**From:** Michael Aldridge
**Sent:** Tuesday, December 09, 1997 11:57 PM
**To:** Cameron Myhrvold
**Cc:** Jeff Dossett; Susan Norberg (Butcher); Stephen Wu; Brad Chase; Christophe Daligault
**Subject:** RE: Updated presentation for Netscape review

Cameron per your request here's a summary of our progress with NS WW and where we still need to do some work..Sorry for the delay been having exchange problems all night.
If your deadline isn't for a day or so, let me know... there are a few accounts I still need to get status updates on from Europe.

Topline
- 116 of the Top Internet Service Providers from 20 countries have committed to Internet Explorer 4 as their default browser (Represents 6.4 million users or 22% of Non-US Internet user base).
- 94% (109/116) of the IE4 launch partner ISPs are also shipping Outlook Express as their default e-mail client.
- 71% of these ISPs (83/116) are committed to upgrade programs for IE and OE that should be rolling out now or within the next 2 months.
- "Hunt List" wins ! **10 of the top 15 Intl NS ISP accounts turned to MS in the last 12 months. see below**
- Internationally we have 500 IE4 channels for 63 "locales". We have successfully secured the premier content in almost every Intl market including huge names such as BBC, Elle, Spiegel, and Nikkei

Big wins with top ISPs
- US - AT&T - IE share now 58% (up 25 points since Jan '97) through IE3 upgrade program
- UK - Demon current IE share over 70% through IE4 upgrade program
- Netherlands ...CompuServe IE share up from 14% to over 41% through IE3 upgrade program
- Korea and Japan: great work getting huge local OLS partners to include the IE browser object and even OE in their clients. Korea (Dacom, HiTel, SK Telecom) Japan - (People World/Asahi, Niftyserve, Big Globe)

Top 10 NS only accounts turned around in the past year

Now offering IE as standard browser
- Japan - People/Asahi Net (Proprietary) - 700K users (building their new client on IE browser object (ala AOL)
- Canada - NetCom Canada - 60K users
- UK - Virgin.Net - 46K users
- Korea - working on closing Korea Telecom (KORNET) - 110K users

Now offering IE on parity with Netscape
- T-Online (Germany) - 1.7 million users
- Seednet (Taiwan) - 250K
- Club Internet (France) - 42K users
- Telecom Blue Window (Switzerland) - 50K users
- Hong Kong Telecom IMS - 100K
- Netherlands - Planet Internet - 80K users

Top Accounts still shipping NS Only

| | | |
|---|---|---|
| Canada | Sympatico | 240K users |
| Singapore | Pacific Internet | 100K users |
| Brazil | IBM Global Net | 26K users |
| Venez | Eldish | 3K |
| Venez | TRUENET | 3K |

IE Share
Current IE Share Top 10 Internet markets (10/27)

| | |
|---|---|
| Japan | 48% |
| Germany | 36% |
| Canada | 35% |
| UK | 50% |
| Korea | 51% |
| France | 48% |
| Australia | 45% |
| Taiwan | 53% |
| Sweden | 40% |
| Spain | 65% |

- 19 countries now have >50% IE share now - UK, France, Belgium, Brazil, Czech Republic, Denmark, Greece, Italy, Mexico, Norway, Poland, Portugal, Russia, Singapore, Slovenia, South Korea, Spain, Taiwan, Turkey.

Internet E-mail Share
Still need to measure...Finalizing a tool for ISPs to measure e-mail share which is now being tested in a few subs. Should have it ready by end of Dec

Channel partners
Here's a detailed list of the channel partners WW if you need it for backup.

approval_new.xls

Kind regards,
**Michael Aldridge**
*International Mkt. Mgr*
*ICCD - Outlook Express / IEAK 4.0 / IE 4.0 ISP Co-Mkt Programs*
*SteveB Cartwheels in FY'98*

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*"Upgrades..uh huh!.. with IE and OE...uh huh! ....show me the share baby uh huh!*

-----Original Message-----
**From:** Cameron Myhrvold
**Sent:** Tuesday, December 09, 1997 5:17 PM
**To:** Christophe Daligault; Michael Aldridge
**Cc:** Jeff Dossett; Susan Norberg (Butcher)
**Subject:** RE: Updated presentation for Netscape review

Thank you, this info would be super. Susan is helping to coordinate for us so please keep her in the loop too.

Not only the stuff below, but let's laos list any remaining accounts on the hunting list. I want to show progress, but we should also say where we still need work.

Cam

-----Original Message-----
**From:** Christophe Daligault
**Sent:** Tuesday, December 09, 1997 1:33 PM
**To:** Michael Aldridge
**Cc:** Christophe Daligault; Cameron Myhrvold; Jeff Dossett
**Subject:** FW: Updated presentation for Netscape review
**Importance:** High

oops, i just read this mail
Mike, can u pls work on this asap and give me a draft. in email, dont bother doing a slide for now

should have
- all the data points wrt top 112 intl ISPs (% who made IE 4 they std, % who made OE their std....)
- IE share numbers as available (we have Europe and FE)
- highlight great wins with Demon and a few other well-known ISPs
- mention the browser object deals with the huge FE OLS's (Nifty, Bi-Globe... in Japan, Dacom, Hitel... in Korea)
- Netscape accounts that ICU turned around. People in Japan Hinet in Taiwan, Planet Internet in the Netherlands, and T-online starting to ship IE
- Also, get a precise number of IE channels from Lars, and a backup slide/doc with the channels' names by country
- other things you can think of (i suggest you read my FE trip report again as well as what you gave Brian for his IE status doc)

Cam, we also have very detailed and fresh data from Europe and the FE, showing installed base, share and run-rates data for all the top ISPs - which also lets us forecasts share by end of the FY (or whenever). Do you want this as a back-up ?

-----Original Message-----
**From:** Cameron Myhrvold
**Sent:** Sunday, December 07, 1997 1:35 PM
**To:** Susan Norberg (Butcher); Jeff Dossett; Stephen Wu; Christophe Daligault
**Subject:** RE: Updated presentation for Netscape review

We all know the losses (still no turn around on RBOCs), but will w document our wins? We have very many -- @Home, Erol's, many international ones... will we talk about this? We are crazy not to show our progress agianst the netscape hunting list.

-----Original Message-----
**From:** Susan Norberg (Butcher)
**Sent:** Thursday, December 04, 1997 9:06 AM
**To:** Jeff Dossett; Cameron Myhrvold
**Subject:** FW: Updated presentation for Netscape review

Heads up - Steveb reviewed the draft prez and requested that the slide set be cut down to 8-10 slides, which heightens the focus on the revenue components (ISP's Browser revenue), key losses (RBOC's) and partners (RBOC's and ISP's) as described below.

I am working on the new ISP revenue numbers today provided by Jeffdo's team and will share with Netscape team at Friday's meeting and results of that meeting with Camdir at staff on Tuesday.

- (1) Revenue map - where and how they make money; bullets on key revenue geography
- (1, not mandatory) Key customers/partners
- (1-2) Key wins and losses

-----Original Message-----
**From:** Richard Liotta

**Sent:** Wednesday, December 03, 1997 12:42 PM
**To:** Netscape Compete Team
**Subject:** FW: Updated presentation slide deck stab

Per meeting with steveb, it appears that each team will be alloted only 1 hour. Steve feels that 8-10 slides are appropriate. he wants to leave ample time for the BEC to go through thorough discussion. During this friday's weekly netscape meeting (4-5 pm, room 8s/2133) we will go through the slides to date and decide the 8-10 that we will include.

see you this friday.
rick

FYI: for those attending today's product (2pm) and revenue (3:30pm) mtgs.... they are still on.

---Original Message---
**From:** Amar Nehru
**Sent:** Wednesday, December 03, 1997 12:15 PM
**To:** Jim Ewel; William Fong; Bruce Jaffe; Krishnan Srinivasan; Bob Kelly; Jon Anderson; Mike Nash; Stephanie Ferguson
**Cc:** Richard Liotta; Thomas Kolf; Rosa Garcia; Raghav Kher; Amar Nehru
**Subject:** Updated presentation slide deck stab
**Importance:** High

Here are some thoughts on how we organize given the stipulation of ~8 slides. Happy to be overruled. thoughts/comments.

Agenda for all 5 competitors.
1 -2 slides for all 5 overview
SEC view of P&L
Key bullets
Some of the current stuff from the overview slides and one nugget on corporate philosophy
Then each competitor will have:

- (1) Revenue map - where and how they make money; bullets on key revenue geography
- Investments
  - (1) Expense detail
  - (1) People/headcount deployment
- (1) Product description
- (1-2) Product/technology intiatives
- (1, not mandatory) Key customers/partners
- (1-2) Key wins and losses
- (1) Key learnings as conclusion
- APPENDIX with sections corresponding to the above slides that give all the details we have assembled

amar

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