From: Brad Chase
Sent: Monday, April 07, 1997 3:32 PM
To: Joachim Kempin; Cameron Myhrvold
Cc: Bill Koszewski; Nancy Malm
Subject: RE: referal server

lets just sit down and talk aobut this

—Original Message—
From: Joachim Kempin
Sent: Thursday, April 03, 1997 5:32 PM
To: Cameron Myhrvold; Brad Chase
Cc: Bill Koszewski
Subject: RE: referal server

you are not getting it. The oEM will invest in an IE 4.0 channel and wants to preserve it on the user DT in addition he might develop his own interactive DT and if he preloads this in the future he will not want this to get chnaged. The ISPs will get less imporatnt in distributiing browsers to new PC users.

—Original Message—
From: Cameron Myhrvold
Sent: Thursday, April 03, 1997 5:04 PM
To: Joachim Kempin; Brad Chase
Cc: Bill Koszewski
Subject: RE: referal server

ISPs are agnostic on the browser. It's against their nature to favor a browser or even a platform. This has been damn hard for us to influence. I think the questions is how do you think you can do this through OEMs when we can't directly. The OEMs have a lot less incetive than us.

What prevents an OEM from doing a deal with an ISP who otherwise support Navigator as their preferred browser? How can we keep them from doing that?

You may have real control of the OEMs (and I don't doubt that) but I am saying that whether it is AOL or an ISP Microsoft has had a very very hard time influencing ISPs and we just don't have the control that you might have with OEMs.

You have to factor this into what you propose - you can't assume we have ISPs in a box on IE.

Cam

—Original Message—
From: Joachim Kempin
Sent: Thursday, April 03, 1997 1:09 PM
To: Cameron Myhrvold; Brad Chase
Cc: Bill Koszewski
Subject: RE: referal server

the landscape is changing with IE 4.0. OEMs will develop their own channels and prob. active DT for this new paradym and not working with an IE friendly ISP will make them loos their own cahnnel and I doubt they will develop a NSCP channel concept on top of an IE 4.0 one...

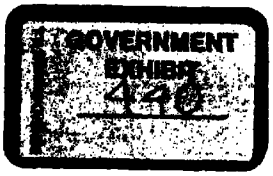
—Original Message—
From: Cameron Myhrvold
Sent: Thursday, April 03, 1997 1:04 PM
To: Joachim Kempin; Brad Chase
Cc: Bill Koszewski
Subject: RE: referal server

Okay, then let's explore. But I have had a hard time guiding the ISPs to IE loyalty even when I make them sign explicit terms and conditions in a legal contract. If you think you can really do this indirectly through OEMs God bless you, you are a far better man than I....

—Original Message—
From: Joachim Kempin
Sent: Thursday, April 03, 1997 12:58 PM
To: Cameron Myhrvold; Brad Chase
Cc: Bill Koszewski
Subject: RE: referal server

I believe we can guide them.

—Original Message—
From: Cameron Myhrvold



Cc: Bill Koszewski
Subject: RE: referal server

Bounties are NOT the issue. I will give up bounties if it means increased share – no problem. The issue is how do we make sure that the OEMs and ISPs favor IE in their distribution (and the challenge is to get them to do this inb their distribution OUTSIDE of the customers we directly refer to them).

I like your idea, but for it to really work we need a way of ensuring that the ISP is really loyal to IE or all we are doing is giving premium real estate to an ISP that might be 100% netscape in their other distribution. Remember that ISPs have to swear allegiance to IE for typically 75% of all the browsers they distribute in order to get into the referral server. Can we ever get anything like this in your idea? Can you make sure that the ISP Dell and Gateway and NEC pick will support IE outside of these specific deals?

Cam

—Original Message—
From: Joachim Kempin
Sent: Thursday, April 03, 1997 12:30 PM
To: Cameron Myhrvold; Brad Chase
Cc: Bill Koszewski
Subject: RE: referal server

one idea I have is to allow at IE 4.0 time an active DT button with the OEM-preferred ISP . and let them cut a deal between each other without even going through referral server. As I said at the beginnig we should not look for bounties but I got overruled by some greed...

—Original Message—
From: Cameron Myhrvold
Sent: Thursday, April 03, 1997 12:21 PM
To: Brad Chase; Joachim Kempin
Cc: Bill Koszewski
Subject: RE: referal server

I am all for improving the referral server but I don't understand how OEMs would help us do this.

1.) We may have to give up the concept of bounties altogether so I worry about the commitment we make to pay OEMs. Are you will to do this out of your own pocket (in the situation where we have to waivew or dramatically reduce ISP bounties)? Are we comfortable setting the precedent that we pay OEMs bounties?

2.) I don't understand what they would actually do? We shouldn't be incenting them to change Windows or our shell in any way. So would they just highlight the referral server in their manuals and packaging? What?

That said, I am open minded. What are your specific ideas?

Cam

—Original Message—
From: Brad Chase
Sent: Friday, March 28, 1997 4:29 PM
To: Joachim Kempin; Cameron Myhrvold
Cc: Bill Koszewski
Subject: referal server

this may be heretical but one way to really pump up the interest in the referal server is to give OEMs a part of the action. Like the deal we have done for channels.

I could see an interesting deal where they get say $3-$5 per sign up with the number going higher as they get a higher % of their users to sign up.

we did this for compaq b/c we needed to. one might argue we will need to for the big oems soon anyway. better to get them liking us ahead of time?

thoughts?

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