From: David Cole
Sent: Tuesday, April 28 1998 10 05 AM
To: Cristiano Pierry
Subject: FW Quick Time at Apple

—Original Message—
From David Cole
Sent: Tuesday, April 28 1998 10 05 AM
To: Bill Gates
Cc: Ben Waldman, Eric Rudder, Eric Engstrom
Subject RE Quick Time at Apple

EricEng and I have talked about this a bit, he is arranging a meeting with Apple for us to discuss this I am certain this won't be easy but we will give it a serious try Many of the issues here are exactly the same as we have getting RealNetworks to build their client on the DirectShow architecture, so perhaps they can be solved at the same time (branding, distribution, xplatform, etc)

If we can get Apple to give up on having a runtime on Windows, then cooperation on common codec models and such will be easy Since we don't understand their QT business model, it's hard for us to know the leverage points They have some ambition to have a QT Plus player on Windows which they want to charge money for, but that can't be a great business for them Any insites on their QT business model here would be helpful for Eric and I

—Original Message—
From: Bill Gates
Sent: Tuesday, April 28, 1998 9 41 AM
To David Cole
Cc: Ben Waldman Eric Rudder
Subject: Quick Time at Apple

Maybe I am unrealistic in thinking something good could happen but I would love to see enough convergence of QT and our equivalent so that

a) Apple doesn't have to do Windows development in this area We take some of their codecs and declare victory
b) We get more "energy" behind our competition with realaudio
c) Our efforts to do QT compatibility either get simpler or require very little
d) We use this "convergence" to get more JAVA/IE affinity from apple

I know you are looking at this I am just trying to encourage us to try a strong proposal

MS98 0169379
CONFIDENTIAL