From: Kumar Mehta
Sent: Thursday, March 27, 1997 1:39 PM
To: Brad Chase; Yusuf Mehdi
Subject: FW: ie data

Bobfou is gathering data for a jonro meeting with billg tomorrow. Apparently they are going to discuss whether ie and memphis should be bundled together.

Anyway bob asked me for all the data we have from our side; this is my response.

-----Original Message-----
From: **Kumar Mehta**
Sent: Thursday, March 27, 1997 1:29 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 no 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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