From: Kumar Mehta
Sent: Friday, October 24, 1997 2:40 PM
To: Yusufm's Direct Reports; Brad Chase; Randy Haas
Cc: Erika Ihinger
Subject: Share on top site by month.xls

Shareont.xls

Here is the xls with hits based share for top sites that we have on our IE vitals page. Avg IE share is 33.8% in Sep (up from 24.2% in january) and for avg share for Nav is 62.4 (down from 66.7 in January).

Our methodology involves having A&L get the hits based share from all sites that we advertise on and matching the list with PCmeter top sites. We then report avg. share from top PC meter sites.

GOVERNMENT EXHIBIT 700

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Browser share based on hits to popular sites.

This xls indicates site popularity based on PC meter rankings.

* No change in data

IE Share

Site	PC Meter ranking	Data Collection	Dec	Jan	Feb	March	April	May	June	July	August	Sept
YAHOO COM	2	month	18 4	18 0	*	22 0	24 0	25 0	24 0	26 0	28 0	28 0
EXCITE COM	5	month	18 3	14 5	*	*	24 2	26 5	32 1	*	34 3	34 2
INFOSEEK COM	8	day (eom)	16 6	*	*	20 0	*	18 0	22 5	28 3	25 1	25 1
FOUR11 COM	14	n/a	29 0	*	*	14 9	28 8	28 0	30 0	28 0	*	*
ZDNET COM	15	n/a	23 6	*	*	40 3	*	*	41 5	40 3	40 0	49 6
REALAUDIO COM	19	n/a	23 0	30 0	*	32 0	38 8	*	40 5	*	40 0	*
PATHFINDER COM	21	week	15 0	22 0	*	*	25 0	27 0	28 7	31 8	32 0	36 6
TRIPOD COM	26	n/a	8 0	19 9	*	*	20 0	*	30 4	*	*	30 4
CNET.COM	**38**	**n/a**	**25.9**	**31.6**	*	**38.8**	**36.9**	**40.1**	**35.4**	**38.8**	**37.2**	*
SHAREWARE COM	35	month	19 3	23 3	24 1	24 7	26 3	28 4	29 5	31 8	47 0	*
SEARCH COM	48	n/a	28 9	34 8	*	35 5	40 6	40 7	40 6	43 9	41 0	*
DOWNLOAD COM	57	n/a	26 5	28 8	*	32 3	32 4	31 9	34 6	35 6	47 0	*
DEJANEWS COM	63	n/a	16 5	20 8	*	*	22 9	*	*	*	31 0	30 2
SPORTSLINE COM	69	n/a	14 2	*	*	*	22 0	22 7	14 3	29 0	*	30 9
WINDOWS95 COM	89	month	44 0	45 6	45 4	36 0	48 8	45 0	*	47 0	*	47 0
DISCOVERY COM	134	n/a	22 3	22 3	*	22 6	29 0	*	38 0	*	36 0	36 8
INFOSPACE COM	136	n/a	19 4	22 1	*	*	32 3	*	*	29 8	38 0	38 5
HOTWIRED COM	167	n/a	21 6	30 8	*	30 8	35 8	*	*	*	31 0	30 0
NEWS COM	167	n/a	31 4	30 7	*	*	35 6	*	*	35 4	35 3	*
WARNERBROS COM	109	month	22 0	21 0	22 0	*	21 0	23 0	24 0	*	31 0	*
NBA COM	239	month	19 2	*	*	19 8	24 2	21 3	27 8	*	28 8	*
RAINORSHINE COM	385	month	*	14 9	20 2	28 7	22 4	25 7	*	*	*	25 7
IWORLD COM	285	n/a	*	41 1	*	44 3	32 8	*	27 5	*	*	27 5
MRSHOWBIZ COM	332	month	*	15 5	17 6	*	*	26 2	27 7	*	23 4	*
CMP COM	332	n/a	21 6	22 6	*	*	30 4	31 5	*	*	28 2	*
BINGOZONE COM	332	n/a	11.1	15.1	*	16.0	16.4	*	17.2	20.3	*	20.3
	Average Share:		**21.6**	**24.2**	**24.5**	**25.6**	**28.8**	**29.4**	**30.6**	**31.9**	**33.2**	**33.8**
	Average Share of Top 100 Sites:		**21.8**	**24.8**	**24.9**	**25.9**	**30.1**	**30.4**	**31.5**	**33.8**	**35.8**	**36.8**

Netscape Navigator Share

Dec	Jan	Feb	March	April	May	June	July	August	Sept
*	74 0	*	70 0	68 0	67 0	68	66	74 0	65 0
62 0	55 8	*	*	63 9	62 1	56 4	*	50 7	50 5
76 0	*	*	73 0	*	*	66 5	57 9	74 9	67 3
62 0	*	*	85 1	70 0	*	66	70	*	*
72 9	*	*	58 3	*	*	59	58 4	58 0	51 4
74 0	70 0	*	68 0	59 2	*	58 1	*	60 0	*
70 0	65 0	*	*	65 0	62 0	48 6	57 7	59 0	57 2
81 0	80 1	*	*	81 0	*	64 2	*	*	64 2
57.8	**55.5**	*	**54.1**	**54.0**	**41.2**	**42.8**	**50.9**	**63.2**	*
74 3	70 8	69 9	70 0	68 3	65 8	64	62 4	43 0	*
60 7	54 4	*	58 4	52 9	52 1	52 5	49 2	59 0	*
67 4	64 4	*	63 2	61 4	61 1	52 9	57 2	43 0	*
64 8	72 7	*	*	64 6	*	*	*	69 0	56 1
78 9	*	*	*	73 0	74 4	78 9	67 1	*	67 1
54 0	52 9	53 1	63 0	49 8	53 0	*	*	*	51 0
77 6	71 0	*	77 6	66 0	*	47	*	50 0	51 9
75 0	64 4	*	*	59 5	*	*	59 5	60 0	56 7
62 0	57 6	*	55 6	57 1	*	*	*	69 0	69 0
58 2	59 7	*	*	55 3	*	*	48 5	64 7	*
71 0	70 0	69 0	*	70 0	71 0	70	*	69 0	*
79 2	*	*	79 3	74 0	73 5	68 5	*	71 2	*
*	80 5	75 5	67 9	74 7	72 4	*	*	*	72 4
*	46 0	*	44 8	59 8	*	66 5	*	*	70 0
*	78 1	80 2	*	*	72 1	70 9	*	76 6	*
52 0	63 8	*	*	60 1	59 7	*	*	71 9	*
69.5	57.3	*	49.0	50.0	*	44.1	45.8	*	79.7
68.2	**66.7**	**66.6**	**66.4**	**64.2**	**63.1**	**60.3**	**60.0**	**62.6**	**62.4**
68.3	**67.0**	**67.0**	**67.7**	**64.2**	**63.0**	**59.7**	**59.6**	**60.6**	**67 9**

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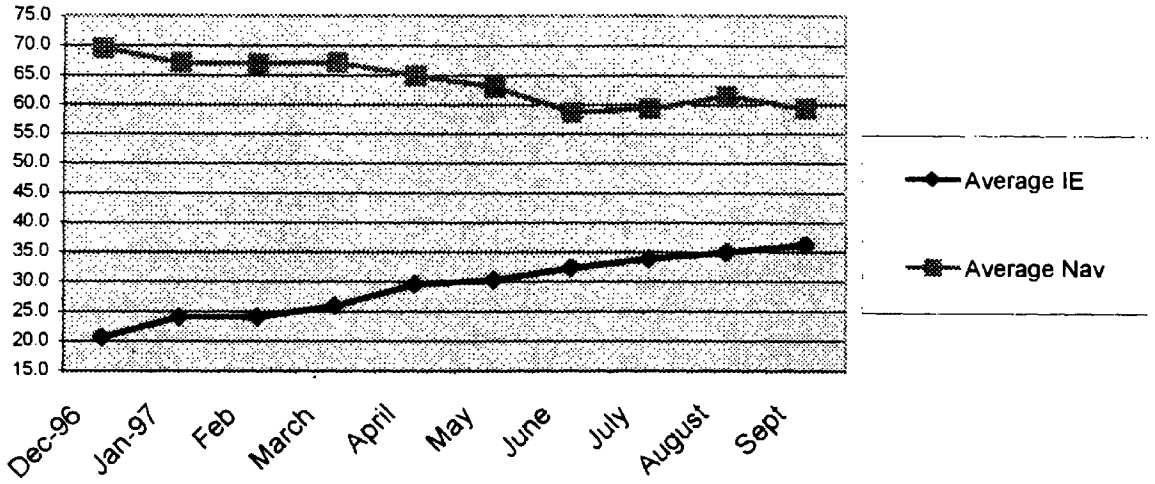
Average Browser Share
1996 - 1997

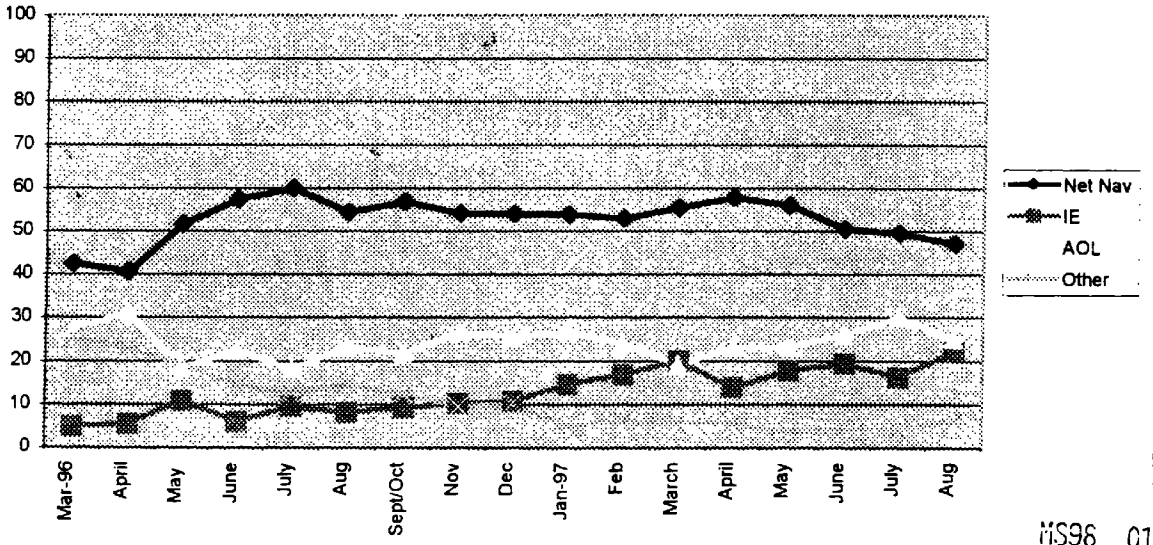
Top 50 PC Meter Sites*

* Data is based on 11 sites that MS advertises on



s that we advertise on and fall within the PC Meter top 50 sites

Calldowns



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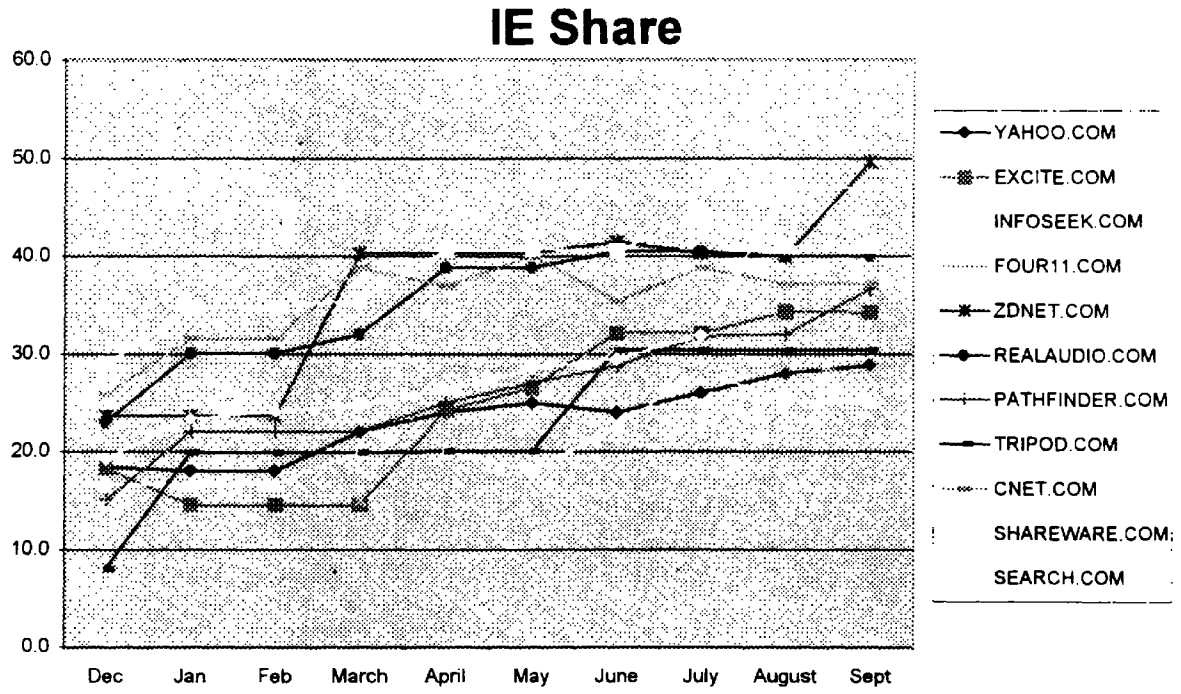

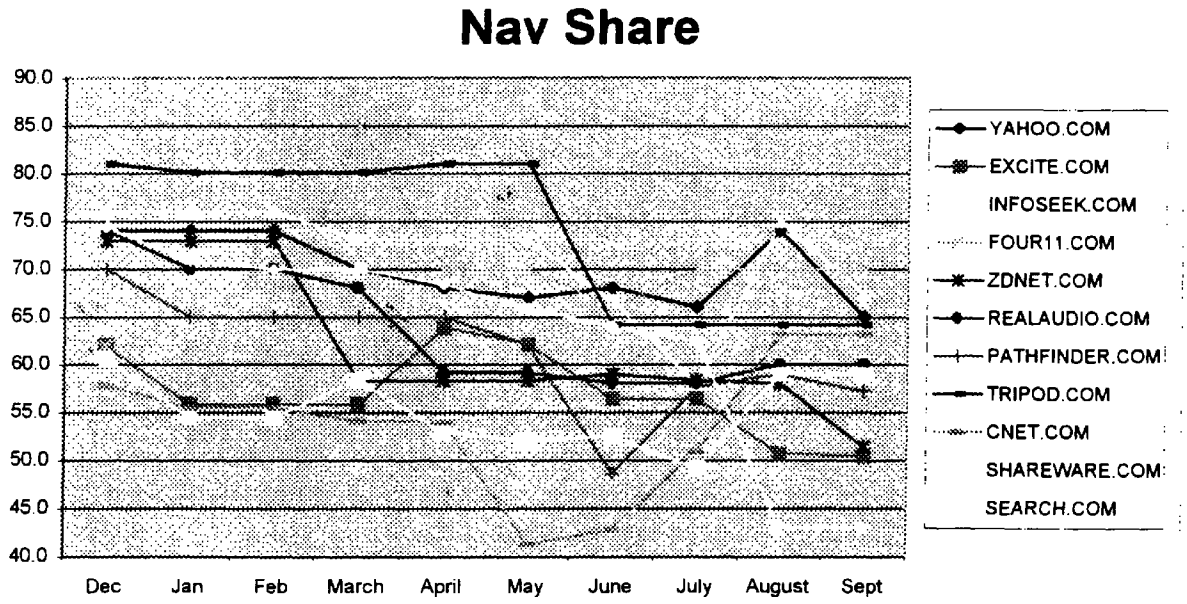

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IE Share

Site	Dec	Jan	Feb	March	April	May	June	July	August	Sept
YAHOO.COM	18.4	18.0	18.0	22.0	24.0	25.0	24.0	26.0	28.0	28.8
EXCITE.COM	18.3	14.5	14.5	14.5	24.2	26.5	32.1	32.1	34.3	34.2
INFOSEEK.COM	16.6	16.6	16.6	20.0	20.0	18.0	22.5	28.3	25.1	25.1
FOUR11.COM	29.0	29.0	29.0	14.9	28.8	28.0	30.0	28.0	28.8	28.0
ZDNET.COM	23.6	23.6	23.6	40.3	40.3	40.3	41.5	40.3	40.0	49.6
REALAUDIO.CO	23.0	30.0	30.0	32.0	38.8	38.8	40.5	40.5	40.0	40.0
PATHFINDER.CO	15.0	22.0	22.0	22.0	25.0	27.0	28.7	31.8	32.0	36.6
TRIPOD.COM	8.0	19.9	19.9	19.9	20.0	20.0	30.4	30.4	30.4	30.4
CNET.COM	25.9	31.6	31.6	38.8	36.9	40.1	35.4	38.8	37.2	37.2
SHAREWARE.CO	19.3	23.3	24.1	24.7	26.3	28.4	29.5	31.8	47.0	47.0
SEARCH.COM	28.9	34.8	34.8	35.5	40.6	40.7	40.6	43.9	41.0	41.0

Top 50 Site	Dec-96	Jan-97	Feb	March	April	May	June	July	August	Sept
Average IE	20.5	23.9	24.0	25.9	29.5	30.3	32.3	33.8	34.9	36.2
Average Nav	69.5	67	66.9	67.1	64.9	62.9	58.7	59.2	61.45455	59.16364

	N=249	N=236	N=250	N=246	N=304	N=208	N=780	N=335	N=263	N=232	N=242
	Mar-96	April	May	June	July	Aug	Sept/Oct	Nov	Dec	Jan-97	Feb
Net Nav	42.5	40.6	51.6	57.3	59.8	54.3	56.7	54	53.9	53.8	52.8
IE	4.8	5.5	10.8	6	9.5	8.1	9.3	10.1	10.6	14.6	16.9
AOL	27.3	30.9	18.4	22.3	18	23	21.7	26.5	25.4	26.7	23.9
Other	25.4	23	19.2	14.4	12.7	14.6	12.3	9.4	10.1	4.9	6.4
Average Share:			#REF!	#REF!	#REF!	#REF!	#REF!	#REF!	#REF!	#REF!	

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Net Nav Share

Site	Dec	Jan	Feb	March	April	May	June	July	August	Sept
YAHOO.C	74.0	74.0	74.0	70.0	68.0	67.0	68	66	74	65
EXCITE.C	62.0	55.8	55.8	55.8	63.9	62.1	56.4	56.4	50.7	50.5
INFOSEE	76.0	76.0	76.0	73.0	73.0	73.0	66.5	57.9	74.9	67.3
FOUR11.C	62.0	62.0	62.0	85.1	70.0	70.0	66	70	70	70
ZDNET.C	72.9	72.9	72.9	58.3	58.3	58.3	59	58.4	58	51.4
REALAUD	74.0	70.0	70.0	68.0	59.2	59.2	58.1	58.1	60	60
PATHFIN	70.0	65.0	65.0	65.0	65.0	62.0	48.6	57.7	59	57.2
TRIPOD.C	81.0	80.1	80.1	80.1	81.0	81.0	64.2	64.2	64.2	64.2
CNET.CO	57.8	55.5	55.5	54.1	54.0	41.2	42.8	50.9	63.2	63.2
SHAREW	74.3	70.8	69.9	70.0	68.3	65.8	64	62.4	43	43
SEARCH.	60.7	54.4	54.4	58.4	52.9	52.1	52.5	49.2	59	59

N=462	N=218	N=243	N=212	N=259	N=300	N=300	
March	April	May	June	July	Aug	Sept	
55.4	57.7	55.9	50.4	49.4	47		
19.9	13.7	17.6	19.3	16.2	22		
19	22.9	23	25.9	30.1	25		
5.7	5.7	3.5	4.4	4.3	6		
#REF!	#REF!	#REF!	#REF!	#REF!	#REF!	#REF!	#REF!

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