**From:** Kumar Mehta
**Sent:** Thursday, January 08, 1998 11:05 AM
**To:** Yusufm's Direct Reports; Brad Chase; IE End User Marketing Team
**Subject:** November end user share

Just got the november end user share from PC meter; looks like our share has picked up another 1.5%. This is a significant increase given the N of 10,000.

Here is the November share. Share for the previous few months is below. (remember this is based only to home, windows PC's)

IE: 23.9%
Nav: 37.9
AOL: 33.7
Other 4.5

Looks like we are making some good progress. Counting 90% of AOL; our total share, based on this methodolgy is 54%.

Kumar.

-----Original Message-----
**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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