Subj: Microsoft Call
Date: 96-06-24 09:42:46 EDT
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To: JBrendsel
CC: ELKeller, Mvshaffer, MBerlow, DCole, JackDavies
CC: Brad Zions, GADBWJK
Sent on: MAC (0cb6) sub 3

Here is a brief summary of my call with Chase on Friday:

1. IE Promotion. He anxiously awaits our hard proposal. He has no fixed budget, but will spend money against anything that gets him greater marketshare quicker for IE. We should tailor our proposal in this regard. He is more concerned about share than branding, although branding has some importance. In this reagrd, he will support subscriber acquisition plays (more IE marketshare) or things that will get AOL users to convert to clients that use IE.

I need you, Mario and Myer to pull this together by the end of the week. Do not let it slip.

2. International. It appears we are too late to get the 16 bit client on the European desktop. It is simply a technical/timing issue and not one of principle. CS will not be on the desktop either. With that said, Brad will look to get us on in a couple of countries for the Christmas season (he will investiagte the possibility and get back to me next week, but if he does he will have to give CS the same opportunity) and he is willing to work other programs with us like bundling.

As to next steps, Jack is working MS on the other side to see if they can push them more here. In addition, Jack and Brad Zions will look to formulate other promotion efforts with MS. I will touch base with Brad at the end of the week.

3. OEM Collaterals. Brad understands the importance of the issue. He is checking to see what MS can command from the OEMs and will get back to me. I believe he will do all he can here. By the way, have we got our form of collateral insert approved?

4. Desktop Integrity. MS will do whatever is necessary to preserve the integrity of their desktop. If we see any OEMs screwing with the folders, or threatening to do so, we are to notify Brad immediately and he will do what is necssary to rectify this. They value the position of the folders equal to that of MSN — they do not want OEMs playing with their configuration under any situation.

That's it for now.

David

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