From: Richard Wolf
Sent: Tuesday, October 22, 1996 10:28 AM
To: Steven Sinofsky
Subject: RE: Browser Share 10/18/96

The way I look at is we are up to 10% now, we'll add another 10-15% via AOL, and perhaps a bit more via the ISPs we have signed up. So we can get to 30%, which is enough of a stool to stand on to reach for the next level. But I agree it will take a while. I don't know if Nashville will take us to the the next level. The analysts and press are believers but I haven't seen it working well enough yet and there are potentially large problems.

—Original Message—
From: Steven Sinofsky
Sent: Monday, October 21, 1996 7:47 PM
To: Richard Wolf
Subject: RE: Browser Share 10/18/96

if our numbers were 20% would that be due to sampling error? more proof that this is a very long term campaign.

—Original Message—
From: Richard Wolf
Sent: Monday, October 21, 1996 4:34 PM
To: Office Web discussion
Subject: FW: Browser Share 10/18/96

FYI - latest dispatch from the front:

—Original Message—
From: Yusuf Mehdi
Sent: Monday, October 21, 1996 9:14 AM
To: Internet Explorer Marketing; O'Hare Internet Project Team; Paul Maritz; Brad Silverberg; John Ludwig
Subject: FW: Browser Share 10/18/96

Our share is still hovering around 10% based on the call down data. With the key ISPs, Retail Product and Direct OEMs starting to ship this month, we're looking to get another bump in the numbers like we did at launch. Netscape's #s are higher than normal, but are most likely the result of sampling error.

From: Harry Goodwin

US Market Share - Projectable Data

I. Weekly Call Downs:

Browser Used (all platforms)		
Netscape Navigator	57%	
America Online Browser		20%
Microsoft Internet Explorer	9%	
Mosaic	2%	
Lynx	0%	
IBM Web Explorer	1%	
Prodigy	3%	
Unsure	5%	
Other	3%	

Internet Service Provider	
America Online	32%
Independent ISP	37%
Corporate Network	12%
Compuserve	5%
Prodigy	5%
Unsure	3%
Microsoft Network (msn)	6%
Other	0%

Market Share at Random Sites:
IE = 16.9% on U of I site (NSCP is 78.9%)*
IE = 19.7% on Browserwatch (NSCP is 66.1%)*
IE = 39.1% on Webtrends (NSCP is 52.3%)* (September 96)

IE d/ls in September
IE 3 Final for Win95 and NT - **814,728**
IE 3 Beta 1 for Windows 95 and NT- **0**
IE 3 Beta 2 for Windows 95 and NT - **289**

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IE 2.0 for Windows 95 - **5,352**
IE 2.0 for Windows NT - **15,105**
IE for Macintosh - **68,909**
IE for Windows 3.x - **98,922**
IE 3 Final for Win95 and NT - *non English* - **475,077***

**This is only a portion of the International numbers. We are working to get more thorough statistics.*

Total available MSIE downloads in September: 1,478,382

Details and Graphs:

<< File: Shortcut to Browser Share.xls >>

Sources:
*All web sites reporting browser share are skewed in some degree to their audience; we include these numbers to demonstrate our trend line more so than the absolute market share. The OS tracker and forthcoming call downs are representative data for the US.

1. Weekly Call Downs
Consist of roughly 200 respondents that have accessed the WWW in the last two weeks. We use random digit dial and check for browser as well as ISP usage. We will break out share by platform on a monthly basis and detail it on the spreadsheet.

2. OS Tracker Study
A subset of the Microsoft's Operating System Tracking study that is conducted quarterly with random digit dial.

3. University of Illinois Site
Statistics for the University of Illinois measure access to engineering workstations and student home pages. Hosts, not accesses or people, are summarized in these tables. That is, a host gets only one vote (for its most recently used browser.) Thus browsers on large multi-user Unix systems or proxy servers, such as AOL, may in some sense be under-reported, while those on terminal servers or other networks using dynamic addresses may perhaps be over-reported. Data is gathered weekly.

4. WebTrends
WebTrends is a site from Interse Corp. which is an Internet software developer focused on delivering solutions for accurately analyzing World Wide Web site activity. They measure the percent of visitors to their site using the browser--not the percent of requests. This site also is affected by browsers which operate from proxy servers so it also may under represent the true number of AOL users. Data is gathered monthly.

5. Browserwatch
Browserwatch is a site which is designed to solely track market share for browsers and browser related products. It is not a high traffic site, but is another data point for us to watch our market share increase. They measure total number of hits, so the data can fluctuate quite a bit. Of particular note is the large number of Macintosh users accessing this site. Data is gathered weekly.

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