Rick Frederking (LCA)

From: Cameron Myhrvold
Sent: Friday, June 28, 1996 1 56 PM
To: Bill Snyder
Subject: FW ISP Referral mtg summary

I was wondering this myself How does this work?

From: Russell Stockdale
Sent: Friday June 28 1996 6 38 AM
To: Brad Chase Stephen Wu Cameron Myhrvold
Cc: Dan Steele
Subject: RE ISP Referral mtg summary

I like it quite a bit Only thing I can't figure out is how do they know if the customer actually upgrades?

From: Cameron Myhrvold
Sent: Monday, June 24, 1996 4 59 PM
To: Brad Chase; Russell Stockdale, Stephen Wu
Subject: FW ISP Referral mtg summary

Here is what we have proposed for upgrading Netcom 's existing customers to IE. It is essentially a "revese bounty" c $9 (they get $9 against their bounties owed us by upgrading one of their customers to IE, but they have to offer 1 month of free access as an upgrade incentive to each customer)

Please let us know waht you think.

Cam

From: Bill Snyder
Sent: Monday, June 24, 1996 4 36 PM
To: Cameron Myhrvold, Steve Wells
Cc: Manfred Schmiedl
Subject: RE ISP Referral mtg summary

We modified the std upgrade language ($3 offset for disks. $1 offset for electronic download) with a $9 offset (regardless of media) on the condition that NETCOM must offer one month free access to incent their customers to upgrade to IE. The $9 can only be used as an offset againts referral fees owed (MS cannot owe NETCOM money) In addition, MS sets aside $1 in a joint marketing fund for each competitive upgrade. NETCOM must match the $1 in their own fund. We use this money to fund joint marketing activities (like affinity deals, trade shows, etc.). I have all the language approved by legal

Spreadsheet below shows the result of various scenarios
<<File. bounty xls>>

From: Steve Wells
Sent. Monday, June 24, 1996 3 54 PM
To: Cameron Myhrvold
Cc: Manfred Schmiedl, Bill Snyder
Subject: RE. ISP Referral mtg summary

bill, plesae outline our proposal to Netcom to cam so he can consider this as a good concept or not. He may want to recommend a variant to brad and rus.

From: Cameron Myhrvold
Sent: Monday, June 24, 1996 3 52 PM
To: Brad Chase, Russell Stockdale
Cc: Manfred Schmiedl; Steve Wells; Stephen Wu
Subject: FW ISP Referral mtg summary

One thing I did forget to mention today is that with the deals we have signed for IE to date, our IE IAPs have an installed base of something more than 1 6 million customers It seems like a smart thing to think about a program to upgrade their existing customers to IE (along with singing up their new customers). I am happy to execute this and make it part of our standard deal, but it needs to be a consistent marketing program Will you guys think about this and let's figure out some things to do to go after the instaaled base of our ISPs to convert them?

Cam

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