

120th Century Fox board-  
 '70s, when Barry Diller,  
 sisting TV movies be  
 e the film *Flashdance*  
 th millions sporting torn  
 e was sealed.

a look at how filmmak-  
 ig studios now common-  
 ir potential for offshoot  
 oundtracks, T-shirts, and

conglomerate buyouts  
 quired, high-concept  
 anies accustomed to  
 gh this tactic has  
 end of things, the

g, Wyatt's documenta-



ops = green light.

oo thick with details  
 eites enough historical  
 ers, former hairstylist  
 th promoting movies  
 orn, he had radio sta-  
 before the picture's  
 y, it was unheard of

ooking at the market  
 s made. His charts and  
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role in wired enter-  
 hat's not being hastily  
 . And if the big media  
 al world as they have in  
 ock spillover onto your

r. University of Texas Press:

## The Geek Channel

**O**n Thursday, May 11, nerds and Sun-worshippers  
 all over the world pointed their satellite TV  
 dishes at Intelsat K. Then they honed in on the H5  
 transponder and saw a most remarkable transmis-  
 sion from Russia: *Sunergy 14 - New Enterprises In  
 New Economies*, hosted by Sun Microsystems co-  
 founder John Gage.

*Sunergy 14* was the latest broadcast of Sun  
 Microsystem's techie talk show on the future of  
 computing. Each bimonthly *Sunergy* episode looks at  
 an industry frontier that would warm any geek's  
 heart: object-oriented technology, designing the  
 global information infrastructure, computer securi-  
 ty, and even "Cyberjockeying in the 21st Century."

*Sunergy's* mix of live interviews, discussions, and  
 on-location reporting draws viewers into the inner  
 sanctum of Sun's engineering elite. Gage leads the  
 often lively banter with tech types, engineers, trade  
 experts, and scientists from around the world.

Guests - who have included Carl Malamud of  
 Internet Multicasting Service, Brewster Kahle of  
 WAIS, and Larry Irving of the US Department of  
 Commerce - are always top-notch. Conversations



*Sunergy*: Beaming live from the inner sanctum of Sun's elite.

cover topics from what projects they're working on  
 to books they're reading to issues they're riled up  
 about. (Unfair US export restrictions are one of  
 Gage's fave battle cries.)

In true interactive spirit, during one segment of  
 the show, *Sunergy's* 100,000 or so international  
 viewers are invited to call and e-mail questions.

Don't have a satellite dish? No problem. In addi-  
 tion to the satellite downlink, Sun transmits the  
 whole show live over Internet MBONE.

Transcripts, as well as select audio files, are avail-  
 able at <http://www.sun.com/sunergy/>. You can save  
 time by ignoring the satellite and Net broadcasts  
 and downloading these transcripts, reading lists and  
 white papers from the Net. But, of course, then  
 you'll miss some of the subtler jokes, bad acting, and  
 flip comments.

Playfully poor production values aside, *Sunergy*  
 beats the pants off most hour-long shows on net-  
 work television. - *Simson L. Garfinkel*

*Sunergy*: Broadcast on satellite and on the Internet MBONE  
 four to six times a year. Sun Microsystems Inc.: +1 (415) 786  
 8205, e-mail [sunergy@sun.com](mailto:sunergy@sun.com), on the Web at [http://www](http://www.sun.com/sunergy/)