



August 13th, 2009
Brian Dolan
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Dear National Science Foundation,

I am writing to support the research of Hellerstein, Heer and Agrawala proposed in **Data Intensive Computing: Scalable, Social Data Analysis**.

FOX Audience Network is the online advertising arm of FOX and News Corp. One of our larger publishers is MySpace.com. To deliver relevant, targeted advertising, we spend a great deal of time analyzing the MySpace social graph. We build many of our advertising products from features derived from MySpace profiles and the social graph in which they are contained. Our most famous product is dubbed "Hyper-Targeting" which has an annual worth near \$50M/annum. The indirect lift of this product is substantially more.

The internet is powered by advertising, from MySpace to Google to Yahoo. Internet advertising is estimated by many analysts to break \$25B this year. A significant portion of this will be in the realm of social media. To compete, FOX Audience Network relies heavily on a world-class machine learning and data analytics team. With data in the hundreds of terabytes, we are constantly refining our research methods. Ironically, this volume makes sharing insights even more difficult--you cannot simply pass the data around with models placed atop. A great deal of energy is spent in the collaborative process.

The technology proposed by Hellerstein et. al. could be of immediate use to our research efforts. The "CommentSpace" applications is particularly interesting and our engineers have already identified uses. We are very anxious to see (and likely implement) the results of this research.

Regards

A handwritten signature in blue ink, appearing to be "Brian Dolan".

Brian Dolan