

The

50 SMARTEST PEOPLE IN HOLLYWOOD

It's Not About Power Anymore

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Tyler Perry

AGE 38 JOB TITLE Actor/
director/writer/producer

SMART BECAUSE When Hollywood studios passed on him, he decided to pass them by. For 10 years, Perry has built a dedicated black, pro-faith audience with his "chitlin circuit" plays and parlayed himself into a powerful brand. Almost every movie he's made—e.g., *Diary of a Mad Black Woman*, *Why Did I Get Married?*—has opened at No. 1, proving that his name above the title can generate millions. Now he's using his clout to create a self-sustaining empire, including his own studio in Atlanta and a \$200 million TV deal with TBS.

The film industry still doesn't seem to know what to do with him—he has yet to direct or star in a major studio movie—but Perry may be better off staging his own party rather than waiting for an invitation to theirs. He clearly knows something they don't. **WHO'S THE BOSS?** Perry owns all his films and plans to broadcast them on his own network one day.

