**From:** Kumar Mehta
**`ent:** Tuesday, May 19, 1998 10:19 AM
**o:** Yusufm's Direct Reports; Brad Chase; Will Poole
**Subject:** Latest IE share (hits to top sites)

We are getting close to share parity with netscape, based on hits to top sites. Avg IE share on these sites is 44.5% and avg Nav share is 48.5%. These trends follow closely with those we are seing from the calldowns.

IE share on Warner Brothers is almost 75% (wpoole, is there some mistake here or is there any reason why this one site would have such a high share). warner bros share has always been high for IE.

nav share is disproportionately high on the NY Times site and Mr. Showbiz.

**Hits to top sites April '98**

| | %IE | %IE4 | %nav | %nav4 |
|---|---|---|---|---|
| GEOCITIES | 47.77% | 20.91% | 51.08% | 27.93% |
| EXCITE | 41.50% | 12.30% | 46.00% | 17.50% |
| INFOSEEK | 34.72% | 14.43% | 52.19% | 20.28% |
| LYCOS | 44.72% | 19.28% | 51.12% | 15.35% |
| C/NET | 45.50% | 35.70% | 45.40% | 28.60% |
| PATHFINDER | 50.05% | 26.28% | 41.73% | 19.48% |
| ESPNET SPORTSZONE | 35.29% | 16.14% | 47.70% | 23.83% |
| REAL AUDIO* | 50.66% | 28.80% | 45.22% | 25.29% |
| USA TODAY | 44.36% | 22.66% | 50.35% | 22.79% |
| HOTBOT | 37.31% | 23.57% | 55.75% | 33.88% |
| SEARCH.COM | 52.05% | 16.28% | 41.16% | 15.48% |
| WARNER BROTHERS* | 74.80% | 15.98% | 22.63% | 15.03% |
| DEJA NEWS* | 37.40% | 20.00% | 57.70% | 32.00% |
| PC WORLD ONLINE | 45.20% | 33.20% | 57.70% | 32.00% |
| HAPPY PUPPY | 45.95% | 24.03% | 48.16% | 24.95% |
| JUMBO | | | | |
| NBC.COM | 44.00% | 20.00% | 55.00% | 21.00% |
| NEWS.COM | 47.75% | 29.97% | 38.95% | 26.50% |
| DISCOVERY CHANNEL | 58.27% | 31.86% | 37.92% | 18.19% |
| NY TIMES WEB* | 32.62% | 15.62% | 66.71% | 31.24% |
| MR. SHOWBIZ | 31.24% | 15.31% | 64.40% | 32.85% |
| NBA.COM | 35.05% | 14.44% | 43.85% | 20.73% |
| TIPWORLD | 45.20% | 33.20% | 46.10% | 31.51% |
| DOWNLOAD.COM | 46.29% | 30.46% | 46.19% | 30.46% |
| SHAREWARE.COM | 41.64% | 26.33% | 50.75% | 31.33% |
| **Average** | **44.56%** | **22.78%** | **48.49%** | **24.93%** |
| Avg for March 98 | 44.75% | 24.50% | 51.10% | 29.00% |
| Average for Feb 98 | 41.90% | 15.30% | 51.21% | 21.63% |
| Average for Jan 1998 | 38.82% | 16.45% | 54.54% | 21.05% |
| Average for Dec 1997 | 39.00% | 15.60% | 54.80% | 19.40% |

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**From:** Kumar Mehta
**Sent:** Thursday, May 28, 1998 12:44 PM
**To:** Yusufm's Direct Reports; Brad Chase; Luke Chandler; Sandra Winters; Will Poole; Bill Koszewski; John MacLellan
**Subject:** May browser share

**Importance:** High

Just got the preliminary browser share data for May 98. for the first time ever the IE share, based on calldowns, has exceeded Nav share. should be getting the final May data monday (the final numbers should be very very close to these prelim estimates).

IE= 34%
Nav=43%
AOL=20%
Other=3%

IE/AOL=52%.

Based on this data we now have the definitive evidence to finally make the "most popular browser" claim.

my usual caveat: lets see the data next month to make sure that this is not some statistically bizarre month. but the trends leading up to this month are pretty good so i really think that we have solid supporting data if we choose to go public. (from both calldowns and PC Meter)

here are the share trends leading up to this month (from all methodologies).

| | Sep-97 | Oct-97 | Nov-97 | Dec-97 | Jan-98 | Feb-98 | Mar-98 | Apr-98 | May-98 |
|---|---|---|---|---|---|---|---|---|---|
| **Calldowns** | | | | | | | | | |
| IE | 19% | 22% | 24% | 25% | 25% | 24% | 29% | 33% | 34% |
| Nav | 52% | 52% | 54% | 54% | 51% | 55% | 49% | 49% | 43% |
| AOL | 25% | 24% | 21% | 19% | 23% | 16% | 21% | 17% | 20% |
| Other | 4% | 2% | 1% | 2% | 1% | 5% | 1% | 1% | 3% |
| **IE/AOL** | **42%** | **44%** | **43%** | **42%** | **46%** | **38%** | **48%** | **48%** | **52%** |
| **Hits to Top Sites** | | | | | | | | | |
| IE | 34% | 35% | 36% | 39% | 39% | 42% | 45% | 45% | |
| Nav | 58% | 56% | 55% | 55% | 55% | 51% | 51% | 48% | |
| Other | 8% | 9% | 9% | 6% | 6% | 7% | 4% | 7% | |
| **MeidaMetrix (PC Meter)** | | | | | | | | | |
| IE | 21% | 22% | 24% | 26% | 25% | 28% | 27% | | |
| Nav | 40% | 39% | 38% | 36% | 37% | 35% | 36% | | |
| AOL | 34% | 33% | 34% | 33% | 34% | 34% | 33% | | |
| Other | 5% | 6% | 4% | 5% | 4% | 3% | 4% | | |
| **IE/AOL** | **52%** | **52%** | **55%** | **56%** | **56%** | **58%** | **57%** | | |

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