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T JOURNAL.

...site
...set up
...about
...network
...other
...Often, the
...dominate the
...of these regis-

...Dolce, whose My-
...one million friends—
...one of the most con-
...internet. A 24-year-old
...until a few months ago
...counter in a mall, she now
...a start-up jeans company
...emotional deals for two main-
...er brands.

...blogs and Web pages created by
...make the entertainment landscape,
...directors, writers and producers are
...apulted into positions of enormous in-
...Each week, about a half-million people
...bad a comedic video podcast featuring a
...er paralegal. A video by a 30-year-old come-
...n from Cleveland has now been watched by al-
...ost 30 million people, roughly the audience for
...an average “American Idol” episode. The most
...popular contributor to the photo site Flickr.com
...just got a contract to shoot a Toyota ad campaign.

While online stardom can sometimes be fleet-
ing, and some measures of audience size are sub-
ject to debate, a look at the rising stars in this
world shows how the path to entertainment suc-
cess is being redefined. Traditional media compa-
nies and marketers are already in pursuit of some
of these new faces.

“It’s an awesome feeling,” says Ms. Dolce, who
built her MySpace profile with a page that panders

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