Resent-Date: Sun, 18 Aug 1996 07:51:08 -0700 (PDT)
Date: Sun, 18 Aug 1996 07:50:56 -0700
From: Mike Homer <mikeh@netscape.com>
Reply-To: mikeh@netscape.com
Organization: Netscape Communications
MIME-Version: 1.0
To: jbstaff@netscape.com
Subject: [Fwd: [Fwd: ESPN]]
Resent-From: jbstaff@netscape.com
X-Mailing-List: <jbstaff@netscape.com> archive/latest/1099
X-Loop: jbstaff@netscape.com
Precedence: list
Resent-Sender: jbstaff-request@netscape.com

FYI - This information confirms that ESPNet Sportszone has gone exclusively with Microsoft. They seem to be prohibited from displayed Netscape Now anywhere on their site. Please read Barb Gore's attached email. Because of this, we have politely told them they will not be included in the next update to Destinations, which is called Destinations 1.0 and will be doing live in early September.

Remember how much abuse we got from them at the Content Provider workshop when they were here ? They won't even support a level playing field. Let's really pump up other sports sites on the net. I predict the other one that will do this is CNet.

Mike

Content-Type: message/rfc822
Content-Transfer-Encoding: 7bit
Content-Disposition: inline

Return-Path: bgore@netscape.com
Received: from 1295.mcom.com (h-207-1-153-63.mcom.com [207.1.153.63]) by starfish.netscape.com (8.7.5/8.7.3) with SMTP id TAA18796; Fri, 16 Aug 1996 19:39:22 -0700 (PDT)
Message-ID: <321530D8.1D4B@netscape.com>
Date: Fri, 16 Aug 1996 19:39:20 -0700
From: Barbara Gore <bgore@netscape.com>
Reply-To: bgore@netscape.com
Organization: Netscape Communications
X-Mailer: Mozilla 3.0b5aGold (Win95; I)
MIME-Version: 1.0
To: mikeh@netscape.com
Subject: [Fwd: ESPN]
Content-Type: multipart/mixed; boundary="----------2E5F224A382A"

ESPN has refused to put on the Netscape Now! button on their site. It is because of the contract they have with Microsoft. Brian will email us on the exact wording they are using, something like "recognized revenue" they are providing to ESPN for their deal. (They are BUYING content providers!, to be exclusive with them. This sounds like a press story that AD AGE, NYT etc would love. We should get other examples, and nail them.)

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So, ESPN was told they are out of Destinations. We told them they could:

1. Have our button and theirs, as long as our button is given at least as much prominence.

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2. Have a different URL - in other words, sniff the client for MS, make a page with the NN button the default for all other clients.

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3. Only NN button.

He bowed out, but said in a few months wants to get back in, "when this is over."

This affects our decision about Wall Street Journal. They won't return Brian or Mike Liebhold's calls. I am going to call next week, but wondered what you want to do. If they only have IE's button, then I want to kick them out of Destinations (gracefully, leaving the door open). If they agree to our button too, then they stay.

Separately, USA Today has not yet chosen sides, and wants to be on ours according to the conversations I have had. I need your immediate input as to when we can meet with them for a BIG relationship, so we don't look unresponsive and so that they feel they have executive interest. Call me at home this weekend if necessary. 988-1520.

Last note, Todd told me the Disney deal is getting big. I will plan on following up with them, if you tell me it is appropriate. Barb

Content-Type: message/rfc822
Content-Transfer-Encoding: 7bit
Content-Disposition: inline

Return-Path: bahr@starfish.mcom.com
Received: from [207.1.153.35] (bahr.mcom.com [207.1.153.35]) by starfish.netscape.com (8.7.5/8.7.3) with SMTP id PAA29502; Fri, 16 Aug 1996 15:40:26 -0700 (PDT)
Message-Id: <v02130507ae3ab5e31fdf@[207.1.153.35]>
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Date: Fri, 16 Aug 1996 15:36:06 -0800
To: FranG@netscape.com, BrianC@netscape.com, BGore@netscape.com,
mnl@netscape.com, Laduke@netscape.com, Needham@netscape.com,
EBrower@brower.com
From: bahr@netscape.com (Robin Bahr)
Subject: ESPN
Cc: Bahr@netscape.com

Is OUT of Destinations -- all listings out -- per Brian Cowley.
Catherine, please update spreadsheet.

Thanks.

Robin

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