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## Wall Street TV

OCTOBER 18, 2006, 6:28 AM

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The television industry may have found a new kind of American idol.

Last week, Variety reported on the next project from the creator of HBO's "Entourage," which will focus on a fictional hedge fund manager and his buddies, all of whom are grappling with the joys and perils of being very, very loaded. Before that pilot has even been written, though, cable network INHD on Sunday will begin airing a documentary series called "Wall Street Warriors," which centers on — you guessed it — a hedge fund manager with a huge bank account.

In the 1980's, it was Wall Street's investment bankers and leveraged-buyout kings that seemed to capture the media's fascination. These days, the glamour seems to be shifting to hedge funds, which, as lightly regulated investment pools with a relatively small number of sophisticated investors, are known for being less buttoned-down and, in many cases, even more drenched in money.

In real life, many hedge fund chiefs are intensely secretive. This suggests that televised accounts of the lifestyle will rely largely on speculation, or the antics of the relatively few hedge-fund professionals who enjoy the spotlight.


The New York Observer had an interview with the star of "Wall Street Warriors," 25-year-old Timothy Sykes. (DealBook readers may remember our previous item about Mr. Sykes, who is said to have turned seed money from his bar mitzvah into a successful New York-based hedge fund.) The Observer describes Mr. Sykes as "still a little drunk from the night before" — when he purportedly danced with models until the early morning — as well as a fan of lemon-lime Gatorade and the movie "Zoolander."

As for the series and its dozen-or-so subjects, the Observer calls it a "devastating study of extravagance, aspiration and inanity — a bonfire of the vain."

Doug Ellin, whose "Entourage" follows an imaginary young actor named Vince Chase and his posse, has also turned to hedge funds for his muse. As Variety reports, his next, still-unnamed series will focus on a "fortysomething hedge fund trader and his circle of guy pals," drawing inspiration from real events in the hedge fund world.

Mr. Ellin tells Variety:

"New money — the kind you don't inherit — puts you on a different stratosphere, and that's what I think will be interesting in this show," Ellin said, adding the group of friends will comprise both wealthy and middle-class guys. "What happens when you've made all of this money? What kind of stress does it put on your relationships?"



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