From: Brad Chase
Sent: Monday, September 08, 1997 3:49 PM
To: Bill Gates; Paul Maritz; Steve Ballmer
Cc: Brad Silverberg's Direct Reports; Kumar Mehta
Subject: FW: web professionals tracking ppt

we just completed our third web professionals tracking study. we have done this two other times over the past 18 months. the results are pretty interesting. I enclose the presentation below. Some highlights:

- 422,000 active ".com" sites in the US versus 273K in jan of 97 and 180K in sept of 96
- almost half of these people have an intranet site
- most use their site for marketing products. about half use it for service and support
- IE share has stayed stable over the last six months with web professionals. nonmaterial increase of 2% to 28%.
- These professionals think our overall share is 36% (nav 58%). In 12 months they think we will have 45% share. Both these estimates are 5 points higher than they thought six months ago
- 79% of sites claim to optimize their site for Nav or Nav and IE. 54% claim to optimize their site for IE or Nav and IE.
- In terms of leadership perception most people do not mention us, netscape or sun as companies they can trust
- Consistent with other leading studies Netscape is still perceived among this audience as having "the best browser" and "setting standards on the internet". This audience sees us as having the best tools
- Netscape has had a material drop in people's perception of the quality of their products
- Good momentum for NT as a web server. Of the businesses or web professional companies (isps, hosters etc.) who bought a server during the last six montns over 60% of their purchases have have been NT
- Not much use of activeXcontrols on the web
- Front Page is the leading tool
- Site Builder is well known compared to its Netscape competitor

----Original Message----
From: Kumar Mehta
Sent: Wednesday, September 03, 1997 5:09 PM
To: Brad Chase's Direct Reports; Travis Howland; Robert Bennett; Sue Bohn
Subject: web professionals tracking ppt

here is the web professionals tracking presentation from yesterday.

pls call with questions.

Kumar.

web pro tracking
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