From: Randy Haas
Sent: Monday, February 09, 1998 5:01 PM
To: John Krass
Cc: Lora Shiner
Subject: IE Browser slide.ppt

Brad had some minor adjustments based upon more review this afternoon. The browser share chart in here has changed, the IE metrics slide did not change. I can discuss these two slides at tomorrow's BEC meeting.

IE Browser slide.ppt

GOVERNMENT EXHIBIT 711

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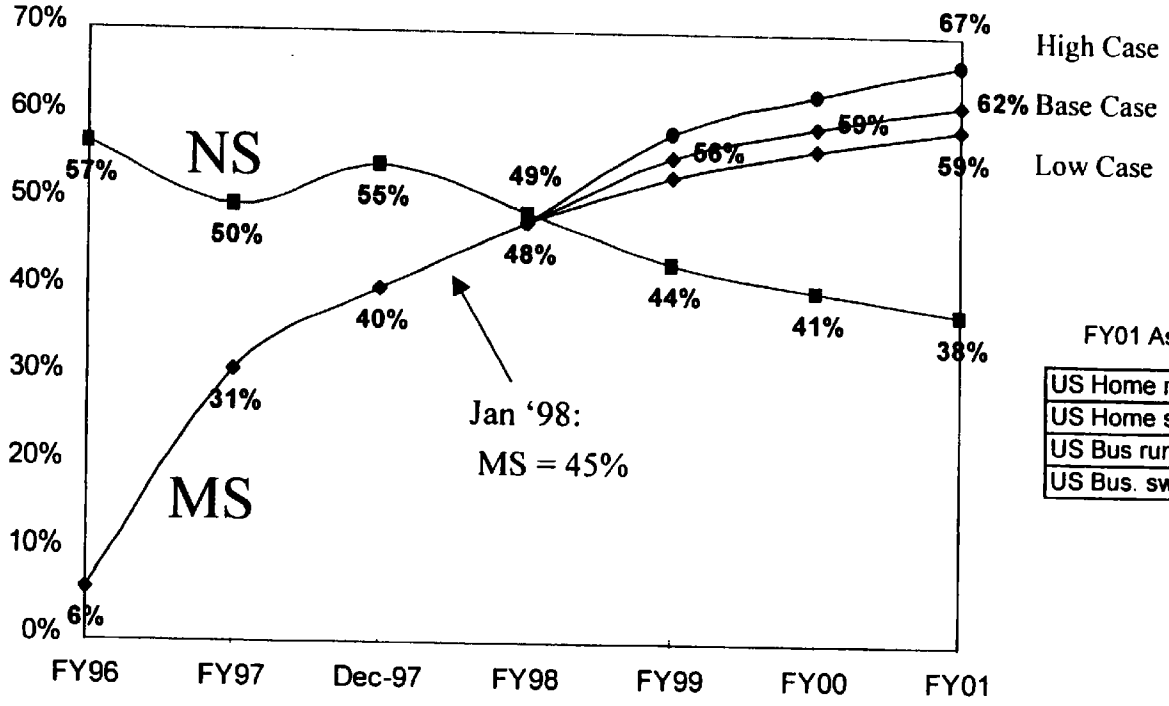
Web-Viewing Share Model

U.S.



FY01 Assumptions	Low Case	Base Case	High Case
US Home run rate	70%	70%	75%
US Home switch delta	3%	5%	10%
US Bus run rate	50%	60%	65%
US Bus. switch delta	3%	5%	10%

- MS run rate on new internet connections: 70% in US Home: growing from 41-60% in Businesses
- Switching rate from NS to MS is 5%-points higher than MS to NS, slightly less than today
- Web growth assumed to be approx. 1 million new internet users per month
- Critical success factors: ISP, OEM, corp deployment, customer retention

- Data from random digit dial calldowns; accuracy within +/- 3%

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IE Metrics

US	IE	AOL	IE/AOL	NSCP
Overall share (As of 1/98)	25%	22%	45%	50%
Win32 share	30%	20%	48%	47%
Win16 share (Dec 1997)	19%	17%	34%	64%
Mac share	12%	18%	28%	68%
Share of Hits to Top Web sites (Dec 1997)	39%			55%
Work share	28%	8%	35%	59%
Home share	27%	27%	51%	41%
Share of new users(www last 6 mos)	62%			38%
Base on Version 4.0	40%			35%
		(*90% of AOL on IE)		
International(24 languages v. NS ~12)				
UK, Sweden, Spain, Norway, Italy	> 60%			
Germany, Japan, Canada, Finland	< 50%			

- Win 32 share will grow as market shifts away from Win16
- Mac share is low but Mac is only 12% of market; going forward IE will be default with OS/hw shipments
- Home share is ahead due large number of AOL users
- Work share is affected by:
  - Delay in X-platform availability affecting large accounts
  - Lag between standardization and deployment in LORG & MORG
  - Lower share in MORG/SORG segment

Source: Random digit dial to web surfers for US data; Hits to top sites for International from Subs and 4.0 version share #s

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