



More than a handful of twentysomethings with a little vision have recognized the web as an ideal venue for showcasing their work. These creatives have turned to Hollywood's dot-coms to distribute and bankroll their projects and, if everything works out, to pave their way into traditional media.

Tamir Halaban, 27, is one such visionary. After hacking his way through a string of Hollywood jobs where he felt overworked and underappreciated, Halaban moved to New York City, where he followed the development of digital video production with intense interest.

When *The Blair Witch Project* arrived in theaters, Halaban and his brother, Boaz, saw the first showing on opening day. Both realized the film was ripe for lampooning, and within a few weeks Tamir returned to L.A. to shoot "The Making of the Blair Witch Project: The Blair Witch Project Project." The short spoof garnered makers Tamir, Boaz, and their friend Paul Beauvais some

industry attention and ended up on AtomFilms.com, one of the premier sites for showcasing Internet films.

Realizing that spoofs were a hot ticket on the web, the trio, as the joint partners behind Fiasco Films, started work on "Scream 3 1/2," a parody of the *Scream* horror films. With contacts at a variety of Internet sites and one hit already behind them, Tamir and company were able to start a bidding war over "Scream 3 1/2," eventually selling it to Warner Brothers' site, Entertaindom, and inking a deal to make 26 more digital videos for the site. Their next effort, "Mission Imp," received 200,000 hits on its first day on the site.

As a result of their success, the trio has been on a slew of pitch meetings with dot-coms, including Icebox.com, Mediatrip, and Shockwave. The Fiasco team has also parlayed Internet success into meetings with Fox, CBS, NBC, MTV, Comedy Central, Artisan, and Miramax. "We think the

"How do you make

entertainment

work on the web? That's what we're determining."

—RANDI BARNES, ICEBOX.COM

