**Subject:** Microsoft Exclusionary Tactic
**Date:** Thu, 26 Sep 1996 13:20:37 +0000
**From:** Jennifer Bailey <jenb@netscape.com>
**Organization:** Netscape Communications
**To:**
**CC:** pmarca, mikeh

REDACTED

Don't know if the following constitutes any sort of illegality on Microsoft's part but I thought I should bring it to your attention. Bill McGee buys all of the advertising for us both on-line and print.

Top line is that Microsoft is requiring "browser exclusivity" in advertising type sponsorships...but they are not restricting other types of sponsorships (ie. only Netscape can't participate but RealAudio or Macromedia could).

Details below.

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**Subject:** c|net's Download.com
**Date:** Wed, 25 Sep 1996 07:06:45 -0800
**From:** bill@cmiwest.com (Bill McGee)
**To:** jenb@netscape.com

Jennifer,

Per our conversation, we met with the c|net rep to discuss their new spin-off of shareware.com, "download.com." In addition to offering standard banner ads, they are also selling "hot corners" that appear in the upper right hand corner of the opening and section pages, and download buttons at the bottom of the opening and section pages (similar to the "Netscape Now" button placement that appears on many website pages).

When I asked about the availability of the button for Netscape, I was told that Microsoft had made a substantial commitment to download.com, in particular, and c|net, in general, which included "browser exclusivity" on these download buttons - other companies such as RealAudio and Macromedia would be able to purchase buttons, but no one offering a browser. The rep was not willing to provide any further details - however, while the button program will first appear on download.com, I got the sense that it may be expanded to other c|net websites in the future.

Netscape will be able to continue purchasing banners and the "hot corners," but no buttons.

Please let me know if you need any additional information. I'll bring the download.com media kit to tomorrow's meeting.

Bill

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