

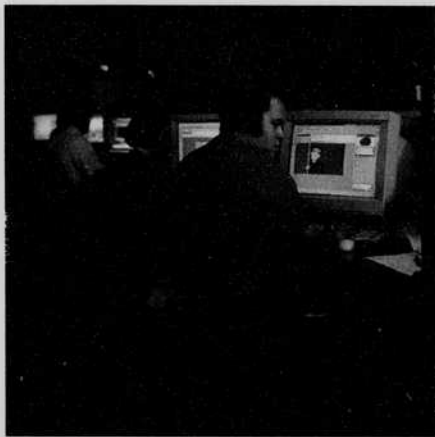
# internet fever has swept los angeles.

Across the City of Angels, Internet entertainment companies are sprouting from garages, emerging via venture capital funding, and forming as new subsidiaries of studio giants like Warner Brothers and DreamWorks. In January, anyone in the film and television industries who had previously ignored the Internet boom was shaken awake when Internet giant AOL purchased the world's largest entertainment conglomerate, Time Warner. So, why should you catch the fever?

Creative roles in Hollywood have long been among the most sought-after jobs—and some of the hardest to land. With the high production costs of today's blockbusters, executives at major studios are wary of hiring individuals without a proven track record. Recent college graduates can work for years as assistants, waiting to someday crack Hollywood's gilded doors ajar.

But behold! Sweeping changes in technology create new needs. In the 1950s, it was television that allowed hundreds of young writers, directors, and editors to get the breaks they'd longed for. In the '80s, the emergence of direct-to-video entertainment, music videos, and cable television offered new openings to eager film school graduates. And today, Internet

entertainment represents the latest Hollywood shake-up. With hundreds of companies out to make their name, aspiring artists and writers have a golden opportunity to hone skills, build contacts, and strut their natural talent.



when randi barnes set out for Hollywood, she planned to work in television and do some writing on the side—preparation for her long-term goal of writing and directing independent films. But Barnes, 24, is now situated directly in the midst of Hollywood's new-media boom as manager of creative affairs at IceBox.com, a web site that offers off-beat animated comedies. By ditching the traditional media track, Barnes

entertainment