

Bloomberg Businessweek

**Will Disney's
theme park
magic pay off with
Pandora?**

The Showbiz Issue

PLUS

*Robert De Niro and
producer Jane Rosenthal,
co-organizers of the
Tribeca Film Festival, discuss
the future of movies*

p55

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① "It's our first Showbiz Issue!"

"What's in it?"

"Among other things, we looked at Disney's new Avatar theme park, talked to Robert De Niro and Jane Rosenthal about the future of film, and photographed the latest WrestleMania."

"Sounds exciting! It's really an issue full of firsts. We've never done covers showing an artificial alien rainforest, a Hollywood icon, or a muscular, half-naked man whose job it is to simulate the beating of other half-naked muscular men."

"We should all be proud."



COVER: AVATAR: PHOTOGRAPH BY STEPHEN WALKER FOR BLOOMBERG BUSINESSWEEK; DE NIRO AND ROSENTHAL: PHOTOGRAPH BY MATTHEW LALOR FOR BLOOMBERG BUSINESSWEEK; WRESTLEMANIA: PHOTOGRAPH BY GUY AROCH FOR BLOOMBERG BUSINESSWEEK