From: Kumar Mehta
Sent: Wednesday, April 01, 1998 6:40 PM
To: Yusufm's Direct Reports; Brad Chase's Direct Reports; Chris Jones
Subject: March browser share

Just did a prelim analysis of the most recent calldown browser share data for March. IE is still strong.

Nav: 49%
IE: 28%
AOL: 21%
Other: 2%

IE (including AOL) brings us to 47%.

share for the previous few months are on the email below.

Kumar

----Original Message----
From: Kumar Mehta
Sent: Thursday, March 05, 1998 10:57 AM
To: Yusufm's Direct Reports; Brad Chase's Direct Reports; Chris Jones
Subject: Browser share trends

Here is latest browser share, using our 3 core methodologies along with trends for the past 6 months.

In general we see a sharp uptick in share from Sep to December due to the ie4 launch. All 3 methodologies show us gaining about 5% in share for this time period. Starting January there is a leveling off.

For those of you concerned with the calldown share drop from Jan-Feb drop to 38%; this is mainly due to a drop in AOL; not IE. The IE portion is relatively constant. I will monitor this and see if this AOL drop was an aberration or if more AOL people say they use the IE browser; or something else.

Kumar.

Calldowns	Feb	Jan	Dec	Nov	Oct	Sep
IE	24%	25%	25%	24%	22%	19%
Nav	55%	51%	54%	54%	52%	52%
AOL	16%	23%	19%	21%	24%	25%
Other	5%	1%	2%	1%	2%	4%
IE/AOL	**38%**	**46%**	**42%**	**43%**	**44%**	**42%**
PC Meter (based to home windows PC's)						
IE		25%	26%	24%	22%	21%
Nav		37%	36%	38%	39%	40%
AOL		34%	33%	34%	33%	34%
Other		4%	5%	4%	6%	5%
IE/AOL		**55.6%**	**55.7%**	**54.6%**	**51.7%**	**51.6%**
Hits to top sites						
IE		39%	39%	36%	35%	34%
Nav		39%	55%	55%	56%	58%

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From: Randy Haas
Sent: Monday, April 06, 1998 4:56 PM
To: Luke Chandler
Subject: FW: March browser share

Here's Kumar's mail and a copy of the calldown data (that excludes the IE portion of AOL). You should report the number with AOL separately.

Summary

Month	IE	Nav
Aug-96	8.1%	54.3%
Sep	9.3%	56.7%
Oct	9.3%	56.7%
Nov	10.1%	54.0%
Dec	10.6%	53.9%
Jan-97	14.6%	53.8%
Feb	16.9%	52.8%
Mar	19.9%	55.4%
Apr	13.7%	57.7%
May	17.6%	55.9%
June	19.3%	50.4%
July	16.2%	49.4%
Aug	22.0%	47.0%
Sept	19.0%	52.0%
Oct	22.0%	52.0%
Nov	24.0%	54.0%
Dec	24.0%	54.0%
Jan	25.0%	51.0%
Feb	24.0%	55.0%
Mar	28.0%	49.0%
IE For Current Month only		

Randy
Within Microsoft, visit http://aicgweb/finance/iccd.htm

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