

Yahoo! goes Hollywood

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"Watch out, Hollywood. There's a new player in town. Yahoo!, the Internet portal created a decade ago by a pair of Stanford University computer geeks, is getting serious about muscling in on the entertainment business."

"The company is experimenting with putting original entertainment on its sites, and is recruiting talent agents and producers to create short, Internet-ready programs specifically for Yahoo!"

"Yahoo! sees itself following the path of television networks like MTV, which built its business promoting the music industry through videos before it began bankrolling its own shows, such as "Beavis and Butt-head" and "The Real World.""

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