From: Kumar Mehta
Sent: Thursday, March 27, 1997 3:55 PM
To: Jeff M. Johnson; Bob Foulon
Subject: RE: ie data

Here is how browsers are acquired.

For Home surfers:

	ALL	IE	Nav	AOL
Came with subscription:	41%	25%	32%	78%
Downloaded it:	19	33	23	1
Came with computer:	13	20	13	6
Retail:	6	3	10	1
Came in mail or magazine:	4	1	3	5
Bundled with other software:	2	6	2	1

And for people accessing web from work:

	ALL	IE	Nav	AOL
Got it at work:	51%	36%	56%	58%
Came with computer:	14	24	14	8
Downloaded it:	9	16	9	8
Came with subscription:	8	8	8	15
Retail:	2	0	4	4
Bundled with other software:	1	2	1	0

-----Original Message-----
From: **Jeff M. Johnson**
Sent: Thursday, March 27, 1997 3:49 PM
To: Bob Foulon; Kumar Mehta
Subject: RE: ie data

How does this compare to all browsers? Is IE downloaded much less than the others? What if AOL is excluded?

I am sure that will be BillVs next question.

-----Original Message-----
From: Bob Foulon
Sent: Thursday, March 27, 1997 3:46 PM
To: Jeff M. Johnson; Kumar Mehta
Subject: FW: ie data

-----Original Message-----
From: Bob Foulon
Sent: Thursday, March 27, 1997 3:38 PM
To: Jonathan Roberts
Subject: RE: ie data

since only 30% of internet users have **ever** downloaded a new browser (they use what comes with their pc or comes with their ISP sign up kit), the only real chance IE has of getting them to switch is thru a new pc, an OS upgrade or a new ISP kit.

Net net. 33% of IE users downloaded IE. Here's how the rest distributed in terms of how it was acquired:

- 25% of IE users got IE with a new PC
- 6% got it with another program (e.g. windows or office),

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- 25% say it came with a subscription (most likely MSN).

-----Original Message-----
From: Jonathan Roberts
Sent: Thursday, March 27, 1997 3:07 PM
To: Bob Foulon
Subject: FW: ie data

Comments?

-----Original Message-----
From: **Bill Veghte**
Sent: Thursday, March 27, 1997 2:54 PM
To: Jonathan Roberts; Megan Bliss; Jeff M. Johnson; Carl Stork; Moshe Dunie
Subject: RE: ie data

This is great data... The question that we need to be answer crisply (maybe it is in the data below and I am just too dense) is:

what percentage of IE users got it because it came bundled w/ the OS (i would consider coming w/ computer to fall in that camp since we have historically delivered IE w/ our OPKs)?

We touch the edges of this on the basis of 25% getting it w/ their computers but we don't talk about the other 75% and how they got it (eg thru OS bundle, etc).

Thanks!

-----Original Message-----
From: **Jonathan Roberts**
Sent: Thursday, March 27, 1997 2:25 PM
To: Bill Veghte; Megan Bliss; Jeff M. Johnson; Carl Stork; Moshe Dunie
Subject: FW: ie data
Importance: High

Okay guys, this validates why it is important to keep IE with Memphis.

-----Original Message-----
From: **Bob Foulon**
Sent: Thursday, March 27, 1997 2:22 PM
To: Jonathan Roberts
Subject: FW: ie data
Importance: High

here is kumar's (chase's research guy) analysis re ie adoption.

-----Original Message-----
From: Kumar Mehta
Sent: Thursday, March 27, 1997 1:35 PM
To: Bob Foulon
Subject: ie data

Bob, here is some info. on how people get and use IE that might help you guys. My feeling, based on all the IE research we have done, is that it is a mistake to release memphis without bundling IE with it.

- IE users are more likely than other browser users to get it with their computers. Overall 20% of people who use IE at home obtained it with their computer; and 24% of those using IE at work got it with their computer. Effectively we would be taking away the distribution channel of almost a quarter of all IE users.
- Overall 34% of all surfers (not just IE users) have ever downloaded a browser. That means 66% of everybody on the web has never downloaded a browser.
- Almost 60% of all surfers have never downloaded any software from the web. my sense is that these people are not very likely to download anything, let alone a browser that takes 2 hours to download, from the web
- 80% of those who do not use IE say they have no plans to switch to it. which means that if we take away IE from the o/s, most nav users will never switch to us.
- Also from all our research with IS and web professionals we know that they eventually expect us to win the browser war because Ie will be bundled with the operating system and they will have nc

real reason to purchase navigator

- Also, we both saw in all our groups with end users and IS that the integration of the browser and the operating system was a very compelling feature.

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