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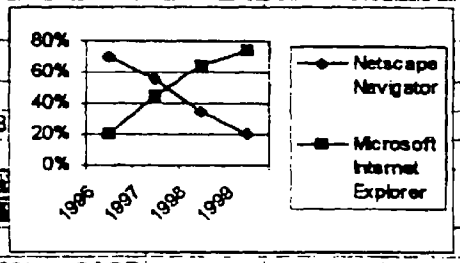
BENEFITS OF BECOMING A PLATINUM PARTNER:

(1) As a Platinum Partner, each user of Internet Explorer 4.0 will view your channel every time he/she clicks the designated channel category.

a) According to Zona Research, the long-term growth rate (through 1999) of the total number of web browsers installed is approximately 67%. In the study, it is estimated that the total install base of browsers will be approximately 85 million in 1999 (Currently just over 30 million).

b) A study performed by Giga Research estimates that Microsoft's Internet Explorer will capture 75 % of this market by 1999. Based on these numbers, as a Platinum Content Provider, your channel could potentially be viewed by approximately 64 million users (75% of 85 million installations). A more conservative market share forecast of 50% would mean that 42 million users could potentially view your channel.

Browser Share
Source: Giga Information Group
Report: "Viewing the Internet: Selecting a Standard B
Analyst: Rob Enderle



	1996	1997	1998	1999	CAGR
Netscape	70%	55%	35%	20%	-34.10%
Microsoft I	20%	45%	65%	75%	55.40%

Methodology: Giga predicts a steady decline in market share for Netscape over the forecast perioc as IE4.0's increasing integration with Windows as well as BackOffice, making it more difficult for cor of displacing the browser. The precedent set by Chevron's abandonment of Navigator and Microsoft' channel partners are additional trends.

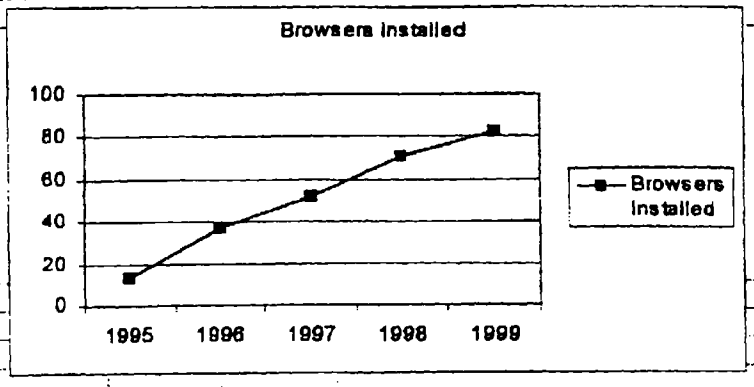
(2) In addition, your organization will be involved in an advertising campaign that revolves around IE 4.0 and content providers. The dollar amount or number of ads has not been determined as of yet. Because your channel will be integrated with IE 4.0, an advertisement for IE will benefit your channel and an ad for your channel will benefit IE 4.0 and Microsoft.

SPORT000086

Source: Zona Research

Date	1995	1996	1997	1998	1999
Browsers Installed	13.47	37.01	51.77	71.25	82.61

Growth in this market will be fueled by Windows 95 with embedded Internet Explorer, the incorporation of IP technologies into standard PCs, and the bridging of the IPX and IP environments.



ACTIONS AND METHODS OF DISTRIBUTION:

(1) Microsoft has signed agreements with major ISPs and OEMs to distribute IE 4.0. After the release of the product in September, IE 4.0 will be bundled with every copy of Windows 95 and NT Workstation.

(2) IE 4.0 will be integrated into the next release of Windows. Therefore, each user of this release will have access to your channel. Windows 95 had an install base of approximately 46 million at the end of CY 1996 (Source: Dataquest). These are the Windows 32 bit machines that we would expect to upgrade quickly.

(3) In international versions of IE 4.0, CBS Sportsline will be a part of the channel guide, giving your organization tremendous international exposure.