

Source: Bloomberg Bloomberg has a great article profiling Lions Gate and their two head executives, Jon Feltheimer and Michael Burns. After the flops of Conan, Warrior (it was loved by critics but bombed at the box office), and the Taylor Lautner action thriller, Abduction (who thought that would be a hit?) Lionsgate is in desperate need of a hit movie. Their hopes are riding on the \$80-million dollar adaption of The Hunger Games. In their chat with Bloomberg.com the two executives revealed the studio has a lot riding on a movie set in a dystopian future where a totalitarian state forces 24 teens to duel to the death on national television. Unlike their competitors, Bloomberg reports, the studio doesn't have amusement parks and cable networks to keep it going. It rises and falls with the release of every movie or TV show. Feltheimer says "The Hunger Games" must earn

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