From: Kumar Mehta [kmehta@microsoft.com]
Sent: Wednesday, January 28, 1998 1:58 PM
To: Yusufm's Direct Reports; Brad Chase; IE End User Marketing Team
Subject: FW: November end user share

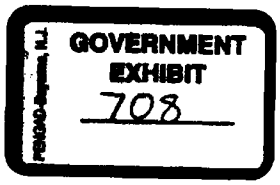
Here is the PC meter browser share for Dec. IE has picked up another 2 points and nav has dropped by a point and a half. All data sources I look at are showing pretty decent IE gains.

Overall IE share (for home, windows PC's); is 56%. (including AOL based IE)

<<...>>

Share for the previous months is below; but since september; we have gone up every month 20.7 to 25.8.

> -----Original Message-----
> From: Kumar Mehta
> Sent: Thursday, January 08, 1998 11:05 AM
> To: Yusufm's Direct Reports; Brad Chase; IE End User Marketing Team
> Subject: November end user share
>
> Just got the november end user share from PC meter; looks like our
> share has picked up another 1.5%. This is a significant increase
> given the N of 10,000.
>
> Here is the November share. Share for the previous few months is
> below. (remember this is based only to home, windows PC's)
>
> IE: 23.9%
> Nav: 37.9
> AOL: 33.7
> Other 4.5
>
> Looks like we are making some good progress. Counting 90% of AOL; our
> total share. based on this methodolgy is 54%.
>
> Kumar.
>
>
> -----Original Message-----
> From: Kumar Mehta
> Sent: Thursday, December 18, 1997 2:50 PM
> To: Yusufm's Direct Reports; IE End User Marketing Team; Brad Chase
> Subject: end user browser share
>
> Here is a brief summary of end user browser share from PC meter (media
> metrix) They report the primary browser used by people who access
> the web using home, windows PC's.
>
> This includes October 1997 data; our first post-launch data from pc
> meter. Trends are pretty clear; we have picked up approx 2 points
> between sep and oct. Since this is based on an N of 10,000; even a 1%
> shift is significant.
>
> Overall Netscape has lost 3% since May and IE has picked up 4% in the
> same time period. Our total share from home windows PC's, counting
> 85% of AOL brings us to almost 51%.
>
> <<...>>
>
>
>



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> I have asked them to do a switchers analysis that will tell us exactly
> how many people have switched from Nav to IE; and how many have
> reverse-switched from IE to Nav. Should get this soon.
>
> This matches with our call-down browser share from Roper. I will be
> putting all this together and presenting to you all in early Jan.
>
> (sorry for skipping July in the xls above; don't have july data with
> me).
>
> Kumar.
>
>

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