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**Subject:** Promised material

**Date:** Fri, 06 Jan 2012 14:01:41 +0000

**Attachments:** Media6\_Executive\_Summary\_v1-1.doc; Media6\_Original.ppt

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Jeffery-

Per our correspondence before XMAS here's some archival stuff that gives a sense of what our adtech/data businesses look like at inception. This material dates from about 4 years ago at the inception of Media6, which Alan and I founded using the Coriolis incubation model that we described when we met. The business has evolved significantly and the company today employees almost 100 people with revenues of around \$50 million and extremely high margins. It's led by an interesting troika that includes two very senior ex-Google guys (including the Penry Price who ran Google's \$11 billion 750 person global Agency sales force) paired with the former COO of About.com.

Given your interest in the math and data side of things you might find this paper relating to Media6 worth glancing at.

[http://pages.stern.nyu.edu/%7Efprovost/Papers/kdd\\_audience.pdf](http://pages.stern.nyu.edu/%7Efprovost/Papers/kdd_audience.pdf)

Hope that this helps.

Talk soon.

Best,

Joshua

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