From: johnlu
Sent: Tuesday, July 18, 1995 11:38 AM
To: paulma; bradsi
Subject: FW: Browser OEM update

all the data is in here, but quick summary: acer, parts of hp, digital, pb, zds will all encourage use of other browsers. and we should expect ibm to fall in this camp too. and i bet the fence sitters will do this too at some point -- gw, compaq, dell, etc.

this has nothing to do with product features. it has to do with the fact that the oems are provided kickbacks by the ISP for captured customers. MSN is not doing this, and we don't encourage use of our browser with other ISPs in our Win95 OEM kit.

wide distribution of MSN isn't enough. we are going to need to think about economic incentives for our OEMs if we are going to get them to help us drive adoption of MSN and of our internet technologies.

From: <chrisjo>
Sent: Monday, July 17, 1995 4:22 PM
To: bradsi@microsoft.com; johnlu@microsoft.com
Cc: johngray@microsoft.com
Subject: RE: Browser OEM update

More update:

Gateway - Shipping Prodigy, AOL, CompuServe.

Acer -- may not be enabling our Internet Explorer (trying to get their confirmation on this whether they will or not, and if not, why). They will ship NetCruiser (from NetCom) and NetScape. In addition to that they will ship clients for America Online, CompuServe and Prodigy. They will also ship clients to Reuter Money Net and Imagination Network (some kind of network game online service)

HP -- OmniBooks, only the MS Browser will be included. HP Corp desktops will be shipping ours; SBSO (Small Business/Small Office) will ship Spry Mosaic.

Chris

From: Chris Jones (Exchange)
Sent: Thursday, July 13, 1995 7:16 PM
To: Brad Silverberg (Xenix); John Ludwig (Xenix)
Cc: Chris Jones (Exchange); John Gray (Xenix)
Subject: Browser OEM update

[here's an initial update, more to come tomorrow]

Conclusion:
Internet Access providers are going to pay OEM's to bundle their solutions, and OEM's will likely bundle more and more of these solutions as they will get a kickback from each one. Because they don't get a kickback from MSN subscription, they will be unlikely to promote our solution.

Response:
Get all IAP's to want to bundle our stuff. We are on this path today, but we must execute on it soon and evangalize it to everyone.

PENGAD-Bayonne, N.J.
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Options for this are covered in earlier mail.

Status:
So far, no major objections to including Internet Explorer. Some want to remove the icon from the desktop -- our response should be that this is not allowed. By account:

. Digital -- bundles NetScape already, probably has some type of kickback deal for sign up.
. ATT -- no info, still calling.
. Acer -- shipping w/ America Online, Prodigy, NetCruiser today, will probably continue w/ Win95. Will know more tomorrow.
. HP -- shipping Prodigy, AOL in their home line; Corporate, Mobile lines aren't shipping anything. Will know more tomorrow.
. PB -- shipping Spry's.
. Compaq, AST, Dell -- no info yet.
. Micron -- not shipping any other Internet Explorer. Micron views this as a great additional component for customers.
. ZDS -- shipping Netscape (Windows 95 version) immediately with pre-installed systems. ZDS believes Netscape is a more fully fuctional browser. ZDS is not against the MS browser. They believe this gives customers another choice.

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