moves, they earned him these past two months and allowed him to reorganize his strategy by making A Bite of China. In retrospect now, all of the hard work that Zhang Ye put in had not been in vain.

A Bite of China did not disappoint him and had really helped him to reverse his situation in the most astonishing of ways!

Zhang Ye's popularity which had stagnated for a few months was now explosively making a comeback. He was once again moving forward in his career. This was undoubtedly good news to him and it also made him extremely excited.

This updated list of the Celebrity Rankings Index also had some changes other than his. Not mentioning those on the D- and E-lists, two months ago when a male singer in the C-list rankings was exposed to be lip-syncing in his concert by fans, it led to a conflict between the concert staff and some fans. That male singer even started scolding some people during the incident, revealed by the media later on. In this latest ranking index, that male singer who was already hovering at the bottom of the C-list rankings had now dropped to the D-list and was unlikely to be making a comeback anytime soon.

There were also some changes in the B-list celebrity rankings, but it was not a great change overall. Chen Ye rose up one spot through Rise to the Dance, which scored viewership ratings of over 1% in two weeks, even if it did not perform to its potential. The couple of Fan Wenli and Chen Guang did not have much change to their popularity scores and maintained their places, with one in the middle of the B-list rankings while the other was in the lower half. However, Zhang Ye was already slowly pulling away from them.

As for the A-list and S-list rankings?

There were no changes there. The same people still filled up the same spots, since at that level, it was extremely difficult to even climb one spot.

Zhang Ye deliberately searched through the rankings to find out about some of his friends' popularity scores.

Yao Jiancai had a newly released movie which helped him grow in popularity.

Zhang Yuanqi kept her place in the S-list rankings with no one able to get close to her.

Dong Shanshan was one of the fastest rising celebrity friends of Zhang Ye. With Do You Remember's long-running broadcast and rather good viewership ratings, Dong Shanshan was already making her way to the forefront of the D-list rankings. She was still quite a few spots away from entering the C-list rankings, but it was not too far off anymore. This was the advantage of having looks and a figure, with Dong Shanshan having a better bearing as a celebrity. She had all the right qualities to be a celebrity. So as long as she had a good platform to perform on, she would definitely do it well. This was her natural-born advantage and other people couldn't even start to envy this trait of hers even if they wanted to.

That was about it.

Zhang Ye checked around online for a long time before finally closing his web browser.

Di di. The chat app alert on his cell phone suddenly sounded. He opened the app to take a look and found that it wasn't a new message notification but an invitation notification to join a chat group instead.

Group name: Goof Group

Invited by: Summer Radish

What?

Who's the one goofing around right now!

Zhang Ye hit "reject" right away.

But shortly after, the invitation notification came on again!

Zhang Ye was speechless at this and pressed "reject" again.

Then the invitation notification came for the third time. This time, it included a message: "Your sister! Teacher Zhang, hurry up and join the group already! I am Ning Lan!"

Ning Lan?

That Ning Lan?

Zhang Ye was stunned. Of course he knew this name. It was the name of a very popular A-list female celebrity. In fact, he had only just seen the name on the celebrity ranking index a moment ago. Ning Lan had starred in no less than eight movies that grossed over 100 million RMB each. She debuted 10 years ago and had won one of the most prestigious national awards as the best supporting actress. The number of movies she was featured in since her debut were even more than Zhang Yuanqi's, probably in the figure of around 50 to 60 films. She was well known in the industry as a workaholic who would take part in a lot of projects, while her popularity was built up gradually from all of these movies she did. That was also how she had managed to gain a unique status and popularity in the movie industry. Ning Lan was even Zhang Yuanqi's best friend and they enjoyed a very good relationship together.

This time, Zhang Ye did not dare to reject the invitation anymore and just skeptically tapped "accept."

All of a sudden, he was dragged into this chat called the "Goof Group."

The group was rather lively.

Huo Dongfang: "Who is this?"

Dongzi: "Who did Sister Ning pull into the group?"

Liao Henan: "I'm Your Daddy? Who are you?"

Fan Wenli: "Ahem, that's Zhang Ye."

Chen Guang: "Damn, it's Director Zhang! What a cheap thrill of a nickname!"

Then, a notification was displayed in the chat: Administrator Ning Lan has renamed "I'm Your Daddy" to "Zhang Ye."

Zhang Ye quickly greeted everybody with a "Hello, everyone." Then he went to check out the group members. It was somewhat disorderly as there were over 50 people in the group. It wasn't a lot of people, but without an exception, each and every one of these people was a big shot in the entertainment industry. Zhang Ye had only seen Huo Dongfang and the couple of Fan Wenli and Chen

Guang before. The members were, at the minimum, B-list celebrities. Within this group, there was also Zhang Yuanqi's name displayed.

There were no managers.

There were no assistants.

There was no one from the management agencies.

This was a group purely consisting of celebrities!

No matter who you showed this group's participants to, it would definitely scare the shit out of them. It was too epic. Even if it were the most prestigious awards ceremony in the industry, they probably couldn't gather so many big names together at once. Like that Heavenly King who had already semi-retired. He might not want to make a public appearance anymore. Yet his name was still quietly sitting in that list of chat group participants.

Ning Lan sent a gloomy looking emoji and said: "It wasn't easy to get Zhang Ye into this group. Attention, everyone, let's welcome our newest member, the famous host, producer, director, mathematician, literary scholar, calligrapher, lyricist, and composer, Teacher Zhang Ye to our group!"

Fan Wenli posted a smiley face. "Applause!"

Liao Henan: "Hur hur, welcome."

Dongzi: "Oh, so it's Zhang Ye. Welcome to the group!"

"A Bite of China is awesome! My children and I are watching it every time it comes on!"

A lot of those who were online also popped up!

Zhang Ye was flattered. "Thanks for welcoming me, everyone. What group is this?"

Ning Lan explained happily: "This is our little social circle, a place where we usually chat about anything under the sun. The members are all rather well respected people in the industry. This group has been set up for many years already. We don't usually add new members here either."

They didn't usually add new members?

Then why did they add me today?

Zhang Ye knew that with his growth in popularity, he had also gained the qualifications to become part of this top circle in the entertainment industry. When he checked the member list again, he realized that a lot of the B-list celebrities were also not in here, like how there was no Chen Ye. Even this new host of the Spring Festival Gala was not qualified to join?

Ning Lan hesitated for a moment, and then said in the group: "But it was really very difficult to get my hands on Teacher Zhang's chat ID. By rights, with your reputation, it should be very easy to find out if I just asked around casually. But our chat admins and I went around asking all of our friends and still couldn't find out anything. There was no way to contact you whatsoever. I even called a friend of mine at Central TV who's a host there but still couldn't find out anything. Teacher Little He said that although you've been with Central TV for half a year now, he has never seen you there before. It was only when

Wenli and Old Chen came online that I managed to get your contact info. My point is, Zhang Ye, just how bad are your relationships with others?"

"Pfft!"

"Hahaha!"

The people in the group burst out into laughter!

Another big name celebrity at this level with such terrible relationships couldn't be found besides Zhang Ye!