Brad Fay

om:	Kumar Mehta [kmehta@microsoft.com]
ent:	Tuesday, July 14, 1998 5:13 PM
To:	'Brad Fay'; 'Park, Jin'
Cc:	Nichols, Albert; Bob Tyrrell
Subject:	RE: Browser usage data

thanks Brad. I think we are just going to use the MDC data. I think we can get by without using the roper data. will let you know if this changes.

-----Original Message-----
From: Brad Fay [mailto:BFAY@roper.com]
Sent: Tuesday, July 14, 1998 12:12 PM
To: Kumar Mehta; 'Park, Jin'
Cc: Nichols, Albert; Bob Tyrrell
Subject: RE: Browser usage data

Earlier today, the director of our data processing department, Bob Tyrrell, and I both spoke with Jin Park of NERA. The data are currently in a market research desk-top cross-tabbing system known as Quanvert, which is licensed by the Quantime Corporation (which was recently aquired by SPSS). We can send a dataset in that format at no charge (although you would have to license the software from Quantime).

Jin feels that the Quanvert system will not be appropriate and it was agreed that the second-best approach in terms of cost, timing, and utility, would be an SPSS formatted file. The cost for creating this would be $2200 for the first month of the tracking study and $900 for subsequent waves, for a total of $6,700 if all six months are desired.

ıe first wave will require about a week of programming, subsequent .vaves about two days.

Let us know how you want to proceed. We look forward to being of assistance.

> -----Original Message-----
> From: Kumar Mehta [SMTP:kmehta@microsoft.com]
> Sent: Tuesday, July 14, 1998 2:44 PM
> To: 'Park, Jin'; 'bfay@roper.com'
> Cc: Nichols, Albert; Diane D'Arcangelo (LCA)
> Subject: RE: Browser usage data
>
> Brad, can you or john pls help them out with browser data.
>
> they are helping us formulate a response for the depatrtment of
> justice
> case.
>
> thanks.
>
> -----Original Message-----
> From: Park, Jin [mailto:Jin.Park@NERA.com]
> Sent: Tuesday, July 14, 1998 8:01 AM
> To: 'bfay@roper.com'
> Cc: Nichols, Albert; Diane D'Arcangelo (LCA); Kumar Mehta
> Subject: FW: Browser usage data
>
>
> Brad,

My name is Jin Park. I work with Nick Nichols at NERA.

> I have a few questions about the browser share table in Kumar Mehta's
> spreadsheet for Aug-Dec 97 vis-a-vis surveys conducted by your firm.

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> I
> could not reconcile Kumar's numbers with what I can see from the
> printouts from your firm. For example, Kumar's numbers have N=300 for
> each month. Also, the printouts don't provide monthly tabulations
except for Nov 97 (but then again I could not match this with Kumar's
> Nov 97 number). Instead, each stack of printout covers multiple
> months
> like Oct/Nov/Dec 97, Oct/Nov 97, Nov/Dec 97, Aug/Sep 97. I also
> would
> like to talk to you about the possibility of getting the raw survey
> data.
>
> I can be reached at (617) 621-2634. I would appreciate a call from
> you
> as soon as possible.
>
> Thanks.
>
>
> > ----Original Message-----
> > From: Kumar Mehta [mailto:kmehta@microsoft.com]
> > Sent: Monday, July 13, 1998 11:29 AM
> > To: 'Nichols, Albert'; 'bfay@roper.com'
> > Cc: Diane D'Arcangelo (LCA); Park, Jin
> > Subject: RE: Browser usage data
> >
> >
> > Brad, Nick Nichols is with NERA. they are economists who are
> helping
> > us
> > out with the Department of Justice case we have scheduled for trial
> in
> > September.
> >
> > They are spending a lot of time analyzing the browser data. Please
> > help
> > them in anyway you can.
> >
> > It appears that they awnt the raw data for some analysis they are
> > doing.
> >
> > Thanks.
> >
> > -----Original Message----
> > From: Nichols, Albert [mailto:Albert.Nichols@NERA.com]
> > Sent: Monday, July 13, 1998 6:48 AM
> > To: Kumar Mehta
> > Cc: Diane D'Arcangelo (LCA); Park, Jin
> > Subject: FW: Browser usage data
> >
> >
> > As you know from the email I cc'ed you on last night, we are getting
> > in
> > touch with Bill. Jin reminds me that we still need to know what
> source
> > you used for your Aug-Dec 1997 numbers.
> >
> > Thanks,
> > Nick
> >
> > > -----Original Message----
> > > From: Park, Jin
> > > Sent: Monday, July 13, 1998 9:46 AM
> > > To: Nichols, Albert
> > > Subject: FW: Browser usage data
> > >
> > > Kumar did not say where he got his browser numbers for Aug-Dec 97.
> >
> > > ----Original Message-----
> > > From: Kumar Mehta [SMTP:kmehta@microsoft.com]
> > > Sent: Saturday, July 11, 1998 7:46 PM

> > > To: 'Nichols, Albert'; 'bill@mdcresearch.com'
> > > Cc: Diane D'Arcangelo (LCA); Park, Jin
> > > Subject: RE: Browser usage data
> >
> > Bill Svendsen is the keeper of all the raw data. can you pls tell
> him
> > > what
> > > you need. thanks.
> > >
> > > -----Original Message-----
> > > From: Nichols, Albert [mailto:Albert.Nichols@NERA.com]
> > > Sent: Saturday, July 11, 1998 12:15 PM
> > > To: Kumar Mehta
> > > Cc: Diane D'Arcangelo (LCA); Park, Jin
> > > Subject: Browser usage data
> > >
> > >
> > > Kumar:
> > >
> > > Jin has continued to go through the printouts. We now think that
> it
> > > would be simpler if we could get the raw data (with the
> > dictionaries),
> > > rather than try to spell out exactly which tabulations we need.
> The
> > > primary problem is that the focus of the cross-tabs changed over
> > time.
> > > With the raw data, we think that we can construct more consistent
> > > series
> > > for the cross tabs. (E.g., for the earlier stuff, we can identify
> > the
> > > "main" browser based on hours of use from different locations and
> > the
> > > browsers used from those locations.) It would be good if we could
> > talk
> > to you about these issues ASAP.
> >
> > Also, could you let us know what source you used for the
> August-Dec.
> > > 1997 share numbers in your spreadsheet; they do not seem to
> > correspond
> > > to either the MDC or the Roper-Starch printouts, and they all have
> > an
> > > n
> > > of 300.
> > >
> > > When Diane and I spoke on Friday, she indicated that from a
> > > legal/discovery perspective there is no problem in NERA getting
> the
> > > raw
> > > data.
> > >
> > > Thanks,
> > > Nick