Lesley Halverson (LCA)

**From:** Brad Chase
**Sent:** Monday, December 09, 1996 7:03 PM
**To:** Bill Gates; Paul Maritz
**Cc:** 'bradsi'; Steve Ballmer; Brad Chase
**Subject:** RE: Downloads of IE

comments below

—Original Message—
**From:** Bill Gates
**Sent:** Monday, December 09, 1996 3:14 PM
**To:** Brad Chase; Paul Maritz
**Cc:** 'bradsi'; Steve Ballmer
**Subject:** RE: Downloads of IE

I don't understand this.

What new thing would we get from AOL in return for making them a default channel? I asked this question during the IE 4 review and didn't ever get an answer.
>> that is what we intend to talk about. this is a hard problem. we are getting all their users for IE through other efforts. we are thinking about $$, perhaps there are some interesting things we can do with to get AOL and their partners build IE/Active content if they are moving to the web soon, one wild idea i had was to swap their client on the desktop for this. don't think they would do that though but it would be great to get rid of the folder completely. AT@T has a one year deal, so does prodigy. so my thought was to trade compuserve and aol for a leading spot on AD and phase the folder out in a year. Everyone could still be a part of the referal server. thoughts on the idea on the remote chance they are interested?

realistically, they are a partner and a major content house. we have to try and figure out a way to include them and discuss it with them. it may be that we don't figure something out but we have to try. as i said before i will send you a doc with the general goals we have for all the top deals so you can give feedback.

I have never agreed to anything where AOL is equal to MSN - they are one level below in the deal where they agreed to support our browser.

>> specifically you said that there would be a ever so slight advantage for MSN. The example you gave was if the user had a dialog that let them select their channels then in the window MSN would be pre-selected, but the user could go choose others. we are operating with that spirit.

Anything new we give them we would have to see a major benefit from. I don't know why we would discuss Active Desktop with them unless we have something major we are asking them to do for us.

I think on the UI front and the technology front Netscape has taken the basic IE 4 idea and is executing on it far better than we are.
>> we all fear that. brad and david are intent on fixing.

—Original Message—
**From:** Brad Chase
**Sent:** Monday, December 09, 1996 2:48 PM
**To:** Bill Gates; Paul Maritz
**Cc:** 'bradsi'; Steve Ballmer; Brad Chase
**Subject:** RE: Downloads of IE

for the same reason MSN is, b/c they are a top content provider.

as we discussed in the review, they are interested in creating content for the ActiveDesktop and being one of the top channels.

—Original Message—
**From:** Bill Gates
**Sent:** Monday, December 09, 1996 1:40 PM
**To:** Brad Chase; Paul Maritz
**Cc:** bradsi; Steve Ballmer
**Subject:** RE: Downloads of IE

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I don't understand the comment about Active Desktop.

Why would we include AOL in Active Desktop?



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