

Diversions

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The Daily Tar Heel

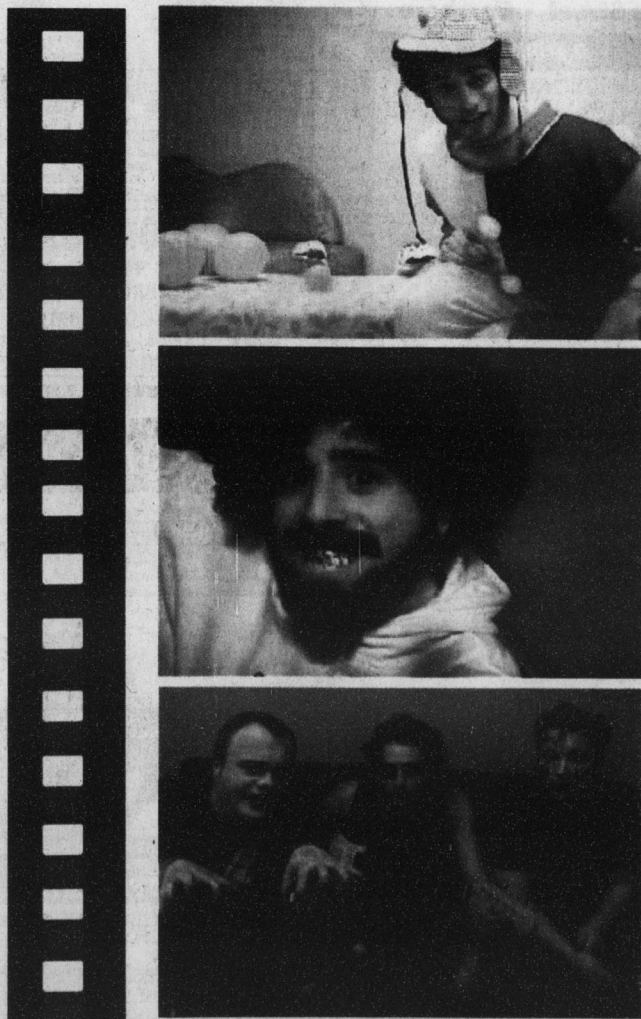
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DIVE ONLINE ■ NO, THANK YOU ... 'Smoking' flick delivers satire at its best ■ C-A-A-A-BLE GUY ... Larry makes an average movie ■ LIARS BEWARE ... Artsy noise band crafts magnificent record



COMEDY GONE WIRED



IMAGES COURTESY OF THEPOSTSHOW.COM

Young entertainers across the country are taking advantage of the Internet's increasing availability to get exposure.

BY BECCA MOORE

SENIOR WRITER

The revolution might not be televised, but it will probably be shown somewhere on the Internet.

The demand for fast and accessible entertainment on the Internet is growing, and there's no shortage of Web sites available to the masses. It's no secret that user-friendly Web sites such as MySpace.com and Blogger.com are making a dent in an entertainment culture that was once limited to those who learned complicated computer programming codes.

And thanks to programs such as the University's Carolina Computing Initiative and the increasing affordability of personal computers, students now have a new place to look for entertainment once confined to TV: their desktops.

And they're not just idly watching — they're also creating a chunk of what's out there to view. The rising popularity of Web sites such as Ifilm.com and YouTube.com — which let anyone upload, view and share videos for free — are making it easier than ever for anyone with basic video equipment to share their creative vision with the world.

Viacom International Inc., the parent company of MTV and VH1, joined the movement last year when it purchased Ifilm.com for a reported \$49 million. Aided by computers, high-speed Internet access and the time-honored tradition of procrastination, Web sites such as Ifilm.com and CollegeHumor.com have become staples in the lexicon of today's college students.

"We get about 200,000 unique visitors every day," said Jeff Rubin, an assistant editor for CollegeHumor.com. A unique visitor could browse anywhere from one to 100 pages in a single visit.

And what they're viewing is often made by people like themselves. What once used to be a daunting project is now remarkably easy for anyone with basic filmmaking experience, access to the Internet and knowledge of the required software.

No longer must anyone with a comedic, musical or directorial dream be limited to a public-access cable show shot in their mother's basement.

Sure, "Wayne's World" was popular, but that was the exception and not the rule.

And that was fictional.

Nowadays it's much easier to turn that dream into a reality. Anyone can shoot the material, edit it at home, upload it on a Web site and share it with a friend — or 10,000.

ThePostShow.com, a Web site that offers original comedy skits in video format, was started by friends Bob Castrone and Brian Levin. They graduated from Towson University in Maryland in 2002 and Levin earned his masters degree in film at American University in 2004. While at Towson, Castrone and Levin produced a student television show called "Pregame."

"The Post Show" is the next step from "Pregame," Castrone said. "It's kind of a sequel, and more college oriented."

The friends regrouped in 2005 when Levin moved

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