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HERE ARE TWO NEW WAYS TO LOG IN

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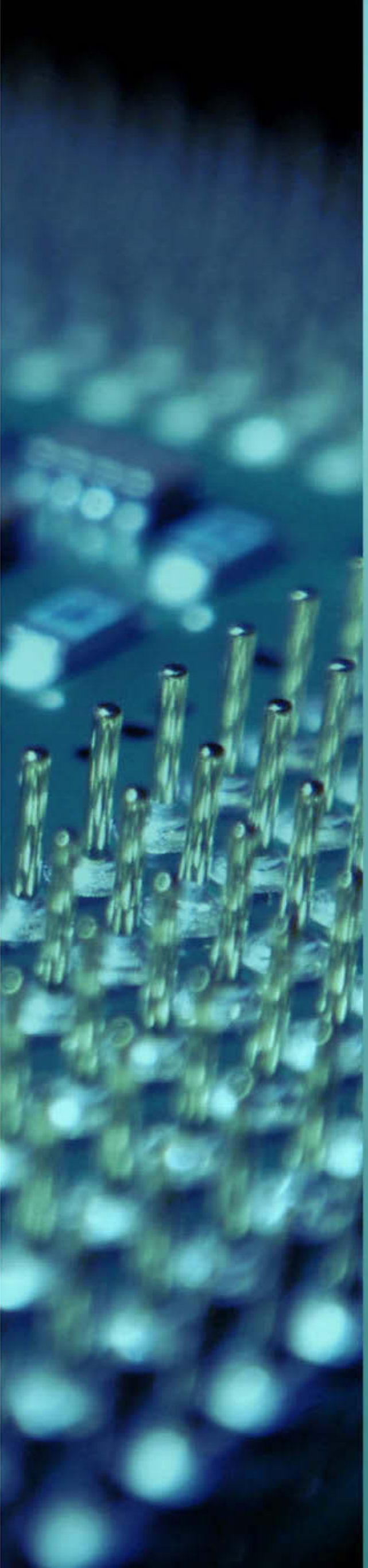
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'INSURGENT' SEIZES TOP SPOT' 'THE GUNMAN' MISFIRES

Sean Penn's "The Gunman" was no match for the rebel kids of "Insurgent."

The second installment in the "Divergent" series easily topped the box office with $54 million from 3,875 theaters, according Rentrak estimates Sunday. Penn's geopolitical thriller stumbled with only $5 million.

While the second films in both the "Hunger Games" and the "Twilight" series boasted opening weekend gains over the first, "Insurgent's" opening nearly matches that of its predecessor, "Divergent," which debuted to $54.6 million just last year.

Many predicted a bit of growth for this second film, which sees the return of stars Shailene Woodley, Theo James, and Kate Winslet to author Veronica Roth's dystopian world. But, both distributor Lionsgate and box office analysts see the consistency as a good thing.

"We're extremely pleased with the outcome," said Lionsgate's President of Domestic Distribution Richie Fay.

"I think this is exactly where we thought we'd be," he added. "We attracted a few more males this time around, and I think we're headed in the right

direction. The uptick from Friday to Saturday was considerably higher than it was for `Divergent.' That, the A- CinemaScore and what's coming into the marketplace will allow us to grow very nicely."

According to Lionsgate, 60 percent of audiences were female.

Rentrak's Senior Media Analyst Paul Dergarabedian credits Lionsgate's consistent release date strategy and impressive marketing campaign for the strong repeat performance.

"It's really about driving a very fickle audience, that teen, YA - whatever you want to call them - they're really tough to get a handle on. Their tastes change like the wind," he said. "The key is keeping the young adult audience engaged, excited and enthusiastic."

"Insurgent" also performed well overseas, taking in $47 million from 76 markets, bringing its worldwide total to $101 million.

Disney's live-action "Cinderella," meanwhile, fell 49 percent in Week 2 to take second place with $34.5 million. The PG-rated film has earned an impressive $122 million domestically to date.

Also in its second weekend in theaters, the R-rated Liam Neeson-led action film "Run All Night," managed a slight edge over Open Road's "The Gunman." Neeson's film, a Warner Bros. release, dropped 54 percent with its $5.1 million weekend, while Penn's film debuted in fourth place with only $5 million.

"You have a lot of R-rated competition out there right now," noted Dergarabedian, who also added that Penn's foray into the action genre has not garnered the best reviews.

"Kingsman: The Secret Service," one of the better performing R-rated releases in recent weeks, rounded out the top five with $4.6 million in its sixth weekend in theaters. The 20th Century Fox film has now earned over $114.6 million domestically.





"Over the past couple of weeks, films driven by the female audience have done much better than films driven by the male audience. But that's all going to change because `Furious 7' is on the way," said Dergarabedian.

"Put on your seatbelt and get ready, because it's going to be an incredible ride in the coming weeks," he said.

Estimated ticket sales for Friday through Sunday at U.S. and Canadian theaters, according to Rentrak. Final domestic figures will be released Monday.

1. "Insurgent," $54 million.

2. "Cinderella," $34.5 million.

3. "Run All Night," $5.1 million.

4. "The Gunman," $5 million.

5. "Kingsman: The Secret Service," $4.6 million.

6. "Do You Believe?" $4 million.

7. "The Second Best Exotic Marigold Hotel," $3.5 million.

8. "Focus," $3.3 million.

9. "Chappie," $2.7 million.

10. "The SpongeBob Movie: Sponge Out of Water," $2.4 million.



WITH 'DEAD RISING,' A NEW APPROACH FOR A GAME ADAPTATION

When a pair of filmmakers first approached video game publisher Capcom about crafting a live-action movie based on their popular zombie series Dead Rising, they were asked to prove themselves in a very specific way The creators behind such video game franchises as Street Fighter and Resident Evil handed the movie producers a game controller.

They told me, `Show me you love the game,' said Tomas Harlan, who along with business partner Tim Carter, is the brains behind Contradiction Films. The independent production company last brought supernatural martial-arts fighters to life with Mortal Kombat Legacy, a series of web shorts set in the world of Midway's long-running punch-out series.



Image: Crackle



Harlan wasn't deterred. He'd already maxed out level 50 at home.

After showing off some zombie-evading strategies, Dead Rising Watchtower was born. The straight-to-streaming movie is launching March 27 on Crackle, Sony's free, ad-supported online video service. (However, Watchtower can be viewed beginning Friday exclusively on the Crackle app for Xbox One and Xbox 360 consoles.)

Following the success of Legacy, whose second-season premiere has amassed more than 20 million views on YouTube, Harlan and Carter wanted to create another game adaption on a similar small scale as the Mortal Kombat series. The pair said such minimalism affords them more freedom and fewer expectations than most Hollywood productions.

Our way of producing is very different than a conventional feature film that costs $100 million, said Carter, who also wrote the script for the movie. I think that most film studios usually have a standard operating procedure that you're not allowed to deviate from - and we deviate all over the place.

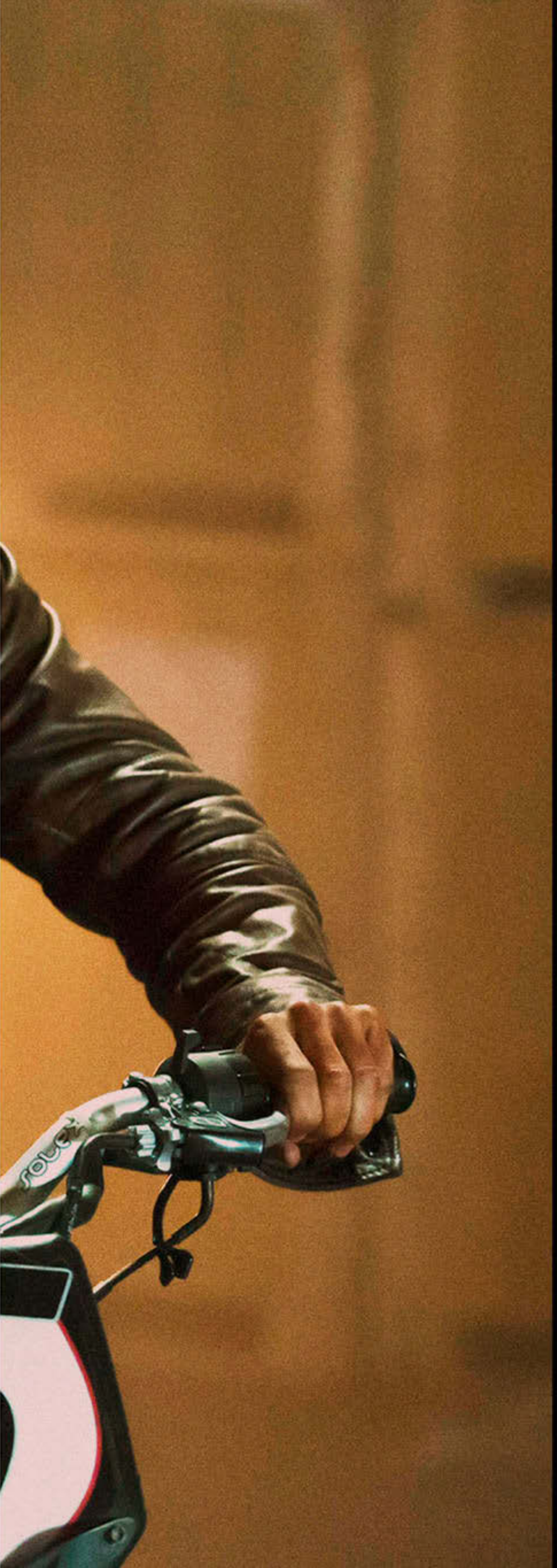
As attendance in movie theaters has dipped and streaming networks have strengthened, the duo also sees the digital medium as a boon, not a punishment. They're apparently not alone. Legendary, the production company best known for event movies like The Dark Knight Rises and Pacific Rim, signed on to co-produce Watchtower as their first digital movie with Contradiction Films.

This sort of project, by virtue of being digital, is a lot more nimble and creator-focused than a big-budget film would be, said Carter. That allows us to work more closely with the game developer and hold onto game canon in a way that wouldn't be possible if there were more cooks in the kitchen and it was a huge financial juggernaut.

Watchtower stars Desperate Housewives and Dallas co-star Jesse Metcalfe as a glory-chasing reporter stranded in a town being overrun by zombies and quarantined by the government. Virginia Madsen and Meghan Ory play fellow survivors, while Rob Riggle portrays Frank West, the protagonist from the first Dead Rising game released in 2006.

Image: Crackle





Unlike such game adaptations as Doom or Resident Evil, which veered off from the original source material on the big screen, Watchtower strictly exists in the same fictional realm as the Dead Rising games. There, the drug Zombrex keeps humans from transforming into flesh-eating creatures and gardening and sporting equipment taped together usually make for the best weapons.

After decades of unfaithful renditions, the mere mention of the term live-action video game adaptation usually provokes groans from gamers, but Harlan and Carter see the stigma as an opportunity where others have frequently flopped. In fact, they studied every previous live-action game adaptation before going into production on Watchtower.

In the past, there were a lot of hatchet jobs by executives in Hollywood, said Harlan. The intellectual properties were not authentic to them. They didn't grow up with them. It wasn't things they experienced. They just thought it was valuable and tried to adapt it in a very traditional, linear way. There's been a lot more failures than successes.

Harlan and Carter are already working on three more video game adaptations, and just because they think they've mastered bringing interactive fiction to life on a shoe-string budget doesn't mean they always want to keep pinching pennies.

We'd like to do this at all levels because certain games and story choices require different budgets, said Carter. We're approaching this with a thin-end-of-the-wedge strategy, and we're proving ourselves at this level. Hopefully, we're winning loyalties on both the studio and game development sides, which will give us freedom when we move to bigger budgets.

Online: **http://www.crackle.com**

Image: Olly

CAN'T REMEMBER YOUR PASSWORD? HERE ARE 2 NEW WAYS TO LOG IN

Tired of trying to remember a different password for each of your online accounts? Or worried about re-using the same password too many times? You're not alone. Tech experts agree that traditional passwords are annoying, outmoded and too easily hacked.

This week, Yahoo and Microsoft offered up some alternatives: Yahoo says it can text temporary passwords to users' phones each time they want to sign into their Yahoo accounts. Microsoft says it is building facial-recognition and fingerprint-identification technology into Windows 10, the new computer operating system coming this summer, so users can log on with their fingertip or face. The two approaches drew different reviews.

Here's what you should know:



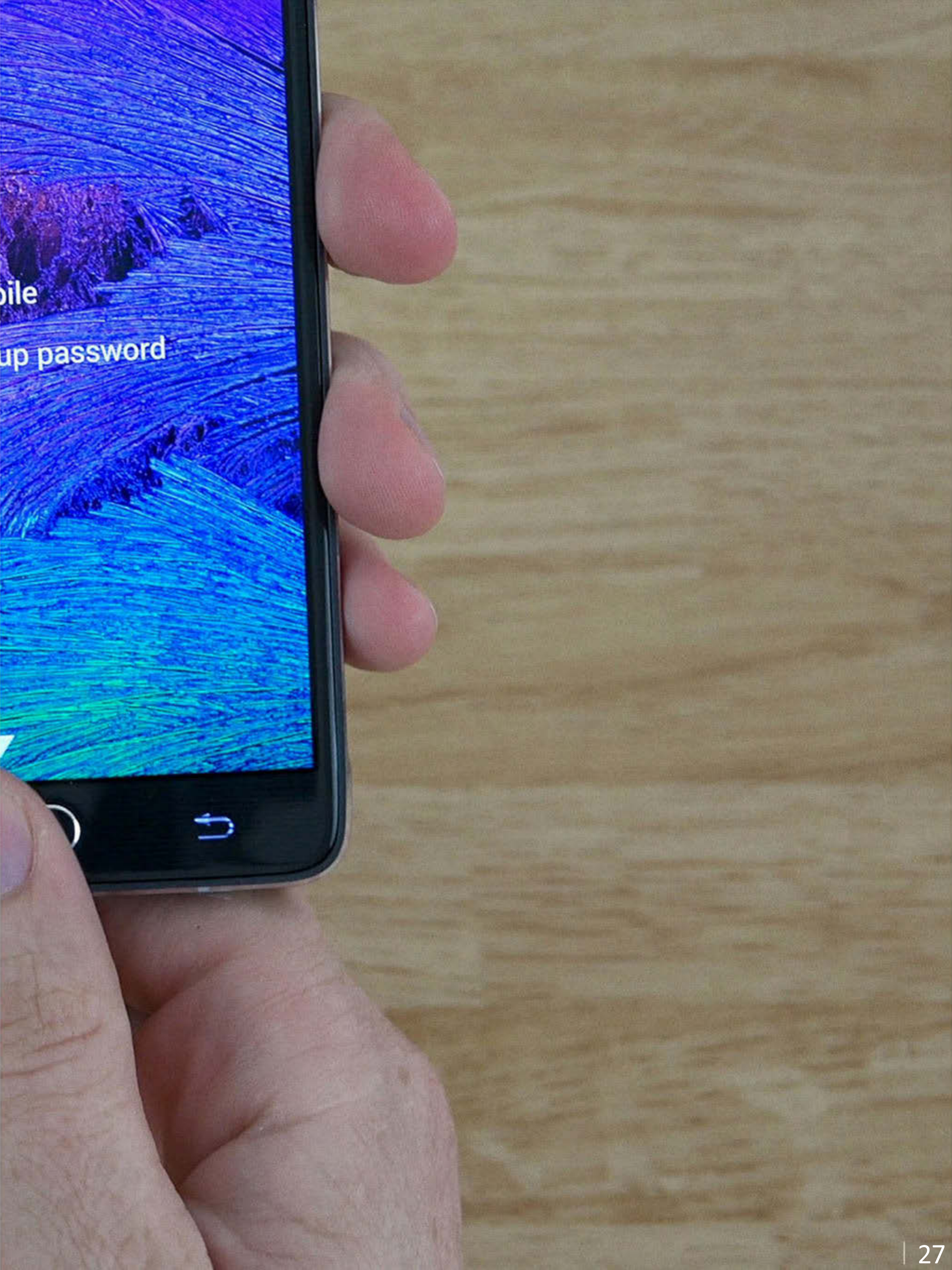
NEW DAY, NEW PASSWORD

Convenience and security. That's what Yahoo is promising users who choose to receive a single-use password "on demand" - sent by text message to their mobile phone each time they want to sign into their Yahoo account. Once you opt into the program, there's no more need to create or memorize a password for Yahoo's email or other services.

Not a good move, experts say.

"Yahoo just made it easier for attackers to compromise an account," said Tim Erlin, risk strategist for the cybersecurity firm Tripwire. Temporary passwords can fall into the hands of anyone who steals your phone. While most phones can be set to require a separate password to unlock the home screen, many people don't bother to do so. Phones can also be infected with malware that intercepts or copies text messages, he said.

Though it may be convenient, Erlin said, Yahoo's on-demand option is a step backward from another alternative the company offers, known as two-factor authentication. With that option, users must provide both a traditional password and a one-time code that is texted to their phones. That's considered stronger because a hacker would need both to get into a user's account.


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Yahoo security chief Alex Stamos agrees that two-factor authentication is stronger. But many people don't use it, he said in an online post defending against critics. Instead, people too often recycle short passwords that are easier to type, especially on small phone screens, but also easy for hackers to guess, he said.

Since most online services let users reset passwords by sending a text or email to their phones, users are already vulnerable if they lose their device, Stamos argued.

"The truth is that passwords are so incredibly, ridiculously broken that it is almost impossible to keep users safe as long as we have any," Stamos wrote on his Twitter account. He said Yahoo is working on other solutions.


BUSINESS
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THE FUTURE

The concept of logging in by scanning your fingerprint or face used to seem like sci-fi. But the future is here.

Microsoft said this week that it is building “biometric authentication” technology into the next version of its Windows software, so that users can unlock computers or phones with their face, iris or fingerprint. The devices must have a fingerprint reader or a high-end camera with infrared sensors, which are becoming more common.

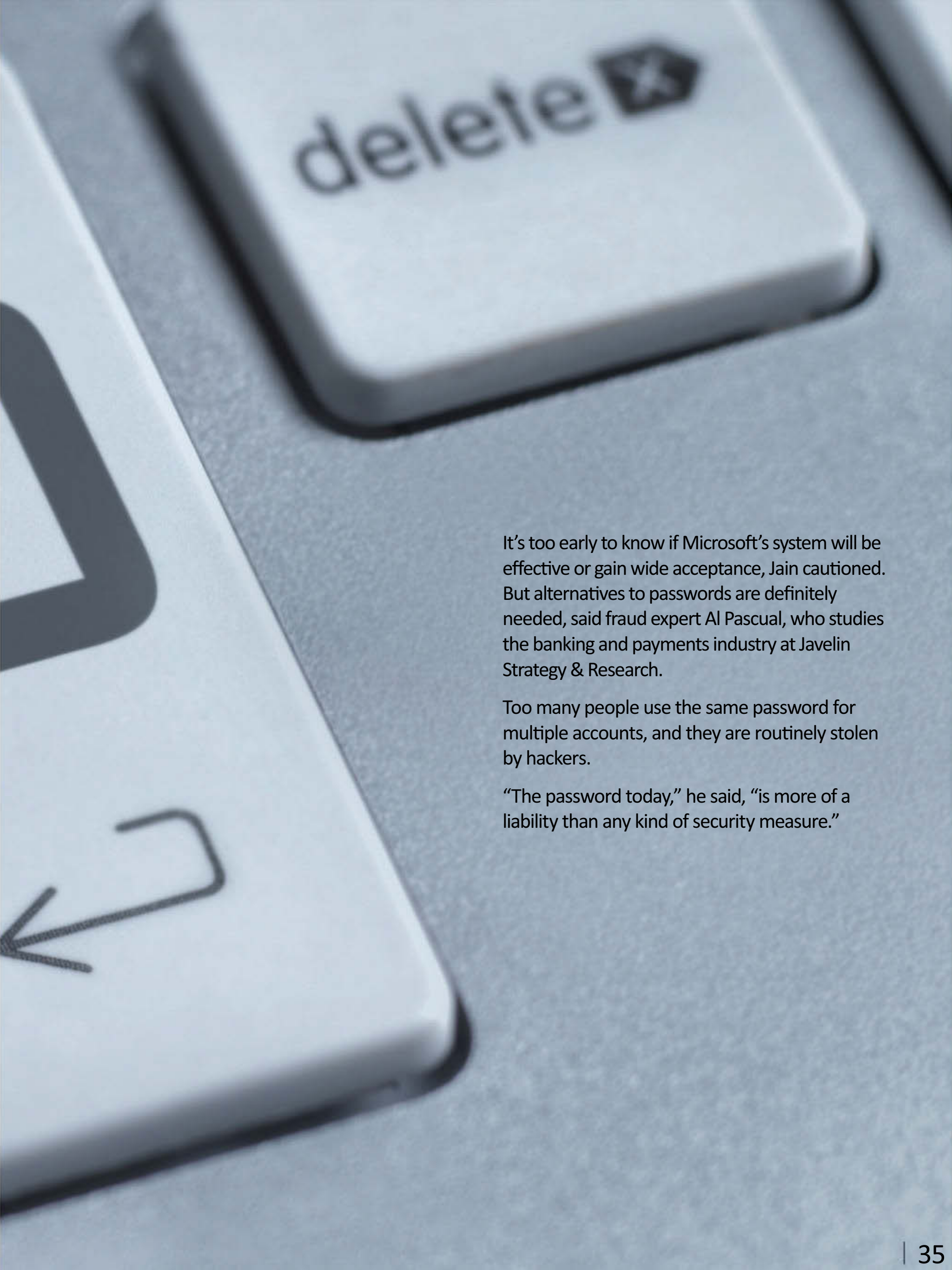




Windows 10 users may also be able to use their face or fingerprint to sign into other online accounts. Microsoft is providing related software to builders of independent apps and websites so they too can verify a user's identity through a combination of biometrics and an encrypted code automatically generated by the user's computer or phone, Microsoft Vice President Joe Belfiore wrote in a blog post.

Google already offers facial recognition as an option for unlocking Android phones, although it's not widely used. Early versions were criticized as unreliable, but the technology has improved, said Anil Jain, a biometrics expert at Michigan State University. Apple and Samsung offer fingerprint identification to unlock some phones; Apple also uses it to authorize purchases through Apple Pay.





It's too early to know if Microsoft's system will be effective or gain wide acceptance, Jain cautioned. But alternatives to passwords are definitely needed, said fraud expert Al Pascual, who studies the banking and payments industry at Javelin Strategy & Research.

Too many people use the same password for multiple accounts, and they are routinely stolen by hackers.

"The password today," he said, "is more of a liability than any kind of security measure."





THE SONG IS OVER, AS 'GLEE' ENDS ITS TUNEFUL 6-SEASON RUN

The "Glee" series finale delivered glorious news that William McKinley High School is being turned into an arts school and that Will Schuester, who started its glee club way back in 2009, will become its principal.

Oh, and that wondrous show choir, New Directions, won the national championship.

But "Glee" always had the underlying message: With a song in your heart, dreams do come true.

Another dream fulfilled: Mercedes (Amber Riley) told the gang she'll be the opening act on Beyonce's upcoming world tour.

Cue the songs: "Teach Your Children" ... "Someday We'll Be Together" ... "The Winner Takes It All" ... "Daydream Believer."

That's how it went - happily ever after - as the Fox song-and-dance show concluded its six-season run Friday night. Oh, sure, there were some unexpected nightmares, too. Looking ahead five years, faculty mean girl Sue Sylvester was seen winning a second term as vice president of the United States (in the Jeb Bush administration). She announced to Geraldo Rivera that she planned to seek the presidency in 2024.





On a brighter note, five years from now Rachel will be a surrogate mom for gay couple Kurt and Blaine. She'll also be a Tony winner: "Being a part of something special does not make you special," she said on accepting her award. "Something is special because you are a part of it."

The show finished with a rousing rendition of "I Lived."

"Glee" leaves behind a remarkable legacy.

First of all, it dared to try something that had seldom if ever succeeded in television history, blending episodic narrative with musical production numbers. It set those performances in the context of New Directions at fictitious McKinley High, a setting replete with stories about growing up, self-acceptance, perseverance and dreams.

"Glee" did something else few would have thought possible: It helped make glee clubs cool while it promoted arts programs in schools.

And it served as a platform for new talent, launching such stars as Lea Michele (Rachel) while giving wide exposure to veterans like Matthew Morrison (Will) and Jane Lynch (Sue), with guest appearances by a broad range of celebrities that included Helen Mirren, Lindsey Lohan and Ricky Martin.

Pop music - both new and well-established - reached new audiences, both on the show and through sales of more than 50 million songs and 13 million albums under the "Glee" signature.

While it was demonstrating a viewer appetite for musical theater among its audience, "Glee" accomplished one more thing: It highlighted, and even helped normalize, young people traditionally deemed marginal both in real life and on TV. Among the characters included in the "Glee" big tent was transgender girl Wade "Unique" Adams. Tolerance, or at least reaching for it, was a "Glee" hallmark.



On “Glee,” glee club was the default matter-of-life-and-death. But story lines frequently reminded its membership, along with the viewers, that plenty of other things were equally important - or even more so.

During its mostly joyous run, “Glee” weathered loads of onscreen drama. But there was bitter, real-life drama, too - notably the death of Cory Monteith. A breakout star who played singer-quarterback Finn Hudson, he had struggled off-camera with substance abuse. Then, in July 2013, he died at 31 of an accidental alcohol and drug overdose.

That October, “Glee” said goodbye to Finn (whose death, never described, was written into the series) while paying tribute to Monteith in an emotional farewell episode where reality intruded all too vividly on the show’s make-believe tale.

In the finale, the fabled high school auditorium five years from now will be renamed for Finn Hudson.

Meanwhile, reality intruded once again: For the characters at McKinley High, as well as the audience that has followed them with every note, graduation day has come.

Online:

http://www.fox.com

CHINA WEB FREEDOM GROUP FACES ONLINE DISRUPTION






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A U.S.-subsidized advocacy group that helps Internet users inside China bypass blockages on censored content says it is suffering a mysterious denial-of-service attack disrupting its operations.

Greatfire.org says the attack started two days ago and Internet traffic is 2,500 times above normal. It says the attack has affected “mirror,” or duplicate, websites that it has set up via encrypted web services offered by companies like Amazon.

Greatfire.org said the attack has interfered with visitors to sites with material from news sites including Boxun.com, which publicizes allegations of corruption and human rights abuses inside China; German provider Deutsche Welle, and Google.



Image: Stringer



The statement from a co-founder of the group, who goes by the pseudonym Charlie Smith, said it's not clear who is behind the attack, but it coincides with increased pressure on the organization over the last few months and public criticism from Chinese authorities.

Zhu Haiquan, spokesman of the Chinese Embassy in Washington, said: "As we have always stated, Chinese laws prohibit cyber crimes of all forms. The Chinese government is making great efforts to combat cyber crimes and safeguard cybersecurity. Jumping to conclusions and making unfounded accusations is not responsible and is counterproductive."

The Chinese government blocks thousands of websites to prevent what it deems politically sensitive information from reaching Chinese users, an effort dubbed the Great Firewall.

According to the free-expression watchdog Freedom House, since late 2013 Greatfire.org has been hosting content on domains owned by Amazon and other major companies, which officials cannot risk censoring because of their large commercial footprint within China.

Smith said the current denial-of-service attack that is flooding the mirror websites is costing the group up to $30,000 per day in bandwidth. He told The Associated Press by phone that Greatfire.org is in contact with Amazon about how to deflect the attack. He said the company has not yet confirmed whether it will forgo the inflated charges.

An Amazon spokesman did not immediately respond to an email seeking comment.

The Open Technology Fund, a U.S.-government-backed initiative to support Internet freedom, says on its website it provided Greatfire.org with $114,000 in 2014.

Greatfire.org says it gets its funding from a variety of sources, including from people and organizations inside China.


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What you need to know about the new MacBook

A REINVENTION OF THE NOTEBOOK



REVAMPED KEYBOARD AND NEW USB-C PORT

You might have missed it at a recent Apple keynote where much of the limelight was on (once again) the Apple Watch and such other announcements as HBO NOW, but the Cupertino firm also showed off a refresh of its venerable notebook range that is well worth a second look. A thinner, lighter and all-new MacBook was given an airing, along with such features as a revamped design, revised keyboard and introduction of a USB-C port.

At least as interesting as the device itself, however, is how it was introduced at the March 9 event at the Yerba Buena Center for the Arts in San Francisco, with Apple CEO Tim Cook first reeling off some typically impressive statistics about the Mac's success. He stated that "for every year for the last decade the Mac has outgrown the industry. And if you look at notebooks, it's even more telling. **Last year the industry notebook sales shrunk by 2 percent and the Mac grew over 21 percent**."

He went on to refer to how the iPhone and iPad had altered the portability game over the years, adding: "So we challenged ourselves to take everything that we had learned designing iPhone and iPad and do something incredibly ambitious and bold. We challenged ourselves to reinvent the notebook. And we did it. And here it is."




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A TOP-TO-BOTTOM RE-IMAGINING OF THE NOTEBOOK

Now, an introduction like that may have given you the impression that a more dramatically new product was about to be unveiled - perhaps the ultimate 'hybrid' of an iDevice and the traditional notebook. Alas, the company didn't quite go that far, but the specification of what it did reveal certainly impressed.

The new device, simply named the MacBook, not only shaves pounds and inches off this popular product line as one has to come to expect from almost every new piece of Apple hardware, **but also incorporates such features as a 12-inch Retina display, a full-size keyboard, what is known as the Force Touch trackpad and a new battery that is designed to last all day**. There's also a compact USB-C connector that, within one connector, caters for data transfer, video out and charging.

As Apple's senior vice president Worldwide Marketing, Philip Schiller commented: "Apple has reinvented the notebook with the new MacBook, and at just two pounds and 13.1 millimeters, it's the thinnest and lightest Mac ever."

THE FEATURES THAT MAKE THE MACBOOK STAND OUT

Schiller's subsequent claim that "Every component of the MacBook reveals a new innovation" surely begs for a closer examination of the new notebook's feature set. Signifying its belief that a great notebook

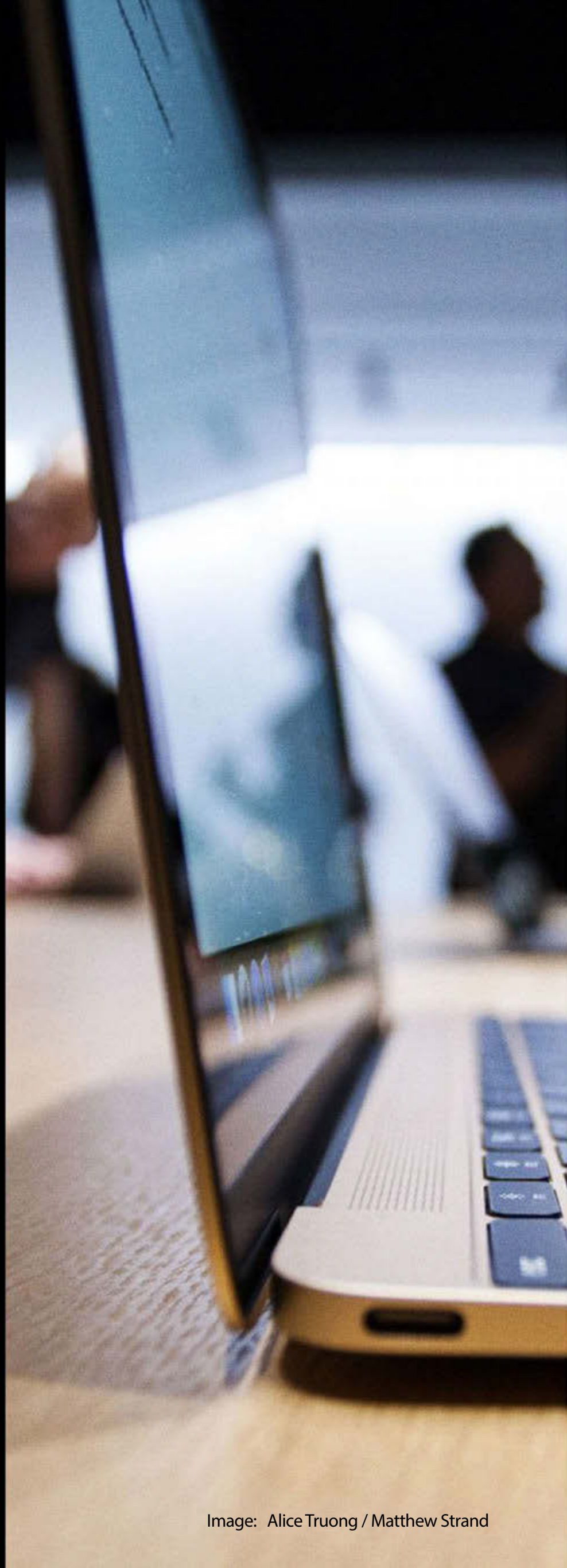


Image: Alice Truong / Matthew Strand

experience depends on a comfortable full-size keyboard, Apple set to work on completely rethinking the manner in which such a keyboard is engineered and constructed, with each key and its underlying mechanism having apparently been redesigned.

The company has claimed that such diligent attention to detail has resulted in not merely a "much thinner" keyboard, but also one that is more comfortable and precise and that provides more responsive typing. But the firm has also raved about such other features as a "gorgeous 12-inch Retina display with edge-to-edge glass [that] brings everything into focus", combining a 2304 x 1440 resolution with a 16:10 aspect ratio.

Then, there's the Force Touch trackpad that has been said to completely alter the trackpad user experience on notebooks, being designed to deliver a responsive, uniform



click irrespective of where on the surface is pressed. Force sensors underneath the trackpad detect the amount of pressure that is being applied, which enables new means of interaction with a user's Mac.

Apple has also claimed that "the new MacBook is designed to fit effortlessly into our increasingly wireless world", with software being included that draws upon the most recent Wi-Fi and Bluetooth wireless technology to enable almost anything that one does with the device to be done over the air - from web browsing and the transfer of files to music listening and the organization of photos.

Nor could we neglect to forget to mention the three aluminum finishes in which the new MacBook is available - gold, silver and space gray.

WHAT REVIEWERS MADE OF THE MACBOOK

The MacBook sports many more features than those, but what did the 'hands on' reviewers think of it? One of those writers was Ashleigh Allsopp, **who wrote for Macworld that "You'll immediately notice the bright, vivid and detailed Retina display on the new MacBook."** She added: "Pick up the MacBook and you'll be amazed by how thin and light it is."

Another Macworld writer, Susie Ochs, found that using the revamped MacBook's keyboard didn't leave her fingers feeling as cramped as they did when she was using an iPad-sized keyboard. However, some other reports did suggest that it was difficult for the user to tell when they had actually pressed a key, the feeling being more akin to a touchscreen than a physical keyboard.

TechRadar's Gareth Beavis also weighed in with his verdict on the machine, marveling that it was "so light that you could mistake it for a half-empty sheath of papers. Holding it in one hand is quite unnerving, as you feel you could snap it without holding properly." **His overall experience was a positive one, as he described the MacBook as "a great design from Apple"**.




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A NEW USB-C PORT 'PUTS EVERYTHING IN ONE PLACE'

When it comes to charging your MacBook, you will naturally need to connect your charger to a port, and there have been new developments on that front, too. In order to make its new MacBook's port "the most advanced and versatile one available", the company has introduced a USB-C port that is one third of the size of the current USB port.

A new port may be inconvenient news for those who were hoping not to be forced



to switch to a new charger, but Apple has claimed that the change makes a big difference in the "charging, speedy USB 3 data transfer, and video output" that it enables over more outdated standards like USB Type-A and Type-B.

Although Universal Serial Bus (USB) cables remain ubiquitous in people's homes, with three billion USB ports being shipped every year, they have faced increasing competition in recent times from the speed and ease of use offered by the new Thunderbolt standard. With the USB-C - or USB Type-C - standard having only been finalized late last year, **it's fair to say that owners of the new MacBook will benefit from the latest technology in this field**.


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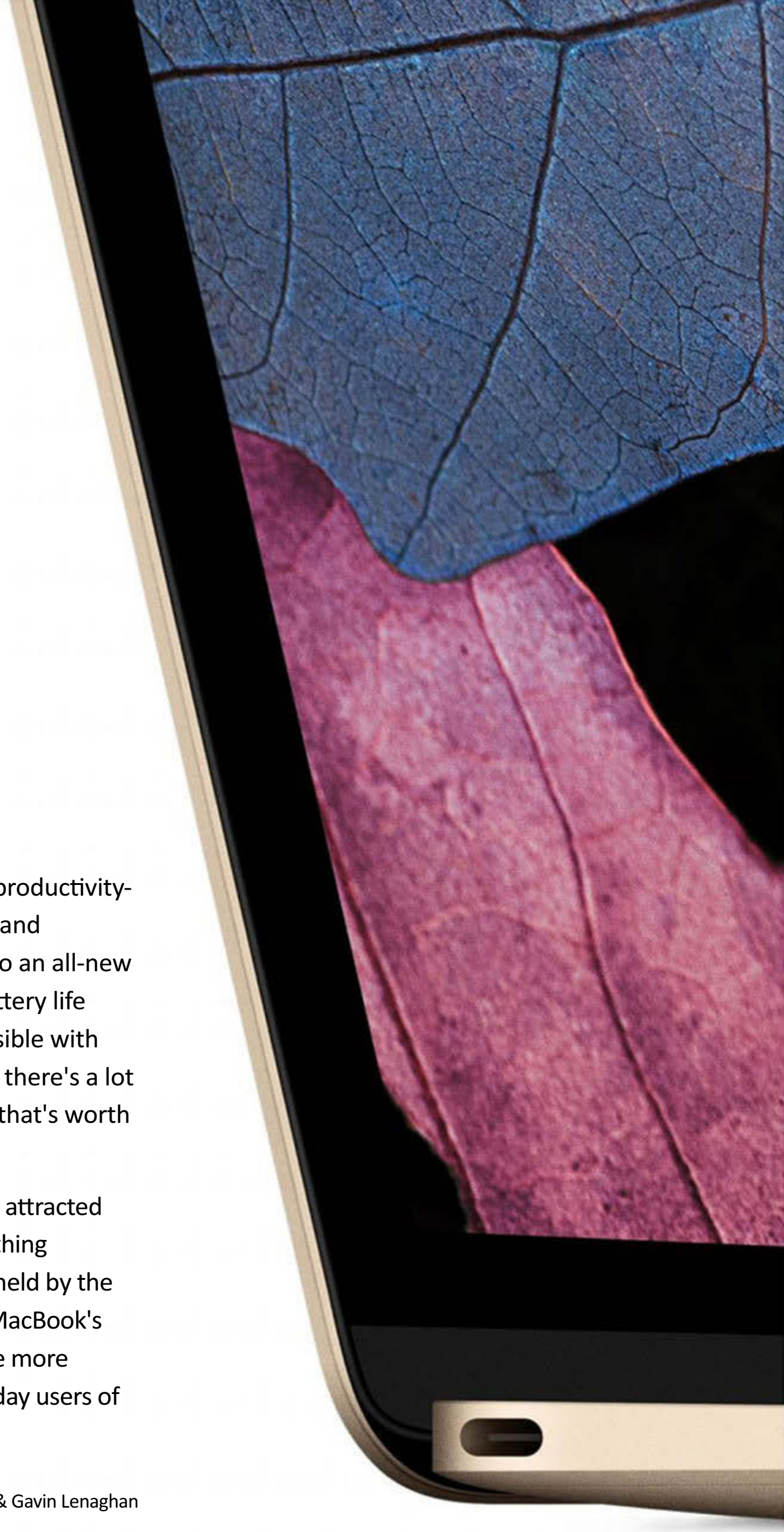


THE MACBOOK: REASON FOR EXCITEMENT

If you're in the market for a new notebook, the MacBook may have arrived at the perfect time for you. It may not seem at first inspection to be the complete re-imagining of the whole concept of the notebook that Tim Cook's on-stage introduction might have led people to expect, but it certainly offers a lot of promise for those desiring the best performance and user experience.




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From the new device's range of productivity-oriented apps and the ever-slick and efficient OS X operating system to an all-new battery design that ensures a battery life long beyond what would be possible with traditional rectangular batteries, there's a lot about the overhauled MacBook that's worth raving about.

While the Apple Watch may have attracted the most column inches of everything shown off at the latest big event held by the boys and girls at Cupertino, this MacBook's announcements might just be the more significant news for most day-to-day users of Apple technology. ■

by Benjamin Kerry & Gavin Lenaghan


MacBook

YAHOO SHUTTING DOWN CHINA OFFICE IN LATEST COST-CUTTING MOVE


HOO!

Yahoo is closing its research and development center in China as CEO Marissa Mayer tries to placate shareholders pressuring the Internet company to cut costs while it struggles to bring in more revenue.

The Beijing operation's responsibilities will be shifted to other Yahoo Inc. offices, according to a company statement released late Wednesday. Yahoo didn't specify how many people will lose their jobs in China, but pledged to treat all the workers with respect and fairness.

The closure will mark Yahoo's exit from China, where the Sunnyvale, California, company has been winding down since turning over its operations to Alibaba Group in 2005.

That $1 billion deal gave Yahoo a lucrative stake in Alibaba that is currently worth $33 billion. Yahoo is preparing to spin off its Alibaba holdings into a separately traded company later this year, removing an asset that deflected attention from the challenges facing Yahoo's own businesses.




推
.yahoo.com.cn


ahoo.com



Yahoo hired Mayer in July 2012 to engineer a turnaround, but so far she hasn't been able to boost the company's revenue even though advertisers have been shifting more of their spending to the Internet and mobile devices. Yahoo's revenue declined by 1 percent to $4.6 billion last year.

New York hedge fund Starboard Value, an activist investor that owns a 0.8 percent stake in Yahoo, is among the shareholders who believe Mayer needs to trim expenses. In an open letter released earlier this month, Starboard Value Managing Member Jeffrey Smith urged Mayer to cut costs by about $450 million annually. Smith is also among the Yahoo shareholders who called upon Mayer to spin off the Alibaba stake to avoid triggering a huge tax bill from sale of the stake.



In a January conference call, Mayer emphasized that Yahoo's payroll has remained roughly the same size since she arrived, even though the company had inherited more than 1,000 employees through acquisitions completed during her reign. She also pointed out that Yahoo had closed about a dozen offices while phasing out about 75 products during her tenure.

We will continue to seek and execute on efficiencies that we find on an ongoing basis as an effort to better align our resources with our strategy and growth opportunities, Mayer pledged.

Q&A: JOHN LEGEND ON RACE, COMMON, SAM SMITH, 'BLURRED LINES'

John Legend says he's concerned that the "Blurred Lines" verdict could set a scary precedent for artists creating music inspired by others.

In a wide-ranging interview with eNews Magazine the Grammy winner said understands why people say 2013's biggest hit song by Pharrell Williams and Robin Thicke sounds like "Got to Give It Up," Marvin Gaye's 1977 hit, adding: "I said that when I first heard it, too."

But he said he doesn't agree with the jury that determined the performers copied elements of Gaye's work.

"You have to be careful when it comes to copyrights, whether just sounding like or feeling like something is enough to say you violated their copyrights," the singer-songwriter told eNews Magazine on Saturday before performing at the South by Southwest music festival. "Because there's a lot of music out there, and there's a lot of things that feel like other things that are influenced by other things. And you don't want to get into that thing where all of us are suing each other all the time because this and that song feels like another song."

Williams, with whom Legend has worked in the past, and Thicke also were ordered to pay nearly $7.4 million to three of Gaye's children.

"I think we have to be careful about that, and I'm a little concerned that this verdict might be a slippery slope," Legend said.

Legend also spoke about collaborating with Sam Smith, whose debut album earned him Grammys for song and record of the year last month; his collaborator Common's recent comments about racism that sparked some backlash; and mentoring budding artists with for the AXE White Label.

Here are some highlights from the interview:

eNews Magazine: Are you working on a new album?

Legend: A week from Monday I'll start. I'm going on vacation next week because I need it (laughs) and then I'll really jump in the studio to start writing again.

eNews Magazine: "All of Me" was such a huge hit. Is there any pressure as you head into the next album?

Legend: The pressure I put on myself isn't, `I have to make another `All of Me." It's just I have to write great songs. I want to make a better record than I made the last time. I want to grow. I want to discover new things about myself creatively.

eNews Magazine: You and Common won an Oscar for "Glory" from (the movie) "Selma." Where did you put it?

Legend: It's sitting on my piano in New York at our apartment there.

eNews Magazine: Common received some backlash for his comments about ending racism on "The Daily Show" last week. What are your thoughts?









Legend: Oh yeah, I heard a little bit about it and I understand what he's saying because I do believe that part of us ending racism is us seeing each other's humanity and learning to love each other, even if we look different or worship differently or live differently. But I think it's not enough for us to extend the hand of love. I think it's important that that goes both ways. It's important also that we look at policies we need to change as well.

It's important for us also to fight for certain changes that need to happen. And one of those issues that I really care about is education. But also another one is incarceration, which is what I talked about at the Oscars. And mass incarceration is a policy that's kind of built up over the last four decades and it's destroyed families and communities, and something we need to change. And it's fallen disproportionally on black and brown communities, especially black communities, and it's kind of a manifestation of structural racism. So when you think about that kind of thing, it's not enough to say we need to love each other, you have to go behind that and say we need to change these policies, we need to fight, we need to protest, we need to agitate for change.

eNews Magazine: What was it like working with Sam Smith on the charity single "Lay Me Down"?

Legend: It was great. I love Sam. I think he's one of the most talented new artists out right now, and our voices work really well together. And we both love soul music and wanted to make a really powerful song together, and we were able to do that - and do it for a great cause. And I'm excited for all the traction the song has gotten; it hit No. 1, my first No. 1 in the U.K.

eNews Magazine: Have you been to SXSW before?

Legend: I've performed here many times, just different types of events. There's always something going on. The first time I played here was actually for Starbucks, outside of Starbucks

in 2005 for my first album. I've come back for different purposes different years. I've done a show with Kanye here.

eNews Magazine: What was it like mentoring budding musicians?

Legend: I love it. It's something I've always done anyway. A lot of it has been informal; some of it is me signing artists like Estelle or executive producing artists like Stacy Barthe. It's always been a part of what I like to do, and I benefited from it as well. Kanye signed me and has mentored me, Stevie Wonder has mentored me. All kinds of people have given me great advice over the years, so I like to pay it forward as well.

Online:

http://www.johnlegend.com/us/

http://sxsw.com/







TAYLOR SWIFT, MICROSOFT AMONG THOSE BUYING UP .PORN SUFFIXES



The singer Taylor Swift, Microsoft Corp. Harvard University are among those buying up .porn and .adult Web suffixes as a pre-emptive move before those domain names become available this summer.

The Internet Corporation for Assigned Names and Numbers, or ICANN, is making Internet address suffixes beyond the usual .com or .org available for people and businesses to use. While some are in Chinese or other languages besides English, others could include the likes of .music, .app or, of course, .porn.

To check what brands, groups and celebrities have bought their domain names, visit **http://icmregistry.com/domaincheck**. According to the site, Microsoft has bought not only Microsoft.porn but Office.porn and Office.adult as well.

Representatives for Taylor Swift, Microsoft and Harvard could not immediately be reached for comment.




soft®

CINDERELLA

BRINGS THE ROMANTIC FANTASY INTO 2015

Disney triumphs with re-imagined Cinderella





BOTH CRITICAL AND COMMERCIAL SUCCESS

Is it ever a good idea to remake a stone-cold classic, even if the decision to do so allows an old, well-remembered and still-relevant story to be brought up to the present day? Many who would have previously said "no" will have been forced to rethink their stance as a result of the staggering critical and commercial success of Disney's live-action reimagining of the immortal princess tale, Cinderella.

The Cinderella of 2015 is clearly as relevant as she has ever been, on the evidence of a movie that makes the best of use of its available talent and resources. It was directed by Kenneth Branagh and the screenplay was written by Chris Weitz, while production duties were handled by David Barron, Simon Kinberg and Allison Shearmur.

Taking the title role as Ella (Cinderella), meanwhile, is Lily James, who was joined by such other gold-standard actors as Richard Madden - who plays Prince Charming - and Cate Blanchett as Lady Tremaine, or the Wicked Stepmother. It's an impressive line-up for the intimidating task of living up to the Walt Disney animated film from 1950 - even if 2015's Cinderella is not a direct remake of that movie, instead looking back to the Charles Perrault fairy tale.

Such ingredients certainly seemed primed to deliver success for Cinderella from the moment it had its world premiere in the out of competition section of the 65th Berlin International Film Festival last month. It's fair



Image: Jonathan Olley



Image: Jonathan Olley





to say that the film hasn't disappointed in either a critical or commercial sense.

ASTOUNDING BOX OFFICE SUCCESS

If there was a film that lived happily ever after at the box office, **it was certainly Cinderella, which raked in $132.5 million across the world on its debut March 15 weekend**. $70.1 million of that was accounted for by 3,845 theaters in the United States, with a record-smashing $25 million also being generated in China. Such figures also made it Branagh's biggest ever opening as a director.

These numbers also represent another massive triumph for Disney, as it continues to produce live-action versions of its most affectionately remembered animated tales. Last time out, Maleficent - a re-imagining of the 1959 classic Sleeping Beauty from the villainess Maleficent's perspective - grossed an astonishing $758.4 million worldwide.



However, Cinderella's feats may be even more impressive, given that it lacks the known entity in the starring role that Maleficent has in the form of Angelina Jolie - Lily James being more familiar from Downton Abbey. What's more, Maleficent was in 3D, while Cinderella is not. Despite those factors, Cinderella would seem to have not only shaded the $69.4 million domestic debut of Maleficent, but also recorded one of the biggest March openings ever - sixth in the all-time list.

As Disney distribution chief Dave Hollis observed: "The challenge in marketing the movie was that there was no twist, unlike





Image: Jonathan Olley

Maleficent or Oz. We were rolling out the quintessential version of the classic story. The danger was that people could say, 'I already know what the story is,' but the marketing team brought to the market creative materials that did an incredible job of creating a sense of urgency."

WHAT THE REVIEWERS HAVE BEEN SAYING

Cinderella has been no less of a juggernaut in the minds of professional critics, David Rooney of The Hollywood Reporter leading the way in declaring that "the color, vibrancy and unabashedly romantic heart explode off the screen", and "the studio's opulent update is **enhanced by sumptuous physical craftsmanship** as well as the limitless possibilities of what CG technology can achieve." He also praised Weitz for embracing "both the magic and the humanity of the classic fairy tale."

Anthony Lane of The New Yorker gave a similarly resounding thumbs up, commenting that "there is barely a frame of Branagh's film that would cause Uncle Walt to finger his mustache with disquiet. ... At a time when that deconstructive urge is the norm, and in an area of fiction — the fairy tale — that has been trampled by critical theory, Branagh has delivered a **construction project so solid, so naive, and so rigorously stripped of irony that it borders on the heroic**." He also had warm words for the movie's costumes.



Image: Jonathan Olley

Another writer, Rex Reed of The New York Observer, didn't hesitate to give the movie probably the warmest possible salute, saying that "**there is no denying the fact that this is the best Cinderella of them all**." The member of the cast that he described as "the cherry on top of the cake" was "a sinister and captivating Blanchett... Scheming, sultry and seductive, her Lady Tremaine shows why she's disillusioned — widowed by two husbands while still young and left to raise a pair of dumb daughters she doesn't even like, her resentment of Ella's beauty and sweetness is only natural. And in the end, there's a refreshing surprise."

Not all of the verdicts were uniformly positive, of course, with Chicago Tribune's Michael Phillips, while calling the film "satisfying" and "refreshingly free of all snark", claiming that the effects were "routine". He added: "**I'd like to see a live-action Disney fairy tale with a little less** of that business and a little more practical magic." Nor was he a fan of what he described as "a persistent dribbling stream of forgettable mood music" by composer Patrick Doyle.

WHY 2015'S CINDERELLA COULD BE THE BEST OF THEM ALL

There have been many Cinderella adaptations over the years, including in opera, ballet and theater, as well as in film and television. The fairy tale has had a particularly illustrious career on the big screen, since the first Cinderella film in 1899. Of the subsequent versions, it is surely Disney's 1950 animated picture that is the benchmark. But could the 2015 version be even better? That is certainly the opinion of some writers.

Just ask Hollywood Life writer, Avery Thompson. In a piece entitled Cinderella: 5 Reasons Why It's The Fairy Tale's Best Movie Ever, she pointed out several aspects of the new flick that she felt made it the pick of the crop of big screen Cinderellas to have been produced so far. She admitted that while she was "a die-hard fan of Disney's animated version of Cinderella", the new live-action version meant that "I've changed my tune".

Image: Jonathan Olley

Image: Jonathan Olley



Thompson hailed Lily James' ability to "break out of the Cinderella mold", saying that "by the end of the movie, I saw Cinderella differently than I have after finishing other movies based on the character. This Cinderella was kind but bold. Gracious but not fragile. Lily's nuanced performance really pushed her to the top in my book." **Praise was also forthcoming for the chemistry between her and co-star Richard Madden**, the "spot-on" performances of other key characters, the intricate and beautiful set and costume design and, of course, the movie's all-round effectiveness as a touching love story.



Image: Jonathan Olley

A TRUE CINEMATIC FAIRYTALE

In today's post-ironic age, it might have seemed to many that the era of the old-fashioned, honest-to-goodness fairytale had come to an end. Sure enough, while there has been a tendency in recent times for some animated classic fairytales to be granted the live action treatment, these new versions have almost always swapped the charming feel of old for a darker, more brooding ambience.

This new Cinderella is different. It is a true cinematic fairytale of the old school, one that makes all who watch it feel re-energized and ready to believe in the power of dreams once more. It has a sense of magic, something that

Image: Jonathan Olley



has sometimes been surprisingly lacking, even in films of this category, in recent times.

That age-old story of Cinderella as the lovely young girl who, following her father's death, is forced to keep her own house for her atrocious step-family has never truly 'got old', and it's hard to think of a better demonstration of this evergreen tale's continuing relevance in the year 2015 than Branagh's Cinderella. ■

by Benjamin Kerry & Gavin Lenaghan





Image: Jonathan Olley



GUMBEL'S 'REAL SPORTS' MARKS 20 YEARS

Bryant Gumbel's "Real Sports" focuses on the NCAA this week during March Madness. As is typical of the HBO newsmagazine that marks its 20th year on air, the focus won't be on jump shots or bracket busting.

Scheduled reports will discuss the lack of long-term medical care for athletes injured during college sports, and the pressure placed on students to perform or lose their scholarships. A roundtable discussion to follow will feature Kirk Schulz, chairman of the NCAA board of governors.

"We wanted to do something that is not a sycophantic look at what is going on," Gumbel said Monday. "We wanted to take a critical look at the NCAA's relationship with its athletes and the extent to which it is functioning properly."



That's typical territory for "Real Sports." Gumbel was still a "Today" show anchor when the HBO program began in 1995, airing four times a year initially. It bumped up to six and now is once a month. "Real Sports" has taken a lead in coverage of concussions in sports and won awards for stories about racism at European soccer matches, baseball recruiting in the Dominican Republic and boys forced to be camel jockeys in the United Arab Emirates.

February's edition had a typical mix: a David Scott report on the dangers faced by Sherpas guiding inexperienced tourists up Mount Everest, a Soledad O'Brien story on injured athletes who shift from painkillers to heroin and a Jon Frankel profile of snowboard star Amy Purdy, a double amputee.

"The mandate is pretty much the same - to tell good stories, to highlight social issues involving sports," Gumbel said. "But I think we've become better at doing it. Like anything else, you figure out how best to get to where you want to get. Our correspondents are far better."

Other broadcast outlets have followed the show's lead, like ESPN with its increased use of documentaries and Showtime's "60 Minutes Sports," said Andy Billings, sports media professor at the University of Alabama. Online sites like Deadspin or Grantland do strong investigations, but don't drive the sports media conversation the way "Real Sports" does, he said.

The January episode, with former Chicago Bears talking about the physical toll of playing in the NFL, was seen by 3.8 million people, the biggest audience the show has had in eight years.

Increased ratings come despite the oddity that "Real Sports" has no set time slot; it will premiere on a Tuesday night each month, it's just never clear which Tuesday. While HBO has raised the profile of John Oliver's weekly show by pushing





out his segments online, rights clearances prevent "Real Sports" from getting the same attention.

For its anniversary year, "Real Sports" is running a comedy segment featuring Bill Maher, Oliver and others, replacing Gumbel's often attention-getting commentary that ended each episode. The commentaries were becoming difficult since he had to balance the need to make them timely while also relevant for people who watch a week later, he said.

He's come to regret eliminating the commentary and said it will return next January.

"Even my own guys on my staff, who were surprised that I did it, were quick to tell me it was a mistake," Gumbel said.

Gumbel, 66, is in the second year of a four-year contract for "Real Sports." He shuttles between homes in Florida and New York, and besides anchoring the show, does six to eight stories a year. His interviewing skills are most readily apparent when he debriefs correspondents in the studio after their stories air. When asked how long he wants to continue, he draws a comparison between a phenom pitcher and a veteran working on guile.

"The older you get, you're not as sharp as you were," he said. "You're just not. That's a plain and simple truth … When I was younger pitcher, I'd not only throw nine innings, I'd tell you what's coming and throw it right by you. Now I know I can't go nine. I can maybe give you three innings. I can get a batter out every now and then. I'm a bit more savvy. I'm more of a pitcher than a thrower, but I'm not nearly the pitcher I used to be."

The difficulty is knowing what he'll be like at 69, when his current contract is up.

"I never want to be a burden to the staff or to the viewers," he said. "I never want to be the guy who's there because he used to be Bryant Gumbel."

SELFIE SPOT FOR 'MAD MEN' FANS: NEW DON DRAPER BENCH IN NYC



"Mad Men" fans can now take a selfie with Don Draper, thanks to a bench unveiled Monday featuring the fictional adman's silhouette.

Jon Hamm, the actor who plays Draper, posed for photos on the bench outside the Time & Life Building at 1271 Avenue of the Americas in midtown Manhattan. He appeared with other cast members, January Jones, Christina Hendricks, John Slattery and Elisabeth Moss, along with the show's creator, Matthew Weiner.



The bench is one of a number of attractions around New York City coinciding with the AMC series' final season, which begins April 5. The Museum of the Moving Image in Queens has a "Mad Men" exhibit with props, sets and costumes. Some restaurants are offering $19.69 liquid lunches this week in honor of the show. And Moss, who plays Peggy on the show, has gotten rave reviews as the star of the Broadway revival of "The Heidi Chronicles."

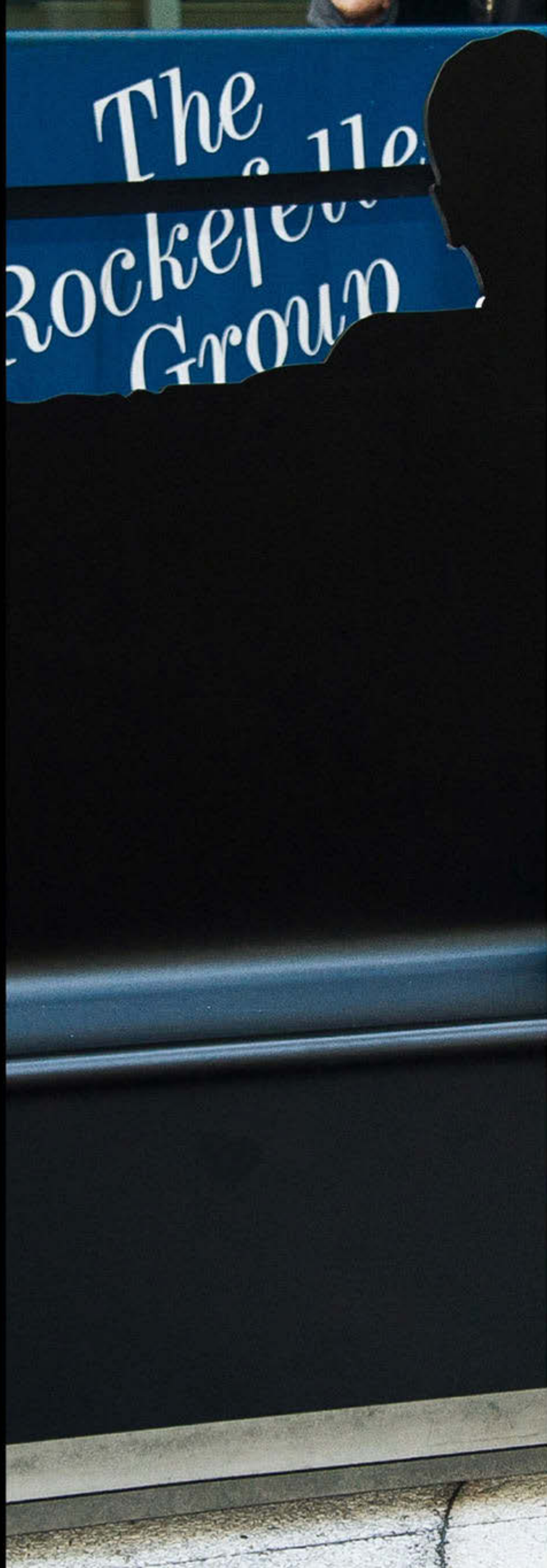
The Draper bench shows a black outline of the character seated on the bench, with one arm draped along the back of the seat. Two slim strips of white illuminate the black figure: a shirt cuff peeking out from beneath a suit sleeve, and the tip of a cigarette.

The street signs at the corner of Sixth Avenue and 50th Street were changed to read "Mad Men Av" and "Don Draper Way."

The Time & Life Building is where the fictional ad agency in the show is headquartered. Although the series, which is set in the 1960s, takes place in New York, it's mostly filmed in Los Angeles on Hollywood sets. But there are numerous references in the show to real places in New York along with real events from that turbulent decade. No doubt the weather for Monday's event was a chilling reality check for the stars: It was 28 degrees and Moss was wearing open-toed shoes.

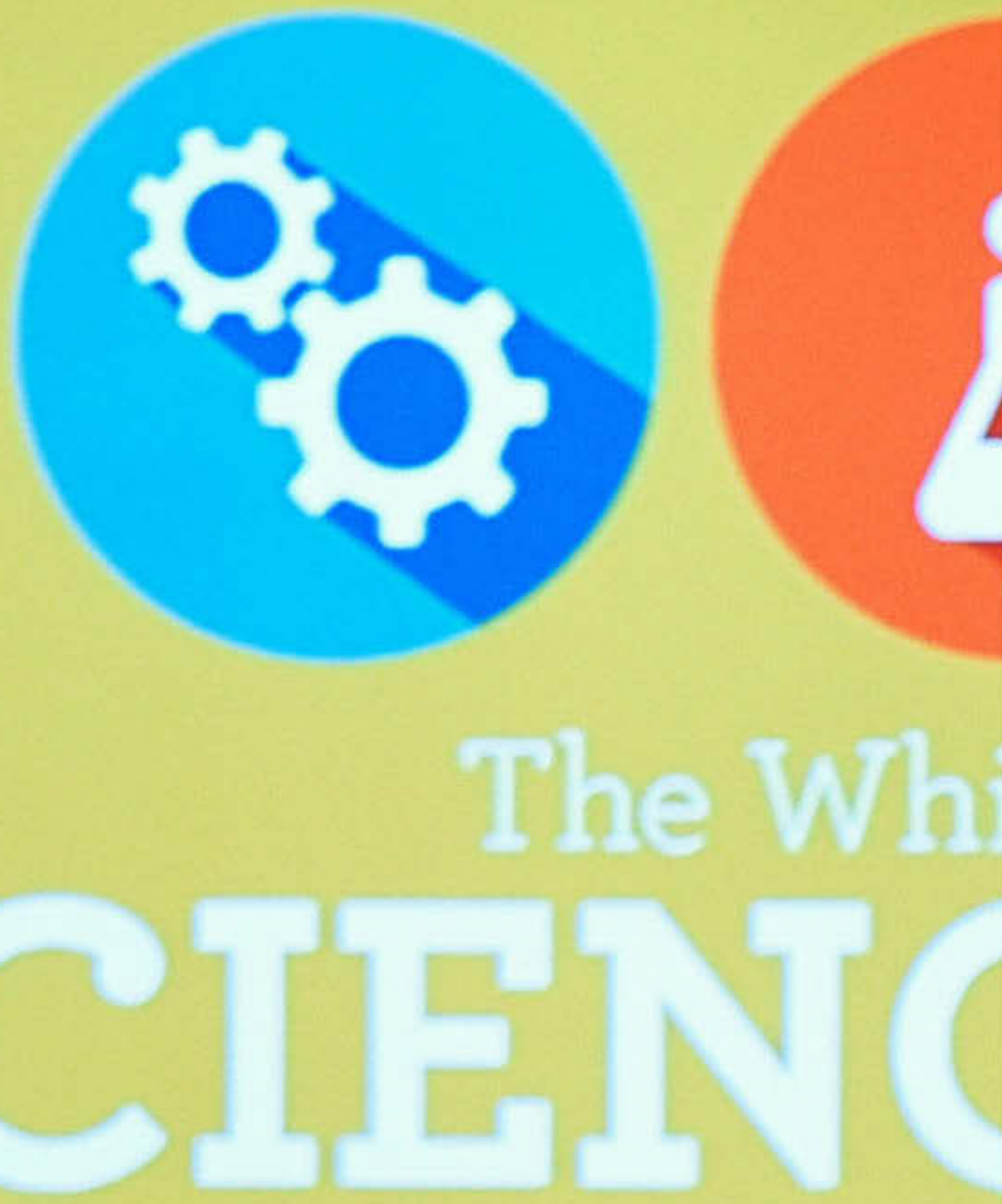
Online:

http://www.amctv.com/shows/mad-men




The
Rockefeller
Group

OBAMA, WOWED BY YOUNG SCIENTISTS, ANNOUNCES NEW STEM PLEDGES



The small Lego machine inside the White House whirred, and in a moment it was turning the pages of a story book. One page flipped, then another, ever faster as President Barack Obama marveled at its efficiency.

The contraption's eventual aim would be to allow paralyzed or arthritic patients to read books despite their disabilities.



Image: Susan Walsh

“How did you figure this out?” Obama, impressed, asked its inventors.

“We had a brainstorming session,” one of the five 6-year-old Girl Scouts replied.

The kindergartners and first graders from Tulsa, Oklahoma, were among 35 young science fair winners who came to the White House Monday to showcase breakthroughs ranging from spinal implants to carbon-dioxide powered batteries to a keystroke identity system that can backup computer password securities.

Obama used the science fair event to highlight private-sector efforts to encourage more students from underrepresented groups to pursue education in science, technology, engineering and math. He announced more than $240 million in pledges to boost the study of those fields, known as STEM. This year’s fair is focused on diversity.

While awed by all of the displays, none seemed to delight Obama more than the Lego page-turner.

Obama allowed as to how the device might need a little adjustment given that, at the current speed, a reader might only catch three sentences in a page.

“It’s a prototype,” one of the Girl Scout designers replied matter-of-factly.

“Have you ever had a brainstorming session yourself?” one little girl asked.

Indeed, yes, the president replied.

“What did you come up with?”

“I mean, I came up with things like, you know, health care,” he said, amused. “It turned out ok, but it started off with some prototypes.”

The pledges the president announced include a $150 million philanthropic effort to encourage promising early-career scientists to stay on track and a $90 million campaign to expand STEM opportunities to underrepresented




PAGE TURNER


PolluCell: Searching for a Viable Energy Sou
Data
Circuit of Two Voltaic Cells
roduct Design
Side View
Latex Material for
Electrolyte-Electrode Separation
3M Scouring Pad
Aluminum Foil


PolluCell:
Searching for a
Viable Energy
Source
BY: SAHIL DOSHI


FIRST
Team 27
RUSH
Kickoff
Clarkston
Community Schools
27
FedEx



youth, such as minorities and girls. Altogether, the new STEM commitments have brought total financial and material support for these programs to $1 billion.

“It’s not enough for our country just to be proud of you. We’ve got to support you,” Obama said later, addressing students and scientists in the White House East Room.

More than 100 colleges and universities have committed to training 20,000 engineers, and a coalition of CEOs has promised to expand high-quality STEM education programs to an additional 1.5 million students this year.

Obama launched “Educate to Innovate,” his effort to encourage the study of science, technology, engineering and math, in 2009.

Obama said the fair is one of the most fun events held annually at the White House. “Every year I walk out smarter than when I walked in,” Obama said.

Indeed, Obama’s science adviser, John Holdren, joined the president during the tour of the displays, introducing himself to the young inventors and researches. “Amazing,” he said. “These kids are so much more advanced than when I was in school.”

At each of the 12 display stations, Obama quizzed the participants about their projects. At one, Anvita Gupta, a 17-year-old from Scottsdale, Arizona, described the special algorithm she had devised to identify other medical applications for existing drugs.

Obama turned to the group of reporters and photographers trailing him.

“Just saying, I don’t know what you all have been doing,” he said. “This is what she’s been doing.”

iTunes

Review



Trailer

Movies & TV Shows

Rotten **Tomatoes**

CERTIFIED FRESH 71%



iTunes Preview

by Rob Marshall
Genre: Musicals
Released: 2014
Price: $19.99

★★★★★
503 Ratings

Into the Woods

A baker and his wife (James Corden and Emily Blunt) who wish to start a family against a curse put on them by a vengeful witch (Meryl Streep) is the focal point of this fantasy genre crossover that explores the consequences of its characters' desires and actions, inspired by such Brothers Grimm fairytales as "Little Red Riding Hood", "Jack and the Beanstalk" and "Cinderella".

FIVE FACTS:

1. Into the Woods is a fantasy musical drama film.

2. It has been adapted to the screen by James Lapine, **from his and Stephen Sondheim's Tony Award-winning Broadway musical of the same name**.

3. Other members of its ensemble cast include Anna Kendrick, Chris Pine, Tracey Ullman, Christine Baranski and Johnny Depp.

4. Principal photography took place entirely in the United Kingdom, including at Shepperton Studios in London.

5. The movie was nominated for three Academy Awards and three Golden Globe Awards.

See more in iTunes





Interview with Emily Blunt and James Corden

The Hobbit: The Battle of The Five Armies

Finally bringing an end to Peter Jackson's six-part film adaptation of the work of J. R. R. Tolkien is this third part of The Hobbit trilogy, starring - as per usual - Martin Freeman as Bilbo Baggins and Ian McKellen as Gandalf. Set in middle earth 60 years before Lord of the Rings, Five Armies continues Baggins' quest to reclaim the lost Dwarf Kingdom from the fearsome dragon Smaug.

FIVE FACTS:

1. Five Armies is the third part of The Hobbit trilogy that began with An Unexpected Journey (2012) and continued with The Desolation of Smaug (2013).

2. All three films are based on Tolkien's fantasy novel and children's book The Hobbit, or There and Back Again.

3. Other cast members include Richard Armitage, Evangeline Lilly, Lee Pace, Luke Evans and Benedict Cumberbatch.

4. The movie **grossed $955,050,634 worldwide**.

5. It also received an Academy Award nomination, for Best Sound Editing.



iTunes Preview

by Peter Jackson
Genre: Action & Adventure
Released: 2014
Price: $19.99

★★★★★
654 Ratings

Rotten **Tomatoes**
CERTIFIED FRESH
60%



Trailer





Interview with Martin Freeman

iTunes

Review



Music



iTunes Preview

Genre: Hip-Hop/Rap
Released: Mar 23, 2015
10 Songs
Price: $9.99

★★★★★
638 Ratings

Grief

I Don't Like S**t, I Don't Go Outside: An Album by Earl Sweatshirt

Earl Sweatshirt

Following up his critically and commercially successful debut album Doris was always going to be quite the ask for Los Angeles native Earl Sweatshirt, but this intriguingly-titled sophomore effort sees him continue to demonstrate his worth outside the bounds of his hip hop collective Odd Future - "Grief" having already been issued as its lead single.

FIVE FACTS:

1. Earl Sweatshirt is the stage name of Thebe Neruda Kgositsile.

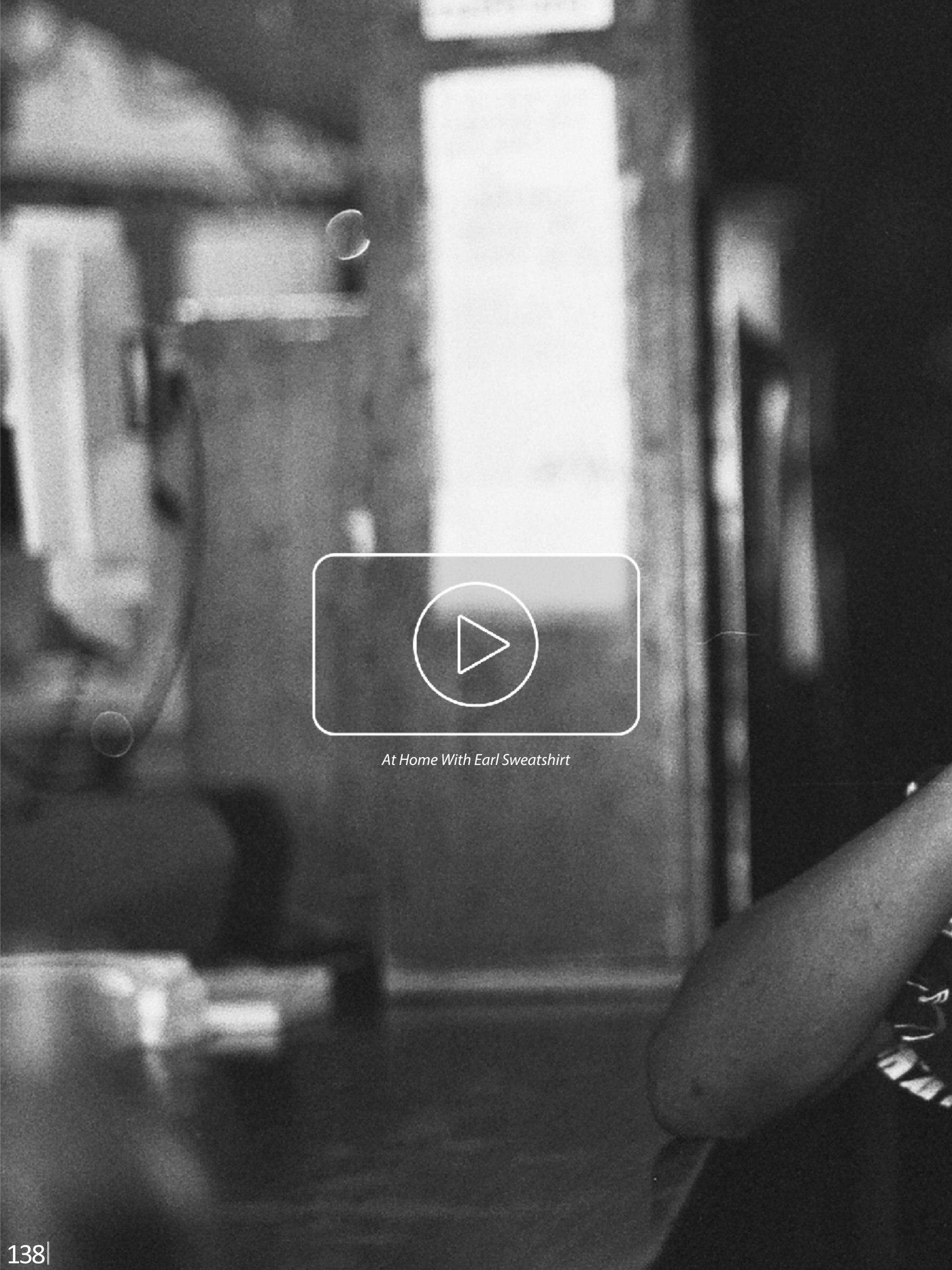
2. His debut mixtape, Earl, garnered him recognition and critical praise when released in 2010.

3. Doris was released in 2013 and debuted at number five on the US Billboard 200.

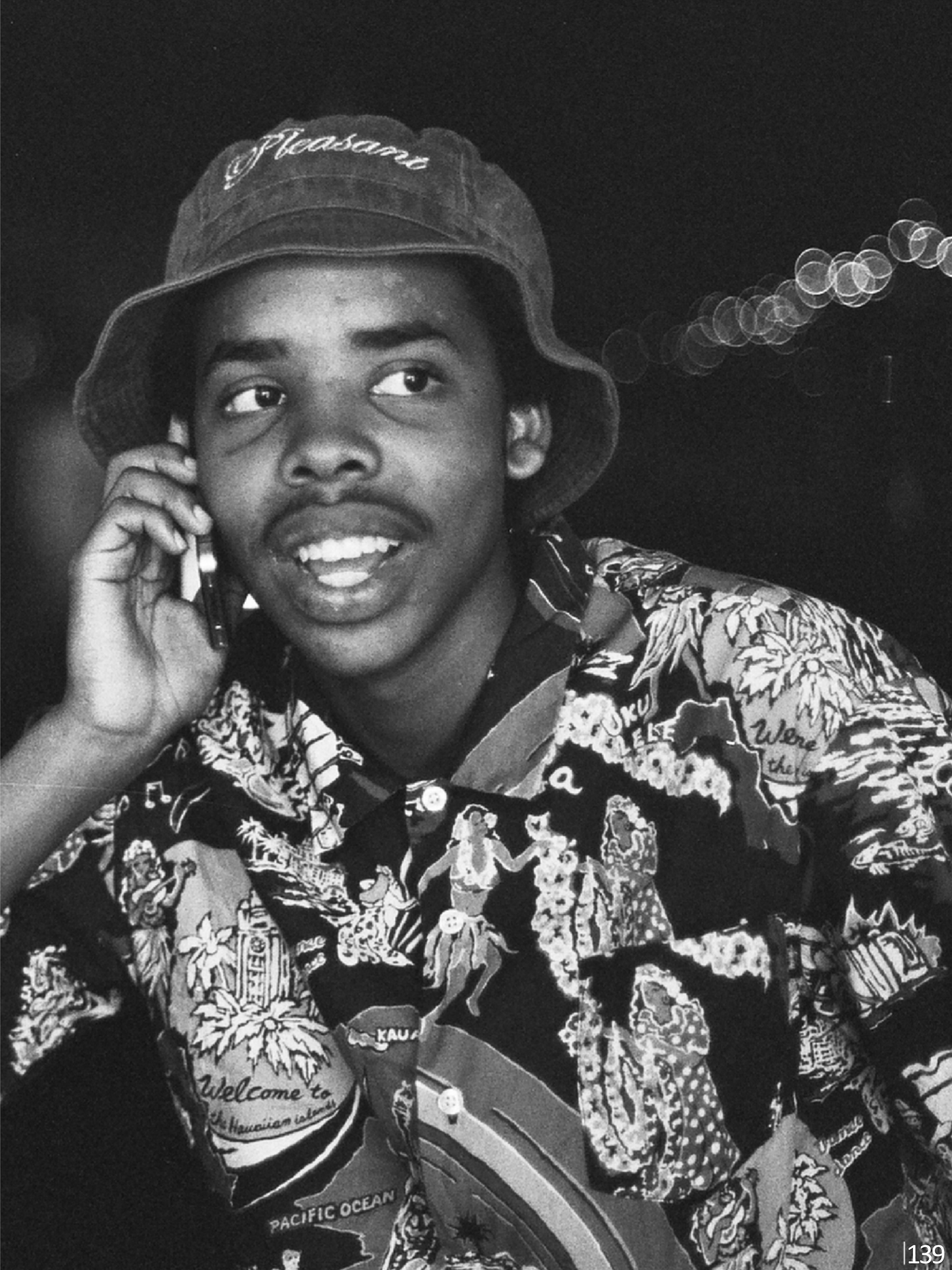
4. The new album was largely produced by the artist under the pseudonym randomblackdude.

5. Earl Sweatshirt **was also nominated for Rookie of the Year at the BET Hip Hop Awards in 2013**.

See more in iTunes



At Home With Earl Sweatshirt


Welcome to
PACIFIC OCEAN

Mr. Wonderful
Action Bronson

Former New York City chef Action Bronson releases his second studio album in the best possible style, enlisting the services of such big name producers as Mark Ronson, The Alchemist and Noah "40" Shebib. It's his first album release for a major label since he signed with the Atlantic Records imprint, Vice Records, in late 2012.

FIVE FACTS:

1. Action Bronson was born Arian Arslani on December 2, 1983.

2. Formerly a respected gourmet chef in New York City, **he turned solely to a music career after breaking his leg in the kitchen**.

3. His debut studio album was the independently-released Dr. Lecter in 2011.

4. Collaborations with producers Statik Selektah, The Alchemist and Harry Fraud also gained him major attention.

5. He has **said that the title of the new album, Mr. Wonderful, is "the only thing to describe me"**.





iTunes **Preview**

Genre: Hip-Hop/Rap
Released: Mar 23, 2015
13 Songs
Price: $8.99

★★★★★
464 Ratings

Easy Rider


'RRA
'ERRA



Interview with Action Bronson

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ARE YOU WILLING TO PAY TO WATCH VIDEO CLIPS ONLINE?





Would you pay to see some of the Internet's best video clips first? Vessel, a new service trying to change the way that short video pieces make money on the Internet and mobile devices, is betting on it.

Instead of free-for-all distribution supported solely by advertising, Vessel will charge $3 per month for exclusive early access to clips of musicians, sporting events, comedians and many other forms of entertainment not available on YouTube or any other digital video service for at least three days. CEO Jason Kilar, formerly head of Hulu Plus, believes Vessel's model will be able to pay video producers about $50 per 1,000 views of their clips on the site. That compares with just $2.20 per 1,000 views of ad-supported video at sites such as YouTube, Kilar says.

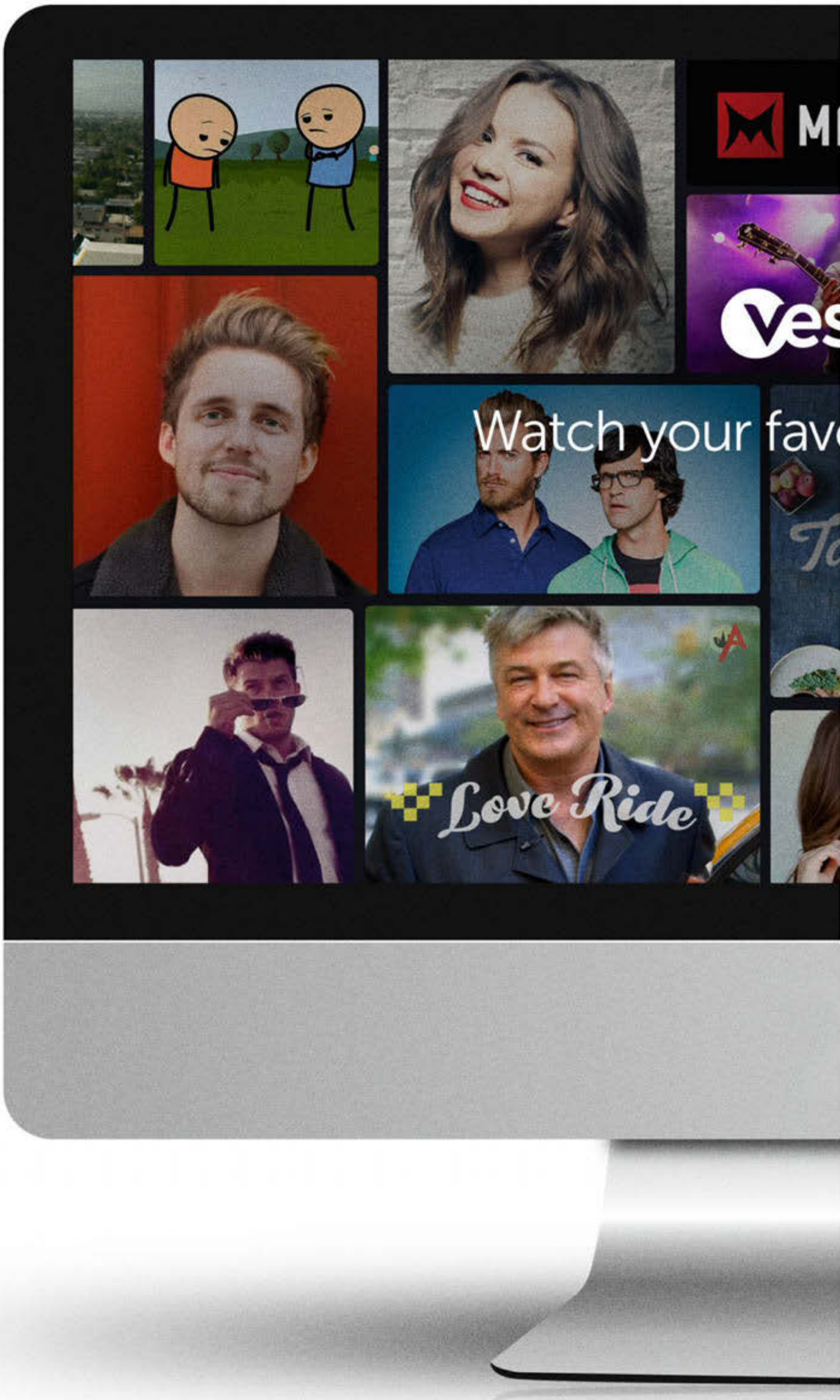
The extra money, in theory, will provide digital video producers with the means and incentive to create even better content that will prod more people to subscribe to Vessel. The same "virtuous cycle" has enabled Internet video service Netflix to finance more of its own original programming and pay more money to license compelling entertainment while its audience has nearly tripled to 57 million customers from 20 million in the past four years.

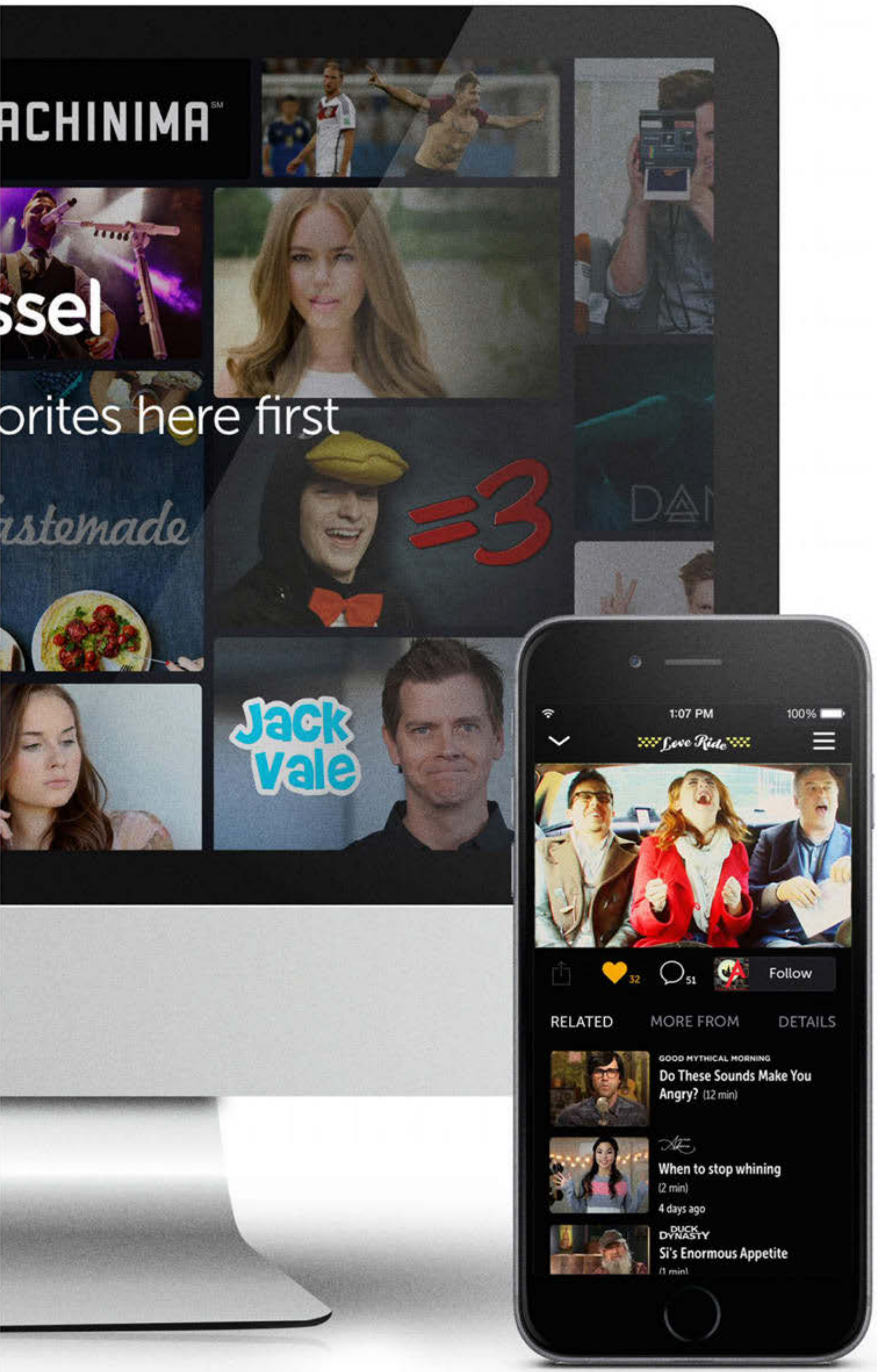
"We think this is going to be a really big deal, like the advent of cable-and-satellite television in the 1970s," Kilar, 43, says of Vessel.

YouTube, which is owned by Google Inc., says Kilar's estimates are wrong, but declined to reveal its average payout per 1,000 views. Payments to YouTube partners have increased by at least 50 percent in each of the past three years, the company says. Research firm eMarketer Inc. estimated that YouTube's total ad revenue last totaled $7.6 billion and about $4.6 billion was paid out to YouTube's partners.






Watch your fave
Love Ride

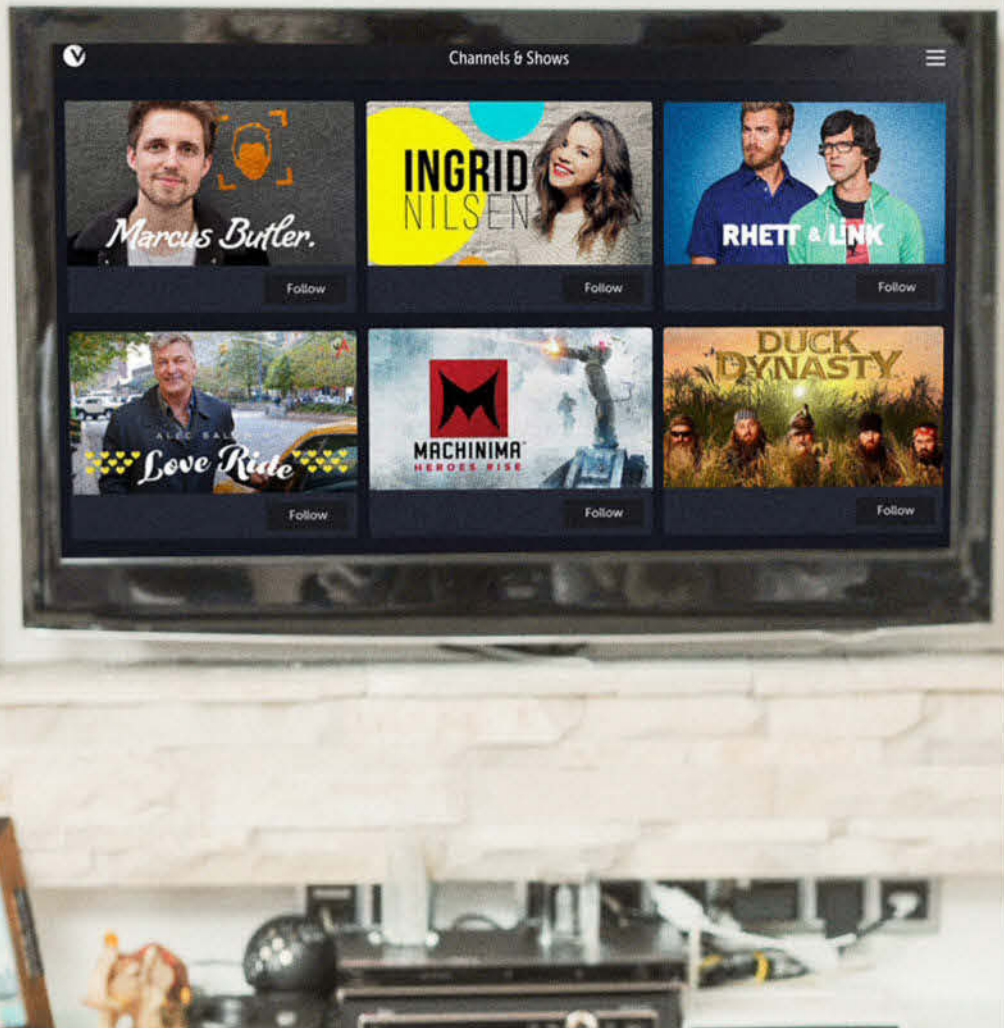

ACHINIMA
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Jack
Vale
1:07 PM
100%
Love Ride
32
51
Follow
RELATED
MORE FROM
DETAILS
GOOD MYTHICAL MORNING
Do These Sounds Make You Angry? (12 min)
When to stop whining
(2 min)
4 days ago
DUCK DYNASTY
Si's Enormous Appetite





The concept, which has been in beta testing for two months, debuts Tuesday. Anyone who signs up with Vessel by 3 a.m. EDT Friday will receive a one-year subscription for free.

Vessel's ambitions sound like wishful thinking to Forrester Research analyst Jim Nail, who doubts many people will pay to watch a video that will be available for free within a few days.


Channels & Shows
Marcus Butler.
Follow
INGRID
NILSEN
Follow
RHETT & LINK
Follow
Love Ride
Follow
MACHINIMA
HEROES RISE
Follow
DUCK DYNASTY
Follow





"That kind of restriction only works when you have content that people are really knocking down the doors to see," Nail says. "It is going to totally come down to what kind of content that they can get. Unless they have the content that justifies paying $3 a month, nothing will save them."

Vessel so far has about 70,000 video clips separated into about 160 categories, including sports, comedy, music, video games and food. Many clips are free and supported by ads, just like most video on YouTube. Vessel's subscription side features videos from about 130 contributors. They include Emmy Award-winning actor Alec Baldwin, who is showcasing "Love Ride," a series featuring him dispensing relationship advice in the back seat of taxis, and the online comedy duo of Rhett McLaughlin and Link Neal, who have more than 3 million subscribers on their YouTube channel.

Machinima CEO Chad Gutstein anticipates a large audience will pay for early access to the video gaming specialist's clips because video game enthusiasts "are more engaged and more obsessed with what they are doing than anything I have ever experienced. They just want to be there first."

Before Vessel, Kilar spent five years running online television streaming service Hulu, which was launched in 2007 by a group of TV networks trying to counter YouTube's popularity. By the time Kilar stepped down in 2013, Hulu's premium Plus service had attracted about 6 million subscribers, though it never mounted much of a challenge to YouTube, where about 300 hours of video is posted per minute.

Since Kilar and another former Hulu executive Rich Tom started Vessel last year, the San Francisco startup has raised $77 million from two venture capital firms, Greylock Partners and Benchmark Capital, and Amazon.com Inc. CEO Jeff Bezos.

EXPERT: SILICON VALLEY BIAS SUIT SPURS CLOSER LOOK BY FIRMS



A sex discrimination trial that has put a spotlight on gender imbalance in Silicon Valley has prompted some technology and venture capital companies to re-examine their cultures and practices - even before a jury reaches its verdict.

As jurors get ready to hear closing arguments in Ellen Pao's lawsuit against the venture capital firm Kleiner Perkins Caufield & Byers, other companies have been contacting consultants about possible obstacles to women being hired and advancing. Still other companies have been seeking female candidates for partner positions.

A verdict against Kleiner Perkins would likely accelerate that trend, some consultants say.



Consultant Freada Kapor Klein said she has been contacted by more than a dozen venture capital and technology companies asking her how they can improve the environment for women. Klein, whose firm specializes in addressing bias in the workplace, declined to name the firms but said they approached her as a result of the Pao case.

“People understand that the issues raised in this trial are about company culture in general,” Klein said.

Closing arguments are expected Tuesday in the Pao case, with a jury then deciding if Kleiner Perkins discriminated against Pao and retaliated when she complained.

A judge ruled over the weekend that Pao can seek punitive damages that could add millions of dollars to a possible verdict in her favor. She is seeking $16 million in lost wages and bonuses.

Experts say Pao’s case has increased awareness about seemingly small indignities faced by women in the technology and venture capital sectors.

“These subtle incidents individually seem trivial, but cumulatively create a climate that is unwelcoming,” said Deborah Rhode, a law professor at Stanford University who teaches gender equity law.

Pao’s attorneys have portrayed her as the victim of a male-dominated culture at Kleiner Perkins, where she was excluded from an all-male dinner at the home of Vice President Al Gore; asked to take notes like a secretary at a meeting; and subjected to talk about pornography aboard a private plane.

When she complained, she said, the firm hired a biased investigator who dismissed her allegations. When she sued, she said the firm fired her in 2012.

Kleiner Perkins has countered that Pao was a chronic complainer who twisted facts and



circumstances in her lawsuit and had a history of conflicts with colleagues that contributed to the decision to let her go. She also didn't cut it when her job shifted to mostly investing in 2010, they say.

During the trial, Pao and officials with Kleiner Perkins addressed the larger issue of gender inequities in the venture capital sector, where women are even more underrepresented than they are in the technology sector.

Pao told jurors that her lawsuit was intended in part to create equal opportunities for women in the venture capital sector.

Paul Gompers, a Harvard business school professor, was hired by Kleiner Perkins to conduct research about the venture capital industry. He testified that Kleiner Perkins placed more women on the boards of companies in which it invested than any of the 3,000 venture capital firms that he reviewed.

However, a study released last year by Babson College in Massachusetts found that women filled just 6 percent of partner-level positions at 139 venture capital firms in 2013, down from 10 percent in 1999.

Since Pao's case began generating headlines, more venture capital firms have called seeking female candidates for partner-level positions, said Joe Riggione, co-founder of True, an executive search firm for venture capital and technology companies.

Technology and venture capital firms have become more open over the past two years about discussing gender and racial inequities, said Nicole Sanchez, founder of Vaya Consulting, which tries to help Silicon Valley companies increase diversity.

Sanchez said that's due in part to a decision by Google and other technology giants to release data about the demographic makeup of their









workforces. The numbers weren't good - women hold just 15 to 20 percent of tech jobs at Google, Apple, Facebook and Yahoo.

Facebook is also facing a lawsuit by a former employee alleging gender discrimination. The company disputes the claim and spokeswoman Genevieve Grdina said Facebook has been discussing diversity well before the Pao trial.

Sanchez said a verdict in favor of Pao could shake Silicon Valley.

"The fear it will strike in athe hearts of companies in Silicon Valley depends on the verdict and the damage amount, how much it's going to hurt them," she said.



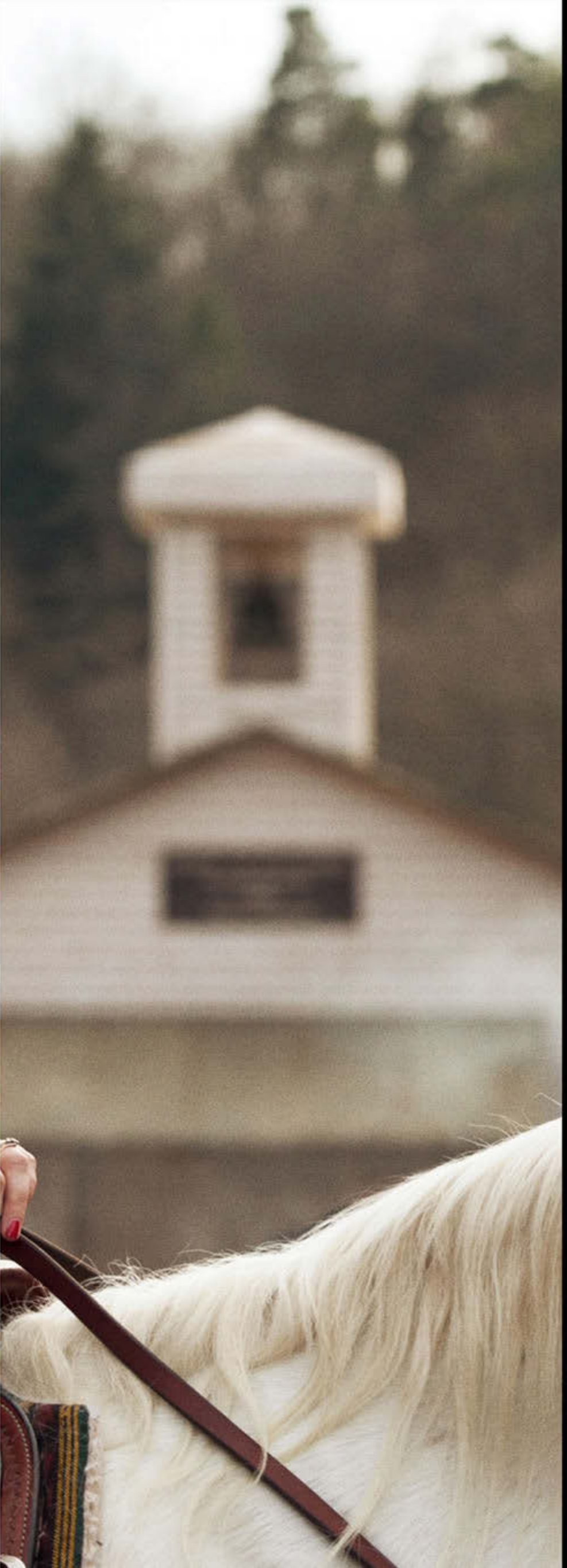
REVIEW: DESPITE ITS STAR POWER, 'SERENA' HAS NO SPARK

The arithmetic on "Serena" is fascinating. Two of the biggest movie stars in the world plus an Oscar-winning director and a best-selling novel somehow add up to a forgettable, under-the-radar video-on-demand release.

But movies work by strange, illogical mathematics. Despite its prestigious pedigree, "Serena," starring Bradley Cooper and Jennifer Lawrence, is likely to be remembered as another example of the curious, inexplicable science of moviemaking.

The film, which opens in limited theaters Friday but has been available on VOD for much of the month, has long been a subject of intrigue since it was shot in 2012 and more-or-less hidden under a rock since.





The light of day finally crashing down in “Serena” reveals not so much the disaster one might expect, but a well-intended, handsomely shot but altogether unsuccessful drama. It comes as almost a disappointment. After all this time, one almost hopes for a Titanic-sized catastrophe, not merely a wayward mediocrity.

“Serena,” directed by the Danish filmmaker Susanne Bier (“In a Better World”), is based on Ron Rash’s 2008 novel about a Depression-era timber baron named George Pemberton (Cooper) who’s immediately infatuated by a more common woman with a dark past, Serena (Lawrence). She’s “practically an aboriginal,” a woman hisses of Serena, explaining that her family died tragically in a fire when she was 12. But Pemberton’s gaze is fixed on her, riding on horseback. He rides to her and proposes. They promptly marry and return to his North Carolina land, a rugged outpost of lumberjacks and steam locomotives where the threat of conservationism lurks. That dreaded villain, the National Park system, is coming.

The setting is evocative. The Czech Republic countryside doubles attractively but unconvincingly for the Smoky Mountains. Here is the Kentucky-born Lawrence, who broke through in the Ozarks drama “Winter’s Bone,” back in the backwoods, with the crimped blonde hair of a `20s flapper. Serena is “a pistol,” as her husband says, quickly making her presence felt around Pemberton’s business, much to the disgruntlement of his right-hand man, Buchanan (David Dencik).

Tension doesn’t boil so much as make occasional jabs at entering the film, which seems, as its characters pace back and forth in the mud, to be awaiting instructions. A purpose is elusive and instead, scenes awkwardly assemble the clichéd moments of a frontier drama: Serena is awkwardly positioned as a kind of Lady Macbeth; lawmen lurk; a hunting expedition turns fatal.





I suspect the story that doesn't come through in "Serena" is about the impossibility of a relationship divorcing itself from the past. When Serena steps off the train in North Carolina, a pregnant woman (Ana Ularu), who apparently shares a history with Pemberton, is staring at her. Pemberton stutters an excuse. Serena interrupts him: Everything that came before their love doesn't matter. What follows bleakly and tragically proves that it does.

That that version of "Serena" never comes through with any force or feeling can be attributed to a number of things: the imprecise script by Christopher Kyle; Cooper's bland, inscrutable performance; the film's uncertain pacing. The period costumes (by Signe Sejlund) and Morten Soborg's smoky widescreen cinematography help paper over the problems, as does the excellent Lawrence.

Sensual and strong, she commands every frame she's in. You can't make a boring film with her, but "Serena" seems to be trying awfully hard to prove you can.

"Serena," a Magnolia Pictures release, is rated R by the Motion Picture Association of America for "some violence and sexuality." Running time: 109 minutes. One and a half stars out of four.

SCIENCE





WHAT TO PACK FOR YEAR IN SPACE? A 'SUPERHERO UTILITY BELT'

Image: Robert Markowitz


S. KELLY
С. КЕЛЛИ



Image: NASA/Bill Ingalls

What's one thing astronaut Scott Kelly can't do without when he moves into space this week for a year? A belt.

Kelly went beltless during his five-month mission at the International Space Station a few years back, and he hated how his shirttails kept floating out of his pants. So this time, the 51-year-old retired Navy captain packed "a military, tactical-style thing" that can hold a tool pouch.

Actually, scratch pouch. He prefers "superhero utility belt."

Kelly's partner on the yearlong stay at the space station - Russian cosmonaut Mikhail Kornienko - can't do without his vitamins. When their Soyuz rocket blasts off from Kazakhstan on Saturday (Friday afternoon in the U.S.), three bottles of over-age-50 vitamins will be on board.

After more than two years of training, Kelly and Kornienko are eager to get going. It will be the longest space mission ever for NASA, and the longest in almost two decades for the Russian Space Agency, which holds the record at 14 months.

Medicine and technology have made huge leaps since then, and the world's space agencies need to know how the body adapts to an entire year of weightlessness before committing to even longer Mars expeditions. More yearlong missions are planned, with an ultimate goal of 12 test subjects. The typical station stint is six months.

"We know a lot about six months. But we know almost nothing about what happens between six and 12 months in space," said NASA's space station program scientist, Julie Robinson.

Among the more common space afflictions: weakened bones and muscles, and impaired vision and immune system. Then there is the psychological toll.

Image: Gagarin Cosmonaut


ПАДАЛКА
PADALKA
РОССИЯ
М.КОРНИЕНКО
M.KORNIENKO
РОССИЯ
РОСКОСМОС
РОСКОСМОС



Russian cosmonaut Gennady Padalka, a frequent flier who will accompany Kelly and Kornienko into orbit, predicts it will be the psychological - not physical - effects that will be toughest on the one-year crew.

“Being far away from Earth, being sort of crammed, having few people to interact with,” Padalka said. He’ll break the record for most time spent in space during his six-month stay, closing in on a grand total of 900 days by the time he returns to Earth in September.

Neither Kelly nor Kornienko, though, worries about himself. They fret about the family and friends they are leaving behind for an entire year - until next March.

“If something happens ... you’re not coming home, no matter what it is. You’re not coming back,” Kelly said in an interview earlier this year with The Associated Press.

Kelly’s loved ones include: his two daughters, ages 20 and 11; his NASA-employed girlfriend; his widowed father; his identical twin brother Mark, a retired astronaut; and his sister-in-law, Gabrielle Giffords, a former congresswoman who barely survived an assassination attempt while he was at the space station in 2011.

Kornienko, 54, a former paratrooper, worries how his wife will cope alone at their country house outside Moscow. His 32-year-old daughter is a new mother; the baby is not quite a year old.

Wife Irina cried when she learned in 2012 that he’d be leaving Earth for a whole year. And she’s still not happy about it, Kornienko told the AP.

Image: NASA/Bill Stafford


ПУРВ-К
POTABLE WATER HEATER

Image: James Blair


КЕЛЛИ
KELLY SKEPUTOHOKA
WALKER WHEELOCK
SCOTT KELLY



Image: NASA/Bill Stafford

"She understands that it's a dangerous mission. But she's getting used to the idea," he said.

A vivid reminder of the dangers of spaceflight hit home last fall when an unmanned supply ship blew up shortly after liftoff from Virginia. Kelly's original "superhero" belt was destroyed, along with the rest of the station cargo. Replacements went up on the next commercial shipment.

The two veteran space fliers are fully aware of all the risks. Kelly has flown in space three times for a total of 180 days. (Two of those trips were space shuttle quickies.) Kornienko has a single 176-day station flight on his resume.

Kelly acknowledges it will be a challenge "keeping the level of fatigue down, enthusiasm up, energy reserves to respond to an emergency."

Newly returned space station commander Butch Wilmore urges some three-day weekends for the pair.

"To maintain that mental focus for six months is difficult, and to do it for an entire year ... You don't want to make any mistakes," said Wilmore, whose 5 1/2-month mission ended March 11.

Kornienko was selected by his bosses for the job while Kelly volunteered.

NASA actually got a 2-for-1 bonus with Kelly. He is teaming up with brother Mark for a battery of medical tests so researchers can compare the physique and physiology of the space twin with his genetic double on the ground. Raised by police-officer parents, they've lived parallel lives as Navy fighter and test pilots and space shuttle commanders.

Mark Kelly, a four-time space flier, will be at the Baikonur Cosmodrome in Kazakhstan for his brother's launch; wife Giffords will watch from Houston with Johnson Space Center friends. He's already submitted to numerous blood draws and ultrasounds in the name of space science.



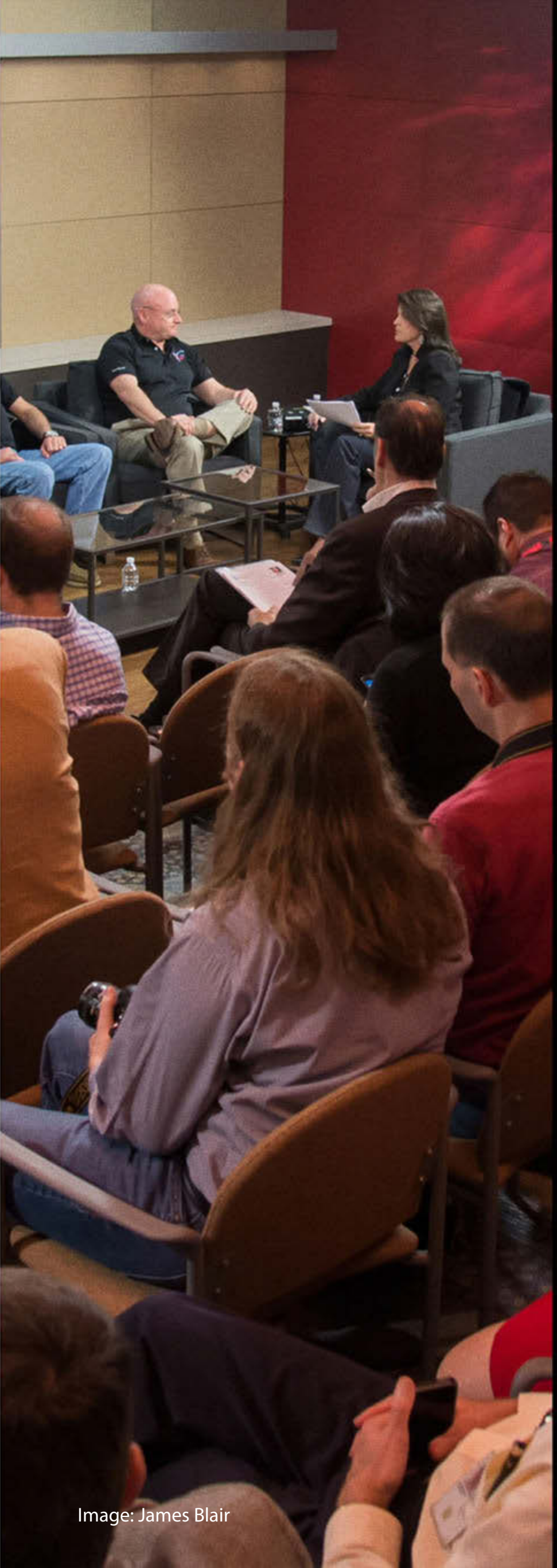


Image: James Blair

“All right, do whatever you’ve got to do,” Mark said he tells the doctors.

As for what Scott will endure, “Imagine if you went to work where your office was and then you had to stay in that place for a year and not go outside, right? Kind of a challenge,” Mark said in an AP interview.

At least Scott Kelly will get outside for a spacewalk this time. Considerable work is needed to prepare the orbiting lab for the 2017 arrival of U.S. commercial crew capsules. So the year will be unusually busy, noted NASA’s space station program manager Mike Suffredini, “a good thing” on such a long haul.

Another plus is that Kelly and Kornienko seem to honestly like one another. And they won’t be alone. There are normally six people on board and lots of compartments, including three full-scale laboratories, in which to disappear. Besides, the U.S. and Russian crews generally spend their workdays on their respective sides, Kelly noted. The total interior volume is roughly equivalent to two Boeing 747s.

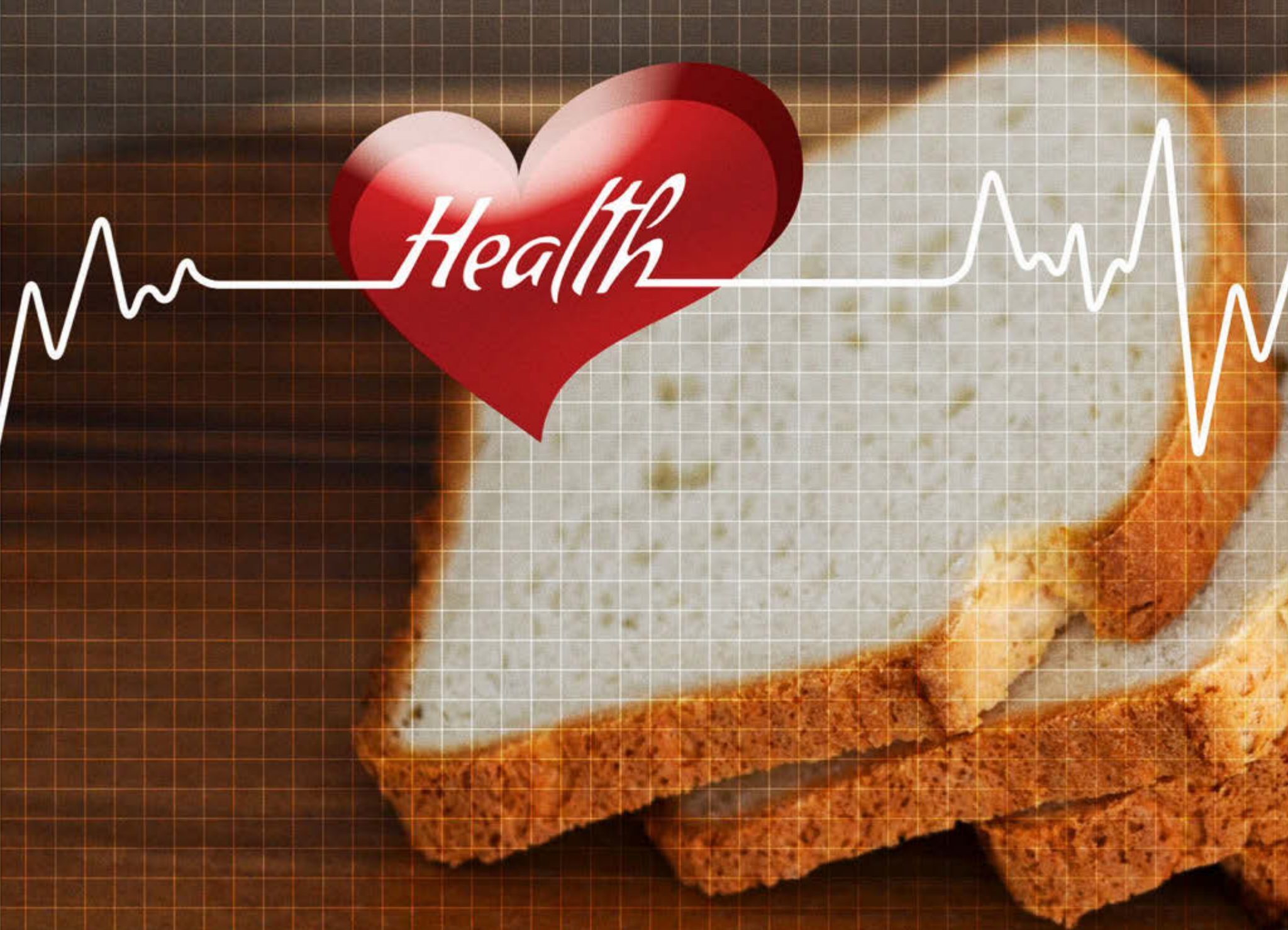
“It’s a big place, and I don’t really look at it as I’m spending a year with him,” Kelly said. “It’s more spending a year with 14 other people, and he’s one of them.”

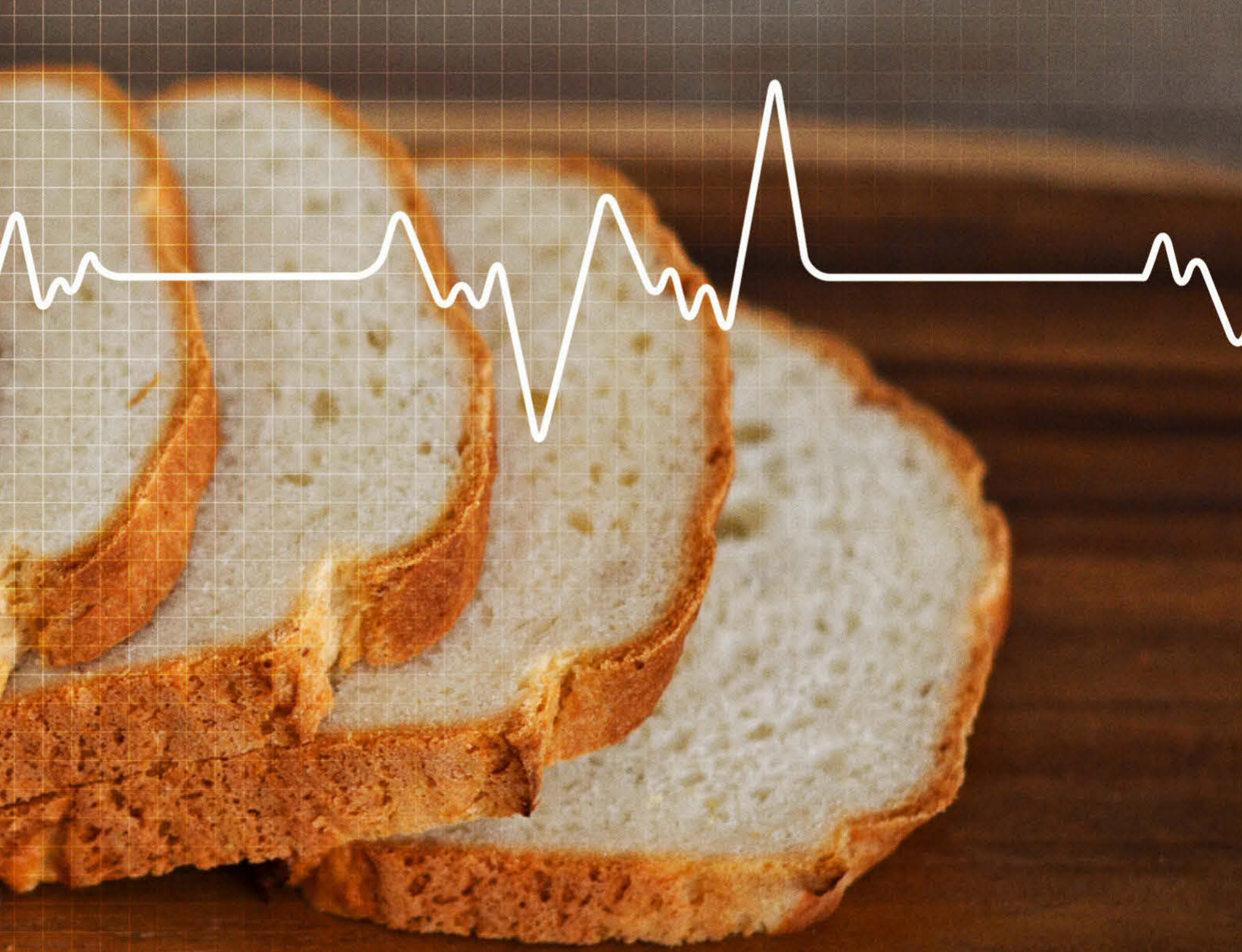
Among those coming and going, in September, will be British soprano superstar Sarah Brightman. She will visit for 1 1/2 weeks as a paying tourist, and will perform live from on high.

Kelly expects to hear a lot of singing while she’s there, but doubts he’ll join in.

“Never sang before. But I could try, right?” Kelly said with a laugh. “It will be either all of us (singing with her) or none of us.”

Online: **http://www.nasa.gov/content/one-year-crew/**


Health



FARMERS FUND RESEARCH TO BREED GLUTEN-FREE WHEAT



Kansas farmers are paying for genetic research to figure out exactly why some people struggle to digest wheat.

The hard science is aimed at developing new varieties of wheat at a time when the gluten-free industry is worth nearly a billion dollars a year in the U.S. alone.

The Kansas Wheat Commission is spending $200,000 for the first two years of the project, which is meant to identify everything in wheat's DNA sequences that can trigger a reaction in people suffering from celiac disease, an autoimmune disorder in which eating even tiny amounts of gluten - comprised of numerous, complex proteins that gives dough its elasticity and some flavor to baked goods - can damage the small intestine.

The only known treatment for celiac disease is a gluten-free diet free of any foods that contain wheat, rye, and barley.

"If you know you are producing a crop that is not tolerated well by people, then it's the right thing to do," said the project's lead researcher, Chris Miller, senior director of research for Engrain, a Kansas company that makes products to enhance the nutrition and appearance of products made by the milling and cereal industry.

Though celiac disease is four to five times more common now than 50 years ago, only about 1 percent of the world's population is believed to suffer from it, and just a fraction have been diagnosed. But the gluten-free food business has skyrocketed in the last five years, driven in part by non-celiac sufferers who believe they are intolerant to gluten and look for such products as a healthier alternative.

Sales of gluten-free snacks, crackers, pasta, bread and other products reached $973 million in the U.S. in 2014, up from $810 million the previous year, according to a January report by the consumer research firm Packaged Facts,

which analyzed the sales of hundreds of explicitly labeled and marketed gluten-free products and brands at supermarkets, drugstores, and mass merchandisers.

Understanding the causes of celiac disease and gluten intolerance is the goal of a lot of research around the world; Some focuses on human diagnosis and treatment, and others have identified about 20 of the protein fragments in wheat that causes celiac reactions.

But no one has identified all of them, or bred a variety of wheat that is safe for celiac sufferers to eat.

“We are hoping to be one of the first to establish this comprehensive screening of reactive proteins in wheat,” Miller said.

The research began in July at the Wheat Innovation Center in Manhattan, Kansas, and remains in its early stages, with researchers extracting proteins from seeds of various varieties of wheat. A later step will be combining the proteins with antibodies produced by the human immune system to test for reactions.

He also plans to examine the wild relatives of wheat as well as modern varieties, and will tap into a Kansas wheat variety repository that dates back to the 1900s in hopes of finding a variety - perhaps one that fell out of favor among commercial farmers - that might already be low in reactivity for celiac sufferers.

Researchers hope to use that variety to develop a gluten-free wheat using traditional breeding methods.

An expert on celiac disease who reviewed Miller’s plan online worries that it may prove “too simplistic,” and fail to identify all the toxic sequences that can trigger a celiac reaction.

Armin Alaedini, assistant professor of medical sciences at Columbia University and a researcher at the New York-based school’s Celiac Disease






Organic $3.50
Gluten free
Banana Bread



Center, said the project may end up with a less toxic wheat product that isn't completely safe for all celiac disease patients.

"After all this effort, this product that is coming out ... is unlikely to be superior in terms of nutritional value or baking properties and taste to the gluten-free products that are already on the market," Alaedini said.

The medical advisory board for the Celiac Disease Foundation, a nonprofit based in Woodland Hills, California, could not reach a consensus on the viability of Miller's research.

But the organization's CEO, Marilyn Geller, is encouraged.

Her son had been sick his entire life before being diagnosed with celiac disease at age 15, Geller said, and his father also was later diagnosed. Since the disorder is genetic, her grandchildren will be at risk of getting it.

If these research efforts can keep celiac disease in the public eye, more doctors will be aware of it and more federal research dollars may flow, she said.

Many people with the disease would like to "eat actual wheat, with the properties of wheat that make the bread nice and fluffy," she said.

"The idea of having a variety of wheat that they could eat that has those wonderful wheat-like properties would certainly be very interesting for them."

FERRELL, HART DEFEND 'GET HARD'AFTER A JOLT OF CRITICISM

In the annals of film festival flops - from unexpected boos to red-carpet gaffs - the premiere of the Will Ferrell, Kevin Hart comedy "Get Hard" will go down as a doozy.

After the film premiered last week at the South By Southwest Film Festival, during a Q&A with director Ethan Cohen, an audience member voiced not so much a question as a harsh judgment. "This film seems racist," he said, using an expletive. Another audience member also asked if the film, about a hedge fund manager (Ferrell) who witlessly hires a law-abiding acquaintance (Hart) to prepare him for maximum security prison after being sentenced for fraud, was perpetuating stereotypes.

That sound you might have heard emanating from Austin was the loud cursing of marketing executives for the film, which opens Friday.

Though film festival Q&As are often filled with questionable observations, these atypically blunt rebukes received outsized attention, drawing headlines from The Los Angeles Times and others. The damage continued with early reviews that also questioned the movie's handling of homosexuality in various scenes.




STAY BACK FROM THE
VOLTAGE


GET


HARD





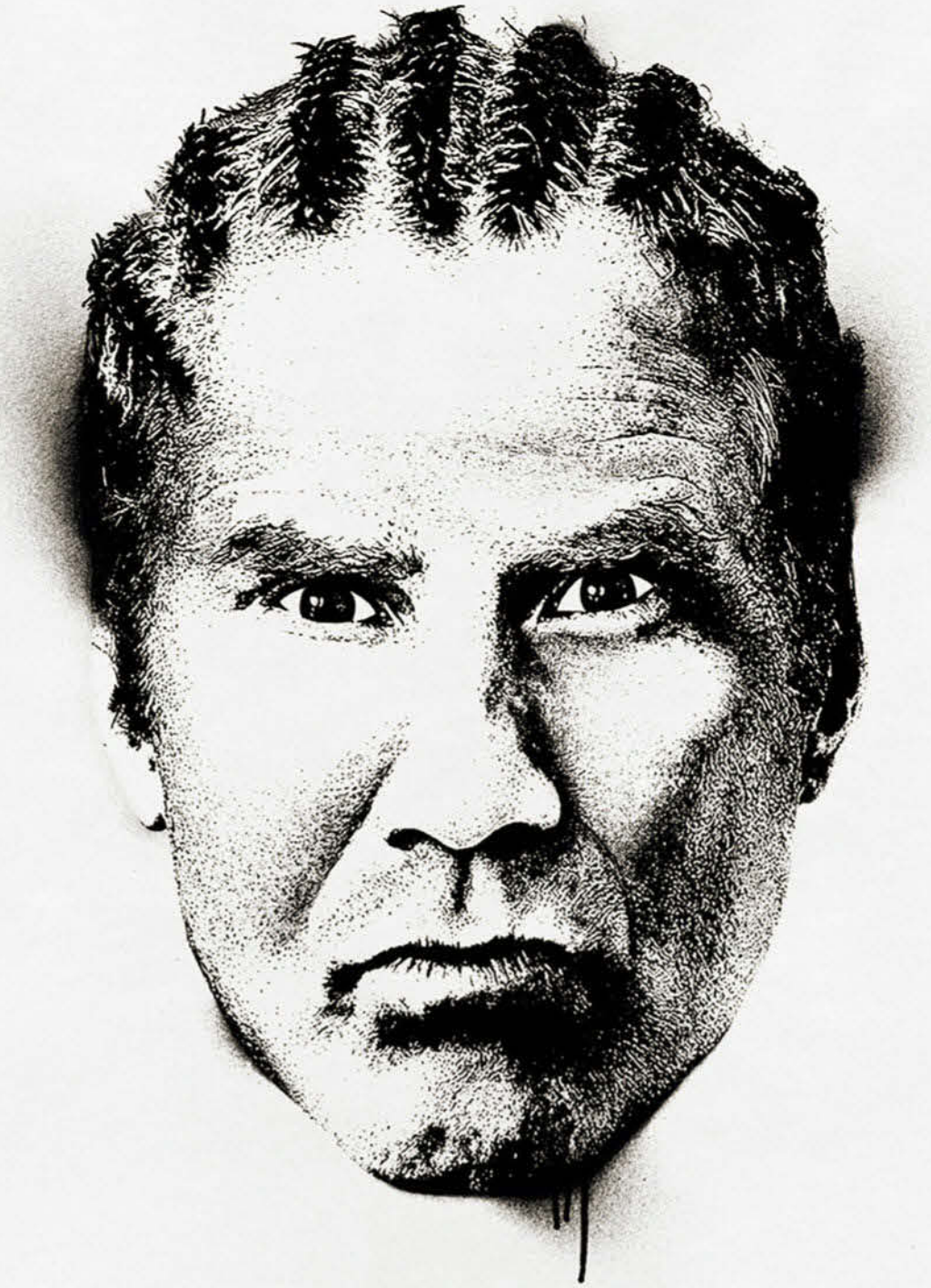
Much of the film's comedy rests on the Ferrell character's fears of being raped in prison, and among his preparations is an attempt to have oral sex with a gay man in a bathroom stall. A critic for The Guardian wrote that future viewers "will be astonished that such a negative portrayal of homosexuality persisted in the mainstream in 2015." Variety wrote that the film was "undone by some of the ugliest gay-panic humor to befoul a studio release in recent memory."

After initially seeking to avoid the controversy (Cohen, Ferrell and Hart cancelled interviews with The Associated Press before Ferrell and Hart rescheduled them), the film's stars and producers are vigorously defending their comedy as not a representation of stereotypes but a satire of them.

"Any time you're going to do an R-rated comedy, you're going to offend someone," said Ferrell in an interview alongside Hart. He continued: "But that's kind of what we do. We provoke. We prod. We also show a mirror to what's already existing out there. We're playing fictitious characters who are articulating some of the attitudes and misconceptions that already exist."

"Get Hard" was written by Cohen along with Jay Martel and Ian Roberts, writing-producers from the sketch comedy show "Key and Peele." This is Cohen's directorial debut after penning screenplays to films like "Idiocracy" and "Tropic Thunder," a film that memorably flirted with racially sensitive territory in Robert Downey Jr.'s lampoon, in black face, of a Method actor run amok.

In many ways, the comedy of "Get Hard" works similarly. Just as the humor of Downey's actor wasn't in his favor but about his own self-obsessive, racist delusions, Ferrell's character is a parody of the narrow perspective of the elitist one percent. He hires Hart's carwash owner and family man under the mistaken presumption that he's been to prison, that he's "hard."



"You're looking at two characters that judged each other by their cover," said Hart. "And after peeling off some of the layers to their onion, they realize that, `Oh my God, this isn't the person I thought it was from the jump. It's a completely different person.' And that road to friendship ensues."

"Get Hard" was conceived as a way to pair Hart and Ferrell, two of the most popular and bankable stars in comedy. Whether the film succeeds on its own terms or not, it's an attempt (one generally uncommon in wide-release studio films) to comment on contemporary issues of inequality and race within the context of a broad, often crude comedy.

Adam McKay, Ferrell's longtime collaborator and a producer of "Get Hard," said any backlash has been overinflated by "lazy journalism."

"Given that we're a country with runaway income inequality, more people in jail than any other country, this is what people are crowing about? Trying to in a funny way deal with these issues?" said McKay in a phone interview with fellow producer Chris Henchy. "It really kind of got me mad. It's just cheap is what it is."

McKay said the film was fashioned as "a silly, filthy comedy" on the outside, but a satire of income inequality underneath. Seeing the film as racist, he says, is "kind of ridiculous and disheartening," since its intention is to parody those who live in bubbles of wealth and prejudice. To claims of homophobia he protested: "Any individual going to maximum security prison would be afraid of violence and sexual assault. To equate that with homosexuality is ridiculous."



Others have agreed, albeit more skeptically. In reviewing the movie for Vanity Fair, Eric D. Snider wrote that the film wasn't offensive to him as a homosexual; it's just not funny enough.

"It's not mean-spirited, and it's panicky straight guys, not gays, who are the target," wrote Snider. "It's just disappointing, that's all."

Any bad buzz for "Get Hard" has likely been partially alleviated by the goodwill both Ferrell and Hart have in storage, as well as the distraction of Ferrell's dependably entertaining late-night appearances. The NAACP and GLAAD have not commented on the film.

"Here's the beautiful thing about Will and myself: You're looking at two guys that are no strangers to criticism," said Hart. "The critic's job is to critique. I don't think I've ever had a great review on a film that I've done. Not one. Everybody always has had something to say. And if they're not talking, then you have a problem."

Whether the talking around "Get Hard" will affect it at the box office remains to be seen.

"People will go see it and there probably will be some people who are offended. It's definitely a very dirty movie and it's harsh," says McKay. "It's a good-hearted movie at its root. Everything comes out in the wash with movies because they hang around for, like 78 years. You always end up seeing what a movie really is in the long run."





ANGELINA JOLIE UNDERGOES FURTHER PREVENTIVE SURGERY

Oscar-winning actress Angelina Jolie revealed Tuesday that she has undergone more preventive surgery, having her ovaries and fallopian tubes removed in hopes of reducing her risk of cancer.

Writing in The New York Times, the filmmaker and philanthropist said a recent blood test showed a possible early sign of cancer. The news was a blow to the star who had already had a double mastectomy.



“I went through what I imagine thousands of other women have felt,” she wrote. “I told myself to stay calm, to be strong, and that I had no reason to think I wouldn’t live to see my children grow up and to meet my grandchildren.”

Jolie, 39, revealed two years ago that she carries a defective breast cancer gene that puts her at high risk of developing breast and ovarian cancer. Her mother died of ovarian cancer, and her maternal grandmother also had ovarian cancer - strong evidence of an inherited, genetic risk that led the actress to have her healthy breasts removed to try to avoid the same fate.

Only a small percentage of women inherit the same faulty gene, known as BRCA1 - the name stands for breast cancer susceptibility gene. These mutations are most commonly found in women of Eastern European Jewish descent, though other groups, including the Norwegian, Dutch and Icelandic, also have slightly higher rates of these mutations.

The average woman has a 12 percent risk of developing breast cancer sometime during her life. Women who have inherited a faulty BRCA gene are about five times more likely to get breast cancer.

Jolie said that while having the gene mutation alone was not a reason to resort to surgery - other medical options were possible - her family history influenced her decision to have further surgery now. The surgery puts a woman in menopause and Jolie wrote she’s now taking hormones.

Her courageous decision to publicly announce her double mastectomy was praised as a watershed moment in efforts to persuade women to get breast cancer screening - and to raise awareness of the need for early detection. The same sense of mission led her to write about her follow-up care, although she said her decision wasn’t necessarily the right one for everyone.

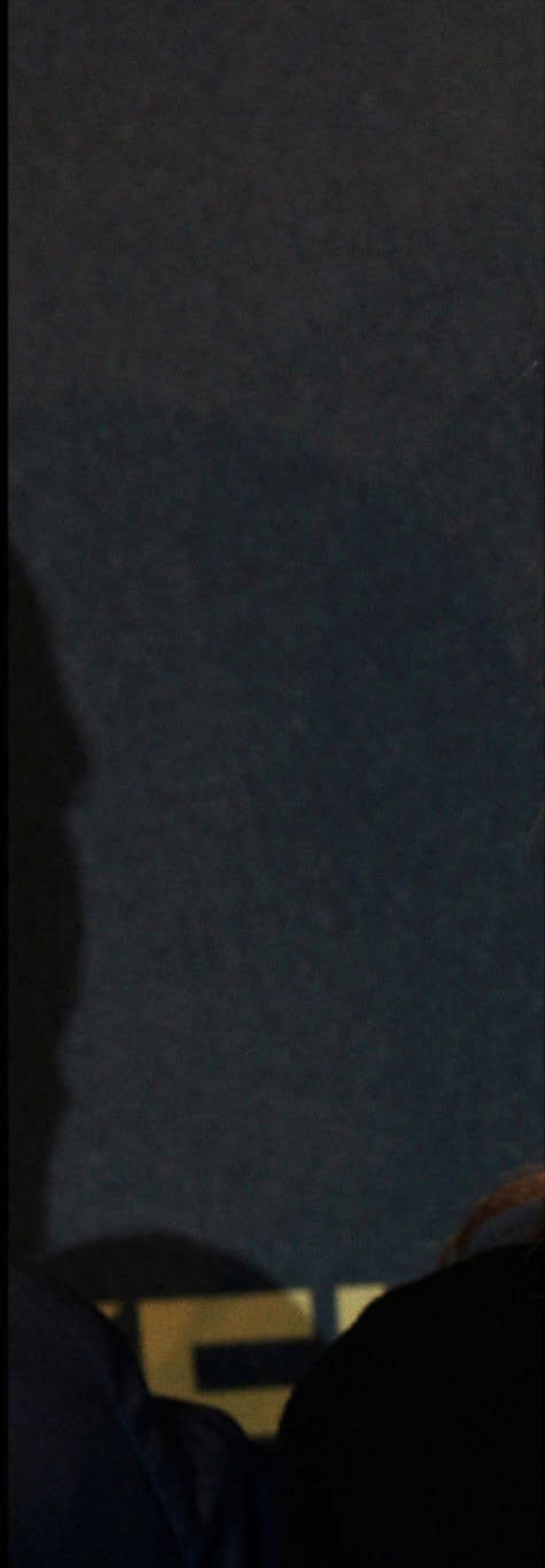
“There is more than one way to deal with any health issue,” she wrote. “The most important thing is to learn about the options and choose what is right for you personally.”

Coming forward to tell her story will play a vital role in raising awareness, those who work for cancer charities say. They hope other women at risk will be encouraged to speak with their doctors.

Angelina Jolie has made a really brave decision,” Katherine Taylor, acting chief executive of Ovarian Cancer Action. “It immediately puts the person into surgical menopause so it is not a decision to take lightly.”

Jolie’s article makes plain the anguish the results of the new blood tests brought. She said she immediately called her husband, the actor Brad Pitt, who flew home from France within hours.

“The beautiful thing about such moments in life is that there is so much clarity,” she wrote. “You know what you live for and what matters. It is polarizing, and it is peaceful.”









JAMES CORDEN PLAYS NICE IN BOW AS 'LATE LATE SHOW" HOST

James Corden began his foray as the "Late Late Show" host with a schoolboy's giggle and a bid to endear himself to viewers as a nice English bloke looking for a little American TV love.

Guests Tom Hanks and Mila Kunis joined the cause Monday, with videotaped cameos from celebrities including Meryl Streep, Arnold Schwarzenegger and Jay Leno.

"I know what you're thinking: `Oh, look, Andy Richter's got his own show,'" Corden said as he strode onto the CBS Television City stage.

The reference to Conan O'Brien's sidekick wasn't far afield: Corden and Richter both are round-faced, egg-shaped and genial. But this time, the apparent second banana is the star and part of CBS' new late-night guard that will include Stephen Colbert as successor to "Late Show" host David Letterman.


THE SHOW
THE SHOW JAMES CORDEN
THE SHOW JAMES CORDEN



The British-born Corden has the credentials for top billing, with TV sitcom hits in his native country including “Gavin & Stacey,” a Tony Award for “One Man, Two Guvnors” on Broadway and a big-screen role in “Into the Woods.”

But Corden downplayed his career and played up his family, introducing himself as married - “Sorry, ladies, this ship has sailed” - and the father of a 4-year-old son and infant daughter.

“I promise you we’re going to have fun on this show, and I promise you we’re going to do everything we can to put a smile on your face before, or let’s be honest, more likely whilst you fall asleep,” Corden pledged, earnestly.

His parents, visiting Los Angeles from the U.K. for the first time, were in the audience and came in for gentle ribbing.

“They’re eating kale every day. My mom’s getting a boob job next week,” he said.

Corden’s brief opening bypassed topical jokes, possibly a sign of his style and certainly because the show was recorded Sunday. Giggles punctuated his remarks, indicating opening-night jitters for the first-time TV host who replaced Scotland native Craig Ferguson.

The show’s fast-moving credits sent Corden and musician-comedian Reggie Watts, his bandleader, on a red-convertible tour of Los Angeles. Then Corden cued a video that purported to show how he, a relative unknown here, got the plum job.

CBS CEO Leslie Moonves, announcing a new “Late Late” host will be picked “the way we’ve always done it,” hides a golden ticket inside a candy bar wrapper. Hopefuls seen searching for it include Simon Cowell, Lena Dunham (“This is misogyny,” she declares, after coming up empty) and Katie Couric.

When Chelsea Handler drops her unopened winning bar, Corden finds it and he’s in - after Leno takes on the task of getting him ready

(which includes slaps and, yes, waterboarding). Help also comes from Streep as a guardian angel and Shia LaBeouf as a mock guest who tests Corden's listening skills with his self-absorption.

"I'm a deeply dissatisfied person. And I think that's a job requirement for any actor," LaBeouf says, drawing yawns from Corden.

Then it was back to the studio and something new, at least on the American talk show scene, as Corden brought Hanks and Kunis out at the same time in the style of some British talk shows. More change came with the seating chart: Corden was parked at a desk to the right of his guests, and even wheeled his chair out to cozy up to them.

"I'm thrown by it," Hanks said, wryly, of the spatial upheaval.

Good-guy Hanks later launched himself into a survey of his many films, he and Corden rapidly changing outfits and props to depict scenes from old films ("Sleepless in Seattle") and new ("Captain Phillips").

Kunis' starring moment came when Corden noted a ring on her left hand and tried to pry out if she and fiance Ashton Kutcher, with whom she had a baby last year, had tied the knot. She said "maybe," then appeared to shake her head no.

The evening ended with a song from Corden, in which he promised, "I'll be right back here tomorrow and I hope you will too."

If viewers don't immediately take the bait, the show's producers have pointed out they have two more opportunities to reintroduce Corden: during the hoopla over Letterman's retirement in May and when Colbert debuts in September.



TEST TRIAL TO USE COMPUTER SERVERS TO HEAT HOMES

An energy company is joining forces with a tech startup to harness computing power to heat homes in the Netherlands.

Eneco, a Dutch-based energy company with more than 2 million customers, said Tuesday it is installing “e-Radiators” - computer servers that generate heat while crunching numbers - in five homes across the Netherlands in a trial to see if their warmth could be a commercially viable alternative for traditional radiators.

The technology is the brainchild of the Dutch startup company Nerdalize, whose founders claim to have developed the idea after huddling near a laptop to keep warm after their home’s thermostat broke and jokingly suggesting buying 100 laptops.

“Ten minutes later, we thought: `That’s not such a crazy idea,’” said Boaz Leupe, one of Nerdalize’s founders.


Nerdalize
THIS IS THE CLOUD YOU'RE LOOKING FOR

Nerdalize says its e-Radiators offer companies or research institutes a cheaper alternative to housing servers in data centers. And because Nerdalize foots the power bill for the radiators, Eneco customers get the warmth they generate for free.

The companies said the environment wins, too, because energy is effectively used twice in the new system - to power the servers and to heat rooms.

The servers used in the system can be connected by cloud computing. Eneco said the computers will be used by institutions including the Leiden University Medical Center to run complex calculations in their research.

The trial will run at least through the end of the year. When it is completed, the companies will decide whether to make the system available to more customers.



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