From: Kumar Mehta
Sent: Wednesday, December 10, 1997 10:22 AM
To: Yusufm's Direct Reports; Brad Chase's Direct Reports
Subject: Hits based share

While we have been constantly seeing IE share based on calldowns, and using that for most of our analysis, don't forget that we have been tracking share based on hits to popular websites for almost a year. Here is a summary of IE and Nav share for the 1997. Trends are clear. Also, since this is based on millions of hits to popular sites; even a 1% increase or decrease is very significant (as opposed to calldowns where we routinely have a +/- 3-5% error range)

Methodology: A&L provides us with shares monthly from sites that they work with and place ads on. This is an average of share on about 20 major sites. Shares are reported by sites; in some cases it is based on hits in a week; in others it is based on hits for the month. So while there are inconsistencies within how share is measured for various sites, the methodology has been constant for the year; so the trends should be very accurate.

	IE Share	Nav Share
Jan	24.2	67
Feb	24.5	67
Mar	25.6	67.7
April	28.8	64.2
May	29.4	63
Jun	30.6	59.7
July	31.9	59.5
Aug	33.2	60.5
Sep	33.8	57.9
Oct	35.3	55.6
Nov	36.3	55.2

Some key highlights: Our share jumped up 3 points between March and April. Is there anything we did at that time?? We should review our activities for that time period, because if this is in response to something we did, we know it worked. Also, our share has shown a slightly higher than normal jump in Oct and Nov (as a result of the IE4 launch). Also, netscape share has stayed relatively constant for June, July and Aug; which I beleive is due to the Communicator launch. They did not gain share during their launch.

wpoole, i would like your help in refining this. i would like to select 3-5 key sites that we believe are representative of web activity and would like to get more detailed information such as weekday traffic vs weekend; o/s breakdown etc. can you suggest any sites that we can work with??

Kumar.

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495