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SUPPLEMENT 增刊

Email: newsroom@canele.news　*Special Issue - Hidden Love Anniversary* ***Issue 08***　偷偷藏不住一周年 | 第02版 本期4版 | Thursday, June 20, 2024

真的藏不住啦：S+热剧中外跑赢海啸 赵露思桑稚全球圈粉

We Have Outrun the Tsunami: Global Viewership and Social Media Buzz of Rosy Zhao's 2023 TV Series "Hidden Love"

2023年6月，《偷偷藏不住》在优酷平台独家播出。一开播，收视率就表现亮眼，上线首日就获得了极高的播放量。观众对主角的演技表示认可，赵露思饰演的桑稚，也被称为“角色的完美诠释。”

在豆瓣上，看过小说的“亿人之上”说电视剧远超其预期：“赵露思真的很会演爱人，高中时期暗恋的小心翼翼，生怕被察觉。大学再次遇到后，想克制，却还是忍不住内心的悸动，诠释的非常自然。”

“桑稚这个角色，应该是所有女孩想要的样子了，她是一个在爱里长大的孩子，”评论写道。“wb上看到一句评论，她性格里的善良和温暖，就像是段嘉许灰暗经历里的一束光，引领他走出人生中的那场海啸。”

“还有值得一提的是，我真的特别喜欢桑稚的家庭氛围。她爸妈对子女的教育方式真的是教科书级的，温柔又坚定，给了孩子足够的尊重。兄妹感情也特别贴近现实，表面上相互嫌弃打打闹闹，但心里都爱着对方。”

在社交媒体平台上，《偷偷藏不住》同样引发了大量讨论。微博话题#偷偷藏不住#累计阅读量突破10亿，讨论量超过500万次。粉丝们积极分享剧集相关的短视频、剧评和角色分析，形成了一波波的话题热潮。#赵露思 偷偷藏不住#获1619万讨论，46.8亿次阅读。

在优酷宠爱剧场播出的《偷偷藏不住》也成为了当时平台最快突破100万预约的现代偶像剧。优酷发布的2023年点播播放量显示，《偷偷藏不住》位居当年全网第二名，集均播放量超过4600万。

海外，该剧在Netflix平台全球上线，并在IMDb上获得了8.6分的全球高分，其中美国平均8.7分，印度8.9分。2023年后半年和2024年年初，《偷偷藏不住》在新加坡e乐、中天娱乐台和八度空间等电视频道播出。

我们已经跑赢海啸了！





By Newsroom Staff

In June 2023, "Hidden Love" premiered exclusively on the Youku platform. The series garnered impressive ratings from the outset, with an exceptionally high viewership on its first day. Viewers praised the acting, particularly Rosy Zhao's portrayal of Sang Zhi, which was hailed as the "perfect embodiment of the character."

On Douban, a reviewer who had read the novel commented that the series exceeded their expectations: "Rosy Zhao really knows how to portray love. The cautiousness of a high school crush, afraid of being noticed, and the restrained yet palpable excitement upon reuniting in college were portrayed very naturally."

"Sang Zhi is the kind of character every girl aspires to be. She is a child who grew up with love," one review noted. "I saw a comment on Weibo saying that her kindness and warmth are like a beacon in Duan Jiaxu's dark past, guiding him out of a life's storm."

"Moreover, I absolutely love the family atmosphere of Sang Zhi. Her parents' way of educating their children is textbook-level—gentle yet firm, giving the kids enough respect. The sibling relationship is also very realistic; on the surface, they bicker and tease each other, but deep down, they love one another."

On social media, "Hidden Love" sparked extensive discussions. The Weibo hashtag #偷偷藏不住# amassed over one billion views and more than five million discussions. Fans actively shared short videos, reviews, and character analyses, creating waves of hot topics. The hashtag #赵露思 偷偷藏不住# garnered 16.19 million discussions and 4.68 billion views.

On Youku, "Hidden Love" quickly became the fastest modern idol drama to surpass one million reservations. According to Youku's 2023 on-demand play volume report, "Hidden Love" ranked second across all networks for the year, with an average viewership of over 46 million per episode.

Internationally, the series was released globally on Netflix and received an impressive score of 8.6 on IMDb, with average scores of 8.7 in the United States and 8.9 in India. In the latter half of 2023 and early 2024, "Hidden Love" aired on TV channels in many Asian countries and regions.

"We've outrun the tsunami!"

TV series "Hidden Love" is available for streaming on Netflix and Youku. Membership may be required.





露思原唱《偷偷藏不住》片尾曲等OST

Rosy Sings "Hidden Love" Ending Song & Other Soundtracks

“我的世界欢迎你来到，厌倦了纷纷扰扰，我只想把你偷偷藏好……”

2023年电视剧《偷偷藏不住》共七首音乐原声，其中片头主题曲《只想把你偷偷藏好》由露思合作伙伴及好友汪苏泷作词作曲，并与赵露思共同演唱。

“我有喜欢的人了，一靠近心动的铃就响个不停；我要读取你的心，原来暗恋不是一个人的事情。”

片尾曲《我有喜欢的人了》由赵露思演唱，申明利、邱天Tian作词，Cecilia NyKvist, Henrik Moreborg, Adrian Enegard作曲。

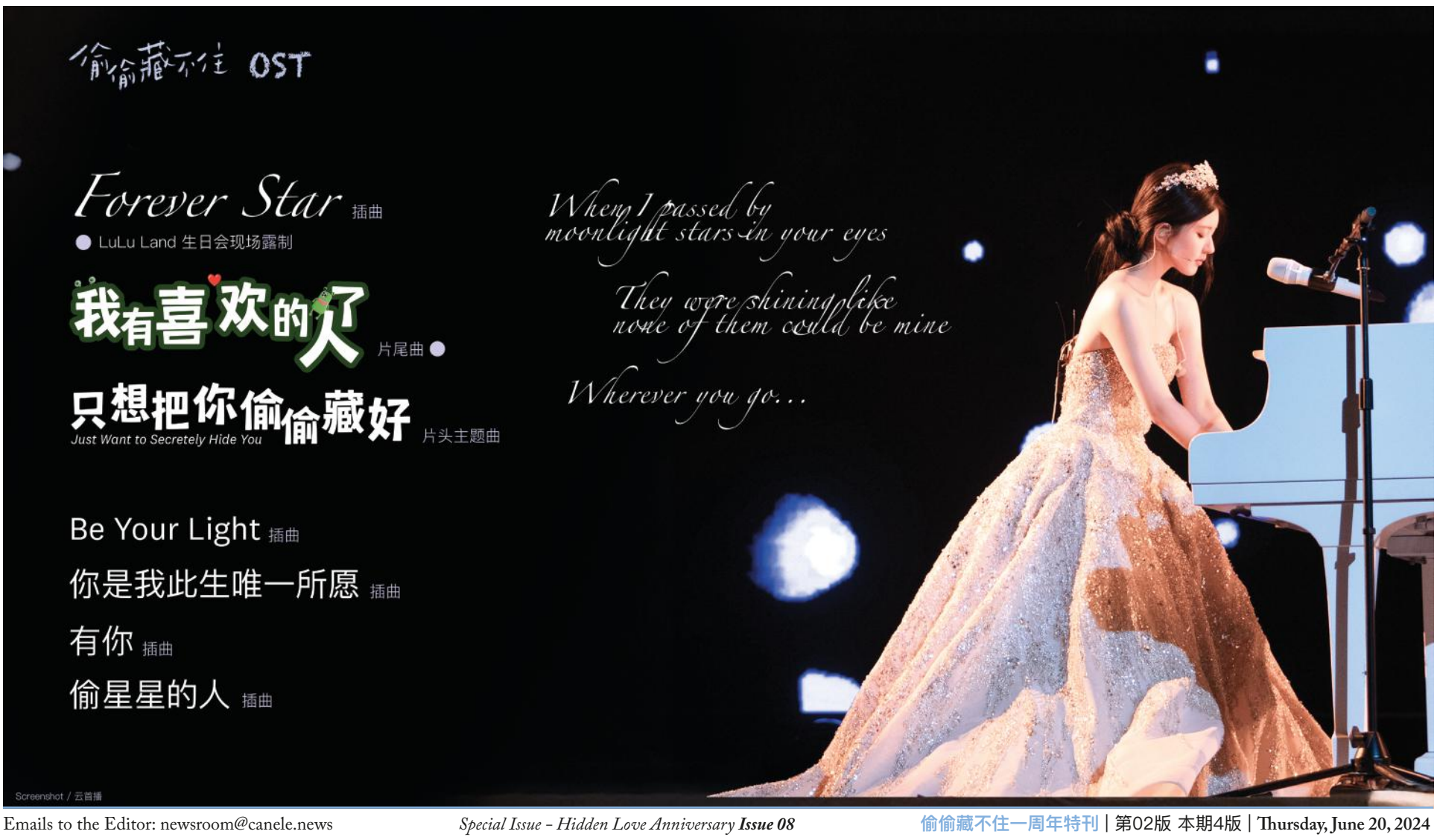
在2023年11月9日举办的LuLu Land赵露思生日会上，露思称插曲《Forever Star》是她最喜欢的一首歌之一。该曲目由张泯豪作曲演唱，也是《偷偷藏不住》最有名的原声之一。赵露思在活动现场完整弹唱了《Forever Star》。

《偷偷藏不住》另有四首OST插曲，其中《Be Your Light》为剧中桑稚的哥哥1号大傻狗桑延（由马伯骞饰演）演唱。

Seven original soundtracks were released as part of the 2023 TV series "Hidden Love." Among them, the theme song "Just Want to Secretly Hide You" were written by Rosy's friend and work partner Silence Wang, and sang by both.

"I Have Someone I Like," the ending song was sang by Rosy. She also sang "Forever Star" at the Lulu Land Birthday Event on November 9, 2023, when she said the song was one of her favorites.

"Hidden Love" also featured "Be Your Light" by Victor Ma, who played the role of Sang Yan, brother of Sang Zhi.





宜荷大学毕业生特辑 YIHE UNIVERSITY COMMENCEMENT SPOTLIGHT
从小，考上宜荷大学就是桑稚同学的梦想之一。一路走来，她从未停歇，一直在追求自己的目标。

桑稚 Sang Zhi
数字媒体艺术，学士学位 *BA/BS Digital Media Arts*

从小，考上宜荷大学就是桑稚同学的梦想之一。一路走来，她都在追求自己的目标。每当有人提起她的梦想时，她的眼睛总是闪闪发亮，充满了对未来的憧憬。少女时期的桑稚就展现出了非凡的绘画天赋，经常在家中画出各种美丽的图画（当然也有她对哥哥桑延的独特定义），墙上贴满了她的作品，家庭成员们也对她的才华赞不绝口。

擅长绘画的桑稚除了物理之外，成绩一直名列前茅。她经常在课堂上回答问题时获得老师的赞赏。同时，桑稚也是一名运动能手，不仅常常参加学校组织的体育活动，还参加了旭日中学全校运动会。虽然因伤未能完成比赛，但她的出众表现在学校师生面前留下了深刻的印象。

不懈努力考入数字媒体艺术专业

通过在假期努力补课和日以继夜的备考，四年前的桑稚如愿以偿考入宜荷大学全国领先的数字媒体艺术专业。随着她开始在宜荷的新生活，桑稚也逐渐长大成为一个更成熟的女孩，结交了新的朋友。她在大学里参与了多个艺术项目，积极拓展自己的视野，学习了许多新知识和新理念。

在宜荷大学的日子里，桑稚不仅在学术上取得了优异的成绩，还在社交和实践中展现了她的才华。同宿舍的宁薇、虞心和汪若兰成了她在校内的闺蜜，几人共同生活，无话不谈，也在学业和工作上互相鼓励。她们一起参加了许多学校的社团活动，结下了深厚的友谊。每个周末，她们都会一起去图书馆自习，互相分享学习心得，帮助彼此解决难题。她们也会一起去出游，探索新的地方，增进彼此的感情。

假期实习表现出众

在校期间，桑稚成功进入宜荷动漫盒子工作室实习，担任广告和设计实习生一职。工作期间，桑稚用自己学到的知识和创意打破成规，大胆说出自己的想法，并在一次客户提案会议中表现出色，获得了领导的赏识。

她在实习期间不仅提升了自己的专业技能，还积累了宝贵的工作经验。她的设计作品多次获得客户的好评，她也因此有机会参与到更多重要项目中，进一步展示了自己的能力和才华。

个人作品获市级设计奖

在校期间，桑稚努力学习，积极参与学校各类比赛和活动。她参加了多次艺术创作比赛和学术研讨会，不断挑战自己，提升自己的能力。

毕业前，她的个人作品《狐狸与小女孩》参加了由大学和宜荷市人才交流协会共同举办的第五届宜荷大学设计大赛，并获得动画组形象、角色设计奖，这一荣誉不仅是对她多年努力的肯定，也为她的未来职业生涯打下了坚实的基础。她的作品展示了她独特的艺术视角和创作能力，引起了业内专家的关注。

桑稚的故事告诉我们，只要有梦想，并为之不懈努力，就一定能够实现自己的目标。她的经历不仅激励了身边的同学，也让她自己成为了一个更为坚韧和自信的人。宜荷大学的求学之路虽然充满挑战，但桑稚用她的行动证明了，只要坚持不懈，任何梦想都能成真。她的成功故事也为许多年轻人树立了榜样，激励他们勇敢追求自己的梦想，不畏艰难，坚持到底。桑稚相信，未来的道路上，她会遇到更多的挑战和机遇，但她已经准备好了迎接一切，用她的智慧和勇气创造更加辉煌的未来。

Since childhood, getting into Yihe University has been one of Sang Zhi's top wishes, and she has never stopped pursuing that goal. Every time someone's brings up the name of that university, you could see sparks in her eyes, as she imagines her future college life.

In her youth years, she is a talented illustration artist. Her work includes sketches that are posted all over her room; of course, this includes the special portraits she did on her brother, Sang Yan. Her art is widely appreciated by family members.

Other than physics, she's pretty much a straight A student, constantly getting praised by teachers in school. In addition to that, Sang Zhi is involved in school athletics. Frequently spotted in school athletic gatherings, she also signed up for the school-wide sports event of Xuri High School. Although she wasn't able to finish the race due to injuries, her performance in front of teachers and students at the school was very impressive.

Getting Into Yihe University

Through diligent study during the holidays and day-and-night preparation for exams, Sang Zhi successfully gained admission four years ago to the nationally leading Digital Media Art program at Yihe University. As she started her new life at Yihe, Sang Zhi gradually matured into a more sophisticated young woman, making new friends. She participated in various artistic projects at the university, actively broadening her horizons and learning many new ideas and concepts.

During her time at Yihe University, Sang Zhi not only achieved excellent academic results but also showcased her talents in social and practical engagements.

Her dorm mates, Ning Wei, Yu Xin, and Wang Ruolan, became her close friends on campus. They lived together, shared everything, and encouraged each other in their studies and work. They participated in many school club activities together, forging deep friendships. Every weekend, they would study together in the library, share learning insights, and help each other solve problems. They also traveled together, exploring new places and strengthening their bonds.

The Summer Internship Experience

In her junior year, Sang Zhi received an exciting internship offer and successfully joined Yihe Animation Box Studio as an advertising and design intern. During her internship, Sang Zhi applied her knowledge and creativity to break conventions, boldly expressing her ideas.

She performed outstandingly in a client proposal meeting, earning recognition from her superiors. During her internship, she not only improved her professional skills but also gained valuable work experience. Her designs were frequently praised by clients, which gave her opportunities to participate in more significant projects, further showcasing her abilities and talents.

Receiving Top Awards

While at university, Sang Zhi studied hard and actively participated in various competitions and activities. She took part in numerous art creation contests and academic seminars, constantly challenging herself to improve. Before graduation, her personal work "The Fox and the Little Girl" participated in the Fifth Yihe University Design Competition, co-hosted by the university and the Yihe City Talent Exchange Association, and won the Animation Group Image and Character Design Award.

This honor not only affirmed her years of hard work but also laid a solid foundation for her future career. Her work demonstrated her unique artistic perspective and creativity, attracting attention from industry experts.

Sang Zhi's story tells us that as long as you have a dream and strive tirelessly for it, you can achieve your goals. Her experiences not only inspired her classmates but also made her a more resilient and confident person. The path of study at Yihe University, though

full of challenges, was a testament to Sang Zhi's belief that with perseverance, any dream can come true. Her success story has set an example for many young people, encouraging them to bravely pursue their dreams, face difficulties head-on, and persist to the end.

Sang Zhi believes that on the road ahead, she will encounter more challenges and opportunities, but she is ready to face them all, using her wisdom and courage to create an even more brilliant future.

This is a creative story based on TV series and novel "Hidden Love." Sang Zhi is a fictional character portrayed by Rosy Zhao in the 2023 TV series.



Photo courtesy of @偷偷藏不住官微 Classroom illustration by 桃小莫; Hanging polaroids illustration by customscene. Licensed by Canele Times 经授权使用

Page Four Sang Zhi Memories

剧集档案 ABOUT HIDDEN LOVE

《偷偷藏不住》是由优酷、哇唧唧哇、银河酷娱传媒联合出品，李青蓉执导，欧思嘉编剧，赵露思、陈哲远领衔主演，马伯骞主演，曾黎、邱心志特邀主演，管梓净、王洋、张皓伦特别出演的青春校园偶像剧。

该剧根据竹已的同名小说改编，剧情以少女桑稚的视角展开，在和哥哥桑延朋友段嘉许的相处中，不知不觉中滋生了暗恋的情愫，为了考取对方城市的大学，下定决心努力学习。两人在日复一日的生活中相互鼓励，一起度过低谷与迷茫，最终彼此成就蜕变的故事。

该剧于2023年6月20日在优酷播出；同年该剧获得第六届初心榜年度优秀作品推介与微博视界大会微光盛典年度大众最喜爱作品。

剧情简介：桑稚初中时期被老师频繁请家长，为了解决麻烦，桑稚决定找哥哥顶包，然而兄妹见面就互怼闹僵，无奈只好求助来家中玩耍的哥哥舍友段嘉许，在桑稚的苦求要挟下，段嘉许帮桑稚去学校见老师，两人因此结缘，段嘉许从此更是把桑稚当成自己的亲妹妹爱护。随着段嘉许大学毕业，两人分隔异地，又因为一些误会，关系疏远。直到成年后的桑稚如愿考到了段嘉许的城市，两人重逢。在日渐亲密的接触下，桑稚渐渐发现了段嘉许一直以来的压力来源，她想要保护这个一直对自己很好的大哥哥，重拾埋藏心底的暗恋。在桑稚的陪伴下，段嘉许慢慢解开心结，他真心喜欢上了长大的桑稚，一段纯真暗恋终于开出美丽的爱情花朵。

集数 25集，每集45分钟
主要拍摄地点 厦门
首播平台 优酷；Netflix（海外）
首播日期 2023年6月20日
拍摄日期 2022年8月 - 同年11月

剧集评价 RECEPTION

《偷偷藏不住》从少女桑稚因为学业偏科，得到哥哥桑延的朋友段嘉许帮助开始，再到桑稚努力考取段嘉许所在城市的大学而重逢，整个故事涵盖了桑稚的成长历程。以这段炽烈的岁月为时间背景，影像在情节设计与视觉呈现上，力图构筑出最富有少年气息的氛围，还原出符合观众记忆中所期待的青春画卷。该剧没有跌宕起伏和惊心动魄，学生时期大多是日复一日、认真刻苦地学习，其中会掺杂着些许“小惊喜”和“小意外”，这些暖心的细节共同构筑起了成长的故事。该剧以暗恋最终开花结果为主线，但不同于平铺直叙的爱情故事，作品更传递出“成为更好的自己”的价值引导。桑稚的求学时代在段嘉许的温暖帮助下，克服了许多窘迫时刻，因而萌生了暗恋情愫。该剧不光带来一段青葱岁月里的故事，更让观众能感受到治愈和浪漫，在其中探寻成长背后年轻人积极向上的青春风貌，回应现实观照，带着爱与勇气继续前行。（中国人民大学新闻学院讲师、中国人民大学新闻与社会发展研究中心研究员何天平评）

海外评价 OVERSEAS RECEPTION

Ayushi Agrawal of ***Pinkvilla*** wrote "the shows vibrant storyline, along with the well-crafted characters, undoubtedly played a pivotal role in the show's success, and it successfully delivered a romance narrative celebrated for its simplicity and relatability, gracefully navigating the age gap without causing discomfort". ***India Today*** stated "netizens are hooked on the mushy Chinese drama with positive reviews", adding: "It is on the trending list of shows in several countries and it seems certain that after the popularity of K-dramas, Chinese dramas are all set to become the next big thing"



致谢 ACKNOWLEDGMENTS

特别鸣谢 Special Thanks
桑稚

本期鸣谢 Thank You
段嘉许，桑延，黎萍，桑荣，宁薇，虞心，汪若兰，江铭，陈强等

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食报编辑 Managing Editor
“可露布露布粒”

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Made with love for Rosy in Burbank, Calif.





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