

Hidden 1221

Chapter 1221: Bent Into A Mosquito-Repellent

Zheng Kangde looked quite pleased. "She's making such a big show out of it this time. I'm sure the shareholders of Oriental Cinema aren't going to keep quiet about this. I don't think she'll be staying in her CEO seat for long."

Just as Zheng Kangde and Wu Kai were confidently predicting that Fang Jiayue would get the sack, online, a strong force had been quietly growing and spreading...

In the blink of an eye...

It was already "Dream Chaser"'s third day in theatres.

The ticket sales at Oriental Cinema remained low, yet it was not as bad as Zhang Yong had predicted. In fact, it had increased significantly.

At night, when all the masses had finished work for the day and returned home to casually scroll Weibo, they suddenly noticed a movie title that was new to everyone making its rounds on Weibo's hot topic leaderboard, Dream Chaser!

The leading Weibo post was posted by an artist. This Weibo artist had passionately recommended a movie called "Dream Chaser", and even attached a personal gay fan art, depicting a classic slapstick comedy scene from the movie.

The artist had 30,000 fans on her Weibo account. While it was actually not considered a massive number, because there was just too much love for the comic fan art, it had snowballed to gain huge traction especially after a few very famous people had shared it as well, indicating that they had watched the movie and strongly recommended it. Even they drew their own fan art too!

The top ten posts on Weibo included three gay fan art of "Dream Chaser" by well-known artists.

Talk about "Dream Chaser" had started spreading within the artist circle. Of course, it even spread to all the other circles...

At 10 p.m, "Dream Chaser"'s trailer on their official Weibo, which had been unfrequented, suddenly made it to the number one hot topic by passionate netizens who indicated that they wanted to watch the movie in cinemas the next day.

[Oh, oh, oh! Oh my God! Why did I just find out about this movie?! Just watching the trailer is making me feel the passion!]

[I've been bent into a mosquito repellent coil. Can someone light me up so that I can ascend to heaven?!]

[Want to know how it feels like to be bent by handsomeness? Go watch "Dream Chaser" to find out!]

[Hehe, I've already gone to the cinema to watch it thrice. The female lead is just too breathtaking! I've already been bent into a paperclip! I strongly recommend for all of you to watch it! I can't believe this movie was unknown. How outrageous!]

[Well, of course, this movie is played out by a cast of rookies and they have such low-key marketing, so obviously, not many people noticed it, unlike a certain movie that's in theatres now too. They keep hyping things up, paying to appear in trending topics, and even privately paying for their own box office! Pushing away all of the good movies!]

[To those who've been giving high praises to Liang Biqin's idiotic movie, go and watch "Dream Chaser" please. You will hear the sound of "pow, pow, pow"! That's the sound of slaps in your face!]

...

Just like that, with an overwhelming force, "Dream Chaser" abruptly fell from the sky and exploded into every corner of social networking sites.

Initially, the netizens who did not know about this movie at all thought it looked okay after watching the trailer. There were also some of them who thought it was a melodramatic comedy, and that the reviews were exaggerating. However, no matter what, due to the superb reviews online, the crowd's curiosity had been hooked, and most of them had expressed that they would definitely watch it the next day to understand once and for all.

Chapter 1222: Beyond Imagination

In the past, during a period when the Internet had yet to be common, the public could only receive messages through newspapers, television, and radio stations, and these sort of media could easily be controlled by organizations and individuals.

However, now in the age of the Internet, the scope of China's netizen base reached up to eight billion. All sorts of new media had emerged and the power of the Internet was beyond anyone's imagination. More importantly, it was hard to control.

Within just one night of brewing on the Internet, huge groups of audiences entered the cinema for "Dream Chaser", a movie that was built on little capital and marketing, which led to zero attention on it at all. Once the effects of word-of-mouth took place, it would be worth much more than hundreds of millions in terms of marketing and publicity.

Late at night, at a certain cinema in central Imperial, it was currently past nine. Usually, around this time, after the prime time movie had ended, the entire cinema would be quite empty without many customers.

However, it was an abnormal night today. Despite being so late and despite neither being a holiday nor were there any special activities, the flow of customers into the cinema had increased instead.

Inside the cinema, a group of young men and women were gathered together, discussing enthusiastically.

"There's usually not a shadow in sight at this hour. Why're there so many people tonight for the late night show? I thought it would be just us two!" A girl had said to her partner.

Her partner was also a young girl. She looked around and said, "There're probably a lot of people who are here to watch "'Dream Chaser' like us. Earlier, I heard a lot of people discussing it!"

"The trailer does look quite good, I hope the actual movie won't be disappointing! It's just that there are too little showtimes for this movie. Apart from the one early in the morning, there's just this midnight show, so we had to rush over in the middle of the night!"

"Exactly, it will already be past midnight when we finish. I still have to work tomorrow! I especially rushed over for the movie. If it's not good, then it's really not worth it!"

...

Not too far away, a middle-aged man clad in a tuxedo had walked to the cashier with his hands behind his back.

"Manager Zhou!"

"Good evening, Manager Zhou!"

...

Because there were a lot of customers, the two cashiers were flustered as they tried coping with the crowd. When they saw the middle-aged man, they quickly made time to greet him.

Manager Zhou just waved to indicate that they need not care about her and told them to continue with their work.

The two cashiers only finished at 11 p.m. when the movie was about to start.

At that moment, the manager walked up to ask with a delighted expression, "The customer flow tonight isn't bad, eh? Has the cinema been doing any promotions recently?"

The two cashiers shook their heads, then one of them said, "Manager, there hasn't been any promotions recently!"

"Then, what's up?" asked Zhou Zhihe, as he lifted his chin in question.

"I was looking through the ticket sales and over 90% of the customers tonight are here to watch 'Dream Chaser'!" The other cashier answered.

Zhou Zhihe paid full attention to them now. "Dream Chaser? The one that people have been discussing online?"

"Yep, the first two days when the movie was just released, there were a few people watching it, but it seems to have viral overnight!" The cashier explained.

"Manager, it's not just the night show. Even the earlier one was almost sold out. Usually, each hall will only have a few seats taken up, but today's was half-filled!" Another cashier exclaimed excitedly.

Zhou Zhihe had obviously seen some of the discussion going on online with regards to this movie, and she looked pensive at the sound of this.

Chapter 1223: Maiden Heart Beating

After chatting a while with the two employees, Zhou Zhihe walked into the cinema hall which was showing "Dream Chaser" for a peep.

One glimpse and she could see that there was more audience in the night screening than in the morning one. For a hall that could fit about a hundred people, almost 70 to 80% of it was sold out.

Based on his many years of experience, he could roughly judge that this movie had huge potential to become a big hit.

Unfortunately, it just had to clash with Zheng Kangde's movie...

After leaving the cinema hall, Zhou Zhihe thought for a long while and decided to make a call to another cinema manager to try to find out something.

"Hello, CEO Zhang!"

"CEO Zhou, could you be calling me this late at night about 'Dream Chaser' as well?" The other end of the phone teased.

"As well? It looks like the others have called you too!" Zhou Zhihe raised his brows.

"Exactly, I've just gotten off the phone with CEO Zhao and CEO Liang!"

"Well...what did you say then? Are we going to increase the screenings of this movie or not?" Zhou Zhihe asked the key question.

"CEO Zhou, Chen Mian's movie's quality is not bad. If huge companies had invested in it and if they had big casts like they did in the past, we would definitely push it forward vigorously...but with this movie...well, you know...there are so many such movies that go viral online nowadays, and the netizens' enthusiasm fades as quickly as it happens, so how long can it last if it just went viral in one night? Besides, we have a collusion with Zheng Kangde. If it was some other movie that was increasingly popular, we wouldn't mind increasing the showtimes but, Chen Mian, he's Zheng Kangde's rival..."

"Alright CEO Zhang, I understand." Zhou Zhihe hung up.

To offend Zheng Kangde and all of his supporters for "Dream Chaser", which had an uncertain future, was just not worth it.

It was easy to determine whether or not to change its screening frequency; they just had to follow Peoples' Cinema. If the industry leader did not make a move, they would not either.

So far, it looked like Peoples' Cinema was completely on Zheng Kangde's side, and they would probably not change anything.

...

The next day, "Dream Chaser" was getting more and more attention online. The movie networks rated it an 8.6 and there were almost 100% good reviews. Everyone who had watched the movie had given it high praises.

All of the commentary on movie review sites and social network sites were rapidly progressing...

[Because there were too many people recommending it online, I risked not waking up for work and went to watch "Dream Chaser" in the middle of the night with my BFF. In the end, it was actually really,

really, really awesome! Forget about the 10 p.m. showtime! Even if it was in the wee hours of the day, it's definitely so, so worth it! I've already planned to watch it the second time with my BFF!]

[My dear, from today onwards, I have a new Prince Charming (image) #Dream Chaser#]

"Ah, ah, ah, ah, ah! I've been charmed by a woman to the point of melancholy and suffering! Wait for me, my husband, I will continue to see you in the cinemas tomorrow!]

[Actually, the male lead is very handsome too! But he's not as handsome as the female lead! In fact, their interactions are super duper cute! Even though I'm old, my maiden heart is beating like a runaway train. I haven't been this excited in a long time!]

[Why is no one talking about the second male lead, Ling Yu??? Even though Ling Yu looks pretty average, he's especially classy and charismatic!]

Chapter 1224: Return Of The King!

[The scene where he kissed the female lead made my heart jump! I watched the movie a second time for Ling Yu!]

[Oh! I'm shipping the female lead and Ling Yu as well! Ling Yu's presence is really strong! He really dotes on her. Every time the female lead faced any issues, he was always by her side. He also helped to cover up her real identity! It's really a shame that the female lead didn't pick him in the end!]

[Not only the lead characters, even the secondary female lead in the movie, Ning Xiaomeng, and the male lead's best friend, Jiang Xiaohai, are really likable characters as well! The interaction between Ning Xiaomeng and the female lead is pretty interesting! Jiang Xiaohai is the joker of the whole movie! I didn't really have much expectations when I watched it, but I didn't expect it to be so good! To be honest, it's been a really long time since I last saw a movie with such a well-written plot, in addition to the superb actors! This movie is the bomb! I recommend everyone to watch it! No disappointments!]

[All the actors in the movie are really great, but it's obvious that the core character is the female lead, afterwards I found out that she also acted Meng Changge in "The World", I already followed her after I saw her acting in "The World", she's definitely not the surface-only actress as rumours said, she's the real deal!]

[Another important thing to note is that no one realized that the director of this movie is Chen Mian! THE Chen Mian who made "The Stars, The Moon, and The Sun". Also the same Chen Mian who made "Love Is In The Future"! He's been making some horrible films in recent years. I've been disappointed, but this time, I'm really excited! The king has returned!]

[I'd really love to watch it after all of your comments, but sadly, the showtimes are either early in the morning, or very late at night! I can't watch it unless it's my off day!]

[Actually, you can try suggesting to the cinemas through their suggestion box or make a complaint through the phone. I'm pretty sure they will increase the screenings if many people make requests together!]

...

While the online discussion boards were full of topics revolving around "Dream Chaser", inside a high-class hotel in the Imperial, Zheng Kangde and Wu Kai had called the lead actors from their movie. They had also invited the managers from each of the big cinemas. Their purpose was obviously to make sure that they would not be swayed by the comments online.

After a few drinks, in addition to Zheng Kangde's strong hint, the managers who were led by People's Cinema's CEO Cui Zhihao all made a promise not to let anything affect Zheng Kangde's film, and the showtimes for "Dream Chaser" would not change as well.

They paid them a large sum, after all, so they had to follow the rules.

"Rest assured, Director Zheng, I know where this is headed. Online comments aren't always real. The heat will go down after a few days!"

"That's right, Chen Mian is just making his final struggle!"

...

Three days later, not only did the audience numbers for "Dream Chaser" not decrease, it became more and more popular. Despite taking up less than 10% screening frequency in most cinemas, they were doing better. On Saturday, it reached \$ 100 million at the box office in a day!

To reach such a box office record with incredibly low showtime allocation meant that the attendance for each screening was very high.

In all of the cinemas, despite the odd showtimes, every screening was a full house.

Chapter 1225: Instant Fame!

At the same time, customer's suggestions and complaints flooded many big cinemas. Every day, countless customers requested more showtimes for "Dream Chaser".

"Manager, what should we do? There were more than 100 calls today alone asking for more showtime allocations for 'Dream Chaser'!"

Similar conversations occurred in the offices of many cinemas.

Nevertheless, with the pressure from Zheng Kangde, all the managers stood together and ignored their customers' requests. They still tried to force the customers to watch "I Only Like You" by limiting their choices.

...

The consequences.

On the fourth day, on a weekend, netizens' love for "Dream Chaser" and their dissatisfaction towards the cinemas reached its peak.

As the popularity of "Dream Chaser" rose, Zheng Kangde's movie was criticized harshly.

[Give me back my money, Liang Biqin! I didn't really feel this way before watching "Dream Chaser", but after that, I realized that a movie that's produced in mere ten days isn't a movie at all! It's just a tool for making money!]

[Liang Biqin's movie is terrible. It's not funny at all! After watching "Dream Chaser", I felt like my soul has been cleansed!]

["I Only Like You" already told me that it's a comedy from its promotional video, but the real thing is worse than the promotional video!]

[Trash movie!]

[Have you grown tired of living? Why watch Liang Biqin's movie?]

[What the heck? Why is the showtime allocation for "Dream Chaser" still so low? I wanted to book tickets for "Dream Chaser", but the list is full of that stupid movie of Liang Biqin's!]

[So many people are recommending it! With "Dream Chaser" being so popular now, why is there still so little showtimes? Are the people-in-charge for the cinemas blind?]

[It's not that hard to guess! Of course, there's some under-table deal going on! All those managers must've taken some money!]

[It's because of these people! They are the one who made China's movie industry become such trash!]

[Damn it! Not only do they like trash themselves, they are even forcing us to watch trash as well! This is the sorry state of the current movie industry!]

[Rise up! People who don't want to watch any more trash! Let's complain! Don't watch that stupid movie again!]

[You're right! Boycott stupid movies! Get that stupid movie out of the industry!]

...

Zheng Kangde did everything he could to shift the premiere date of his movie to be near to that of "Dream Chaser". However, he did not expect that not only did he not make "Dream Chaser" go down, but due to the comparison, his movie was criticized badly instead.

Ironically, after Zheng Kangde had spent so much money on marketing "I Only Like You", it helped "Dream Chaser" much more. Anywhere "I Only Like You" was mentioned, people would surely compare it with "Dream Chaser" and the popularity of the latter rose higher as it got a lift in marketing from "I Only Like You"...

...

On the weekends, most of the cinemas showing "I Only Like You" at peak times were empty. Only a few people were inside the large cinema halls.

When it came to odd timings like early in the morning and late at night, the cinemas were revived. Any hall that was showing "Dream Chaser" was fully occupied with no empty seats to the extent that tickets were hard to get.

Chapter 1226: Overwhelming Confession

In the cinema, Zhou Zhihe looked at the full cinema hall, and the louder the laughter from the audience from time to time during the funny scenes, the darker his expression became.

The Vice President of the cinema looked afflicted. "CEO Zhou, are we really not allocating more showtimes to 'Dream Chaser'? We're getting more and more complaints. The online attacks and suspicions are getting fiercer as well! Most importantly, Zheng Kangde's movie has been declining in numbers. It's a weekend today and we should have the biggest audiences, yet only 6% of the seats were filled! We gave Zheng Kangde half of the slots, so we're at a great loss right now..."

"How's the situation with the other cinemas?" Zhou Zhihe asked.

"It's almost the same, but there's one exception..."

"Oriental Cinema?"

"Yes." The Vice President nodded.

Zhou Zhihe put up a bitter smile. "I heard on the second day after 'Dream Chaser' was released, Fang Jiayue raised its showtime allocations to 60%. Such decisiveness is expected from 'China's First Row'..."

The Vice President looked envious. "Oriental Cinema must be earning loads! The people can't see the movie anywhere else, and her cinema has so many slots! Actually, I went to one of their cinemas and took a look... Gee, the amount of people!"

The Vice President did not finish his sentence, but Zhou Zhihe could already imagine what he had seen.

For a cinema, their loss was not just confined to ticket sales. Large numbers of audiences would spend more on snacks and beverages as well as merchandise. Adding them together made it a huge loss.

At the same time, at one of the Oriental Cinema outlets in Imperial, there was an extremely long queue at the counter.

Because Oriental Cinema gave "Dream Chaser" the most showtime allocations, they even opened all six halls for the late night slots. One of the cinemas could even fit 300 people.

Even with this generous slot allocation, many people still could not get the tickets they wanted because many people were bidding for tickets online...

Most of the people were there to watch "Dream Chaser", and a lot of them were watching it for the second or third time, some even the fourth. All of them had similar topics to talk about and everyone chatted happily...

"Finally, I got my tickets! I'm so excited! I didn't expect Oriental Cinema to have this many slots!"

"Now you know! Oriental Cinema always have this many slots! I've recommended many people to come here!"

"I only came here after seeing the comments online. It's just too far away from my house, but it's worth it! I'd rather drive two hours here and look at my dear Bro Xi than watch that fake face of Liang Biqin's!"

"I really like Bro Xi as well. Oh, did Bro Xi add you on Weibo yet?"

"Yes! Sadly, Bro Xi didn't have any pictures of her in a male outfit and she hasn't updated her status recently! How sad!"

"If we break a high record at the box office, let's request Bro Xi to post a picture of her in a male outfit!"

...

With the rising popularity of "Dream Chaser", all the main cast in the movie became famous as well, especially the female lead Ning Xi. Her Weibo was completely flooded. The comments section and her private messages inbox were all full of confessions and countless requests of Ning Xi's picture in a male outfit.

Chapter 1227: Be Responsible For Flirting

At Peachwood, Ning Xi was looking through the comments on her Weibo.

Within the few days that "Dream Chaser" had been showing in theatres, the number of Ning Xi's Weibo fans had broken through 20 million and it was insanely increasing.

The fans had begun to intimately address Ning Xi as "Bro Xi". Of course, even more people were calling her "Husband" and "Prince Charming".

[If Bro Xi posts a photo in a male outfit, I will swallow five boxes of shampoo, copy the complete works of the news broadcast, break open a durian with my bare hands, crush a huge rock with my chest, knock my head against bricks, bungee jump without a rope, and catch a naked sword with my hands, eat tangerines with the skin on, copy the entire Chinese dictionary, proverb dictionary, Chinese-English dictionary, the Book of Dao, the Three Character Classic, the Classic of Mountain and Sea, the three hundred Tang dynasty poems, the five hundred Song dynasty poems! That's how confident I am!]

[Ning Xi, you've been suspected of theft! Many maidens have been saying that you have stolen their hearts, but now they are punishing you and telling you, 'Be responsible for flirting! Or else, we will chase you to the ends of the Earth!']

[Husband, if you were a little ugly, I might still want to shop, watch movies, have Western food, take a walk and admire the night sky, while talking about poetry and life philosophy with you, but you're so handsome that it makes me only want to sleep with you!]

[How's a life of being unable to sleep with Bro Xi different from being a piece of salted fish?]

...

Probably because Ning Xi had made such a memorable impression of the movie's character into everyone's hearts, apart from the many confessions, many people were even questioning Ning Xi's sexuality and wondering if she liked girls...

As she went through all of the overwhelming comments about wanting to sleep with her and just thinking about the fact that they were all girls, Ning Xi felt quite pleased about it.

Lu Tingxiao obviously saw the comments too. With a poker face, he said, "Why are all the girls nowadays so...unreserved?"

When she saw Lu Tingxiao's serious expression, Ning Xi laughed. "This is just a way for everyone to express that they like me! For example, I'm like them with you..."

Ning Xi closed in to his ear and whispered, "Better to sleep with you than ten miles of spring, better to sleep with you than enchanting you, better to sleep with you than to be loyal to you, better to sleep with you than have thousands of miles of mountains and rivers, better to sleep with you than..."

The man squinted as he rolled over and pushed her down. "You have to be responsible for flirting with me."

Hey! The devil had actually picked up the fans' words!

Truly applying what he studied...

Ning Xi quickly replied, "Of course, as much as I flirt, I'll only be responsible for you, okay!? Besides...I like men, are you still not sure about this?"

The moment he said that, the man kissed her hard until her petal-like lips swelled up slightly before he was satisfied.

He thought he could be indifferent to all of this, but the truth was that no matter how many times he experienced it, even if they were just girls, as long as he saw them overbearingly covet his wife, he still could not bear it.

Still, this girl was increasingly understanding of him. She had a way of resolving his worries every time.

The thing he hated and abstained from the most was having his emotions be controlled by others. However, before her, he endured this punishment gladly, even enjoying the feeling of her controlling him.

Ning Xi suddenly thought of something and got up immediately. "Mmm, oh yes, Lu Tingxiao, wait for me. I'm going to change. Help me take a picture! Director Chen said that our box office is about to surpass \$ 5 million. They need the leads to give the fans some rewards! I thought about it... There were most requests for me wearing a male outfit. They will definitely love it!"

Chapter 1228: You Seduced Me

Practice makes perfect. Ning Xi changed very quickly. Half an hour later, she had changed from her homely little bunny outfit into a handsome and reckless looking Prince Charming.

Ning Xi had chosen a biker outfit, complete with a head of short, messy hair and a studded leather jacket.

There was a scene in the movie where the female lead was riding on a motorbike and was flirting with girls. By then, the male lead had already distinctly felt his strange feelings towards her then. When he saw his good buddy flirting with other girls, he could not help but feel jealous, and because of all sorts of emotional struggles, he thought he had liked men...

This was also one of the classic scenes that the fans loved to discuss most.

For this scene, Ning Xi had even brought our her baby, Blackie, which she had spent a lot of her own money on to assemble and maintain.

"My dear, do I look okay?" Ning Xi ruffled her bangs slightly and asked Lu Tingxiao who was on the sofa.

Lu Tingxiao skimmed his eyes over her and replied, "Yes, do you have a camera?"

Ning Xi shook her head. "You don't need to go through all the trouble. Just use the phone to take it. It doesn't need to be deliberate. I want that sense that even though it's posed for, it feels candid! Later, I'll act out some situations and you just take the pictures!"

Lu Tingxiao nodded to indicate he understood, then he took out his phone and prepared to shoot.

Ning Xi walked out of the door and held a cool, black helmet in her hand as she pushed the door to walk back in.

Then, she put the helmet down and took out a bottle of mineral water from the fridge. After she sat down on the sofa, she seemed to notice that someone was taking pictures of her. In between swigs, the youth suddenly raised his brows at the camera's direction, the smirk on his face boasting of confidence...

Click! This scene was captured in both the phone and in the man's eyes.

Ning Xi was going to continue when she saw the man suddenly walk towards her with the phone. She thought that Lu Tingxiao was going to do a close-up shot, yet he kept coming closer...

Uhh? Isn't this a little too...too close?

The next second, the man's arm held her waist as he leaned over and his thin lips covered hers off-guard. As her mouth was pried open, a reckless invasion followed quickly and the man's kiss became increasingly passionate...

Ning Xi looked dumbfounded as she blinked her eyes, then she panted as she pushed the man away. "Hey, photographer, you're not being very professional, are you?"

The man's gaze darkened as his low voice rang in her ear, "You just seduced me."

Ning Xi was quite stupefied by this. She raised her brows. "Hey! When did I seduce you?"

The man's reply was an even more passionate kiss as if she had seduced him again a second before he complained...

Even though this photographer was unprofessional and too easily distracted, they continued another two hours of taking pictures on and off in between hungry kisses. Thankfully, the photographer managed to retain some semblance of professionalism.

Earlier, Ning Xi saw that he had just simply clicked on the phone to snap pictures, yet she realized that every shot he took made her look very handsome!

She was about to bend from her own handsomeness.

The devil was so reliable! To seduce him into helping her take pictures was the right choice!

Ning Xi was very satisfied as she saved the pictures to be used when needed.

"Your photography skill is amazing! I feel so lucky to have a boyfriend that can take such amazing shots!" Ning Xi gave the devil a sloppy kiss, then her eyes suddenly lit up as she thought of something. "Oh, Lu Tingxiao, the character that you acted as, Ling Yu, is quite popular too. Many fans flooded my Weibo to ask about you. Do you want to consider starting an account or something?"

Chapter 1229: I'm Only Trying To Please You

"I don't want to," Lu Tingxiao simply said.

"Ah? Why?" Ning Xi did not understand.

Lu Tingxiao looked at the girl and shrugged. "I'm only trying to please you."

Ning Xi was first stunned speechless, then she wailed dramatically to indicate that an arrow had just pierced her heart.

Bloody hell! To say that he's just trying to please me is too much...

Fine, she had already subconsciously started to plan Lu Tingxiao's career earlier, but she had forgotten that her big boss did not shoot a movie to act in.

If they said that the entertainment industry was a game, Ning Xi was a player who worked hard to fight monsters and level up, while Lu Tingxiao was practically the Game Manager, continuing his unnaturally defiant existence...

...

The next day, numbers for the box office was released. "Dream Chaser" had steadily surpassed \$ 500 million.

"I Only Like You" had such a huge production and marketing budget and had even been released two days before "Dream Chaser", yet their box office sales was only slightly over \$ 500 million.

Before this, after "I Only Like You" surpassed \$ 300 million, their growth slowed down, and that was with Zheng Kangde spending money to buy up the box office behind the scenes. In the meantime, "Dream Chaser" ticket sales continued to increase against the current and went on to rapidly grow further.

These past few days, apart from Oriental Cinema's outlets, "Dream Chaser" showtime allocations remained low on the surface. However, in reality, many cinemas had started to secretly increase the showtimes after seeing its popularity. Their subtle methods included changing from a small hall to a big one and changing the screenings to prime times. That way, the showtime frequencies were not affected, but in reality, the number of people watching the movie had increased significantly.

Initially, because of Zheng Kangde, they could only use this way to secretly increase the number of viewers they could accommodate. Once they had a whiff of the sweet taste of success the moment "Dream Chaser" had surpassed \$ 500 million in the box office, and especially when they heard the news that Oriental Cinema's turnover rate had gone from number eight to number one...

Finally, all of the cinemas could not sit still any longer!

People's Cinema that had previously ranked first particularly regretted it horribly.

Bloody hell! Just because of Zheng Kangde, they had to endure all the horrid insults from the netizens and even suffered a great loss, letting even Oriental Cinema topple them. They had really lost big time!

This time, no matter how much money Zheng Kangde wanted to stuff them with, Cui Zhihao would not listen to him anymore.

"Director Zheng, you can see the current situation yourself. I can barely hold onto my CEO seat just for you. No matter what, I've already been extremely kind! Go look at the comments online yourself! I'm just saying if your movie's quality was even only slightly better, it wouldn't get to this stage..."

It was fine if he ruined things for himself, but their cinema's reputation had been implicated as well, so how could Cui Zhihao not be angry?

Zheng Kangde knew that he could not save the situation either, so he could only leave unhappily.

For the past few days, he had spent all his energy holding down the cinemas by paying a lot of people to try and change the commentaries online. However, the more he wanted to reverse the situation, the more the netizens fought back harshly to the point that even if one person wanted to say something nice about "I Only Like You", they would be bombarded by everyone else.

Even the mainstream media had gradually chimed in offline! All of the lead stories had similar headlines.

"The Return of the King", "Director Chen Mian Creates Magic Again, Might Break The Box Office Record for Homegrown Production", "Country's Young Woman Changes Into Prince Charming: Ning Xi, An Actress That Embodies Idol Material and Strength", "Bringing You Behind The Scenes of 'Dream Chaser': Producing Movies Steadfast", "The Crew of 'I Only Like You' Paid For Astroturfers, Inciting Fury From Netizens"...

Chapter 1230: Creating Legend

The harsher the oppression, the stronger the rebound. The people were already extremely angry about the current local movie industry. Zheng Kangde now felt the full counter of rage from everyone.

On that day, People's Cinema raised the showtime frequency for "Dream Chaser" to 50%. Soon after, all the other cinemas also followed suit. Some of them even allocated staggering numbers of up to 70% to recover back their losses...

Inside Oriental Cinema's meeting room, compared to the stiff and arrogant environment a few days ago, all the stakeholders and management staff pasted big smiles on their faces.

On the big screen, numbers showed that Oriental Cinema had risen up to the top spot. Everyone praised Fang Jiayue.

"As expected of CEO Fang! Amateurs like us just can't make it!"

"That's great. Just because we increased showtimes frequency for 'Dream Chaser' on the second day, everyone is commending us! The loss on the first two days is just a small matter!"

"All thanks to CEO Fang's decisiveness, we were able to reach the top this time!"

"I heard that all the other cinemas are increasing the showtimes frequency as well, haha. It has already been a week! That's kinda late for that..."

"CEO Fang looked far into the future. I can't believe that I doubted her decision before. I still have a lot to learn from CEO Fang!" Vice President Fang Yong, who had thought he might be able to replace Fang Jiayue this time, put on a bitter fake smile.

He did not expect a small production movie to become such a big hit. He also did not expect that after ten years, Chen Mian would create another legend.

Over on Ning Xi's side, she received a call from Chen Mian early in the morning. "Xiao Xi, we've reached \$ 500 million at the box office, but don't post your picture first. I'll get Chen Hanchan to post his reward photo for \$ 500 million. We'll keep yours for last! Post it when we reach a billion!"

"A billion?" Ning Xi was taken aback.

"Why? Are you not confident?" Chen Mian teased her.

Ning Xi laughed, "We're going to make it if you say so!"

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At Lu Corporation, in the staff pantry, a few girls were complaining.

"Did you guys get tickets to watch 'Dream Chaser'?"

"No, the cinema near us added a lot of showtimes, but the tickets were all gone in just two hours! Crazy!"

"I got myself a pair. I have two friends who wanted to watch as well, but they couldn't get any!"

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As they were chatting, two people entered the pantry.

"Bro Xiong! Bro Xiao!" The staff greeted warmly when they saw the CEO's personal bodyguards. Shi Xiao and Xiong Zhi whipped out a stack of movie tickets. They were all tickets to watch "Dream Chaser".

"This..." The group of employees was confused.

"Go and distribute it to everyone! It's free!" Shi Xiao generously said.

"Let us know if it's not enough!" Zhi Xiong added.

The girls looked at each other, then grabbed the tickets swiftly. After the duo left, they discussed among themselves.

"What's happening?"

"I don't know, could they be Bro Xi's fans?"

"Uhh...you think they like Bro Xi in a female outfit or a male outfit...haha..."

"Of course, in a female outfit! But...it's possible that they might like the other one as well, hehe..."

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