From: Kumar Mehta
Sent: Thursday, December 18, 1997 2:50 PM
To: Yusufm's Direct Reports; IE End User Marketing Team; Brad Chase
Subject: end user browser share

Here is a brief summary of end user browser share from PC meter (media metrix). They report the primary browser used by people who access the web using home, windows PC's.

This includes October 1997 data; our first post-launch data from pc meter. Trends are pretty clear; we have picked up approx 2 points between sep and oct. Since this is based on an N of 10,000; even a 1% shift is significant.

Overall Netscape has lost 3% since May and IE has picked up 4% in the same time period. Our total share from home windows PC's, counting 85% of AOL brings us to almost 51%.

	May	June	Aug	Sep	Oct
AMERICA ONLINE	33.0	33.8	33.5	33.6	33.1
NETSCAPE NAVIGATOR	42.4	42.6	41.1	40.3	39.2
INTERNET EXPLORER	18.3	18.1	19.9	20.7	22.5
OTHER BROWSERS	6.3	5.5	5.5	5.4	5.2

I have asked them to do a switchers analysis that will tell us exactly how many people have switched from Nav to IE; and how many have reverse-switched from IE to Nav. Should get this soon.

This matches with our call-down browser share from Roper. I will be putting all this together and presenting to you all in early Jan.

(sorry for skipping July in the xls above; don't have july data with me).

Kumar.

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