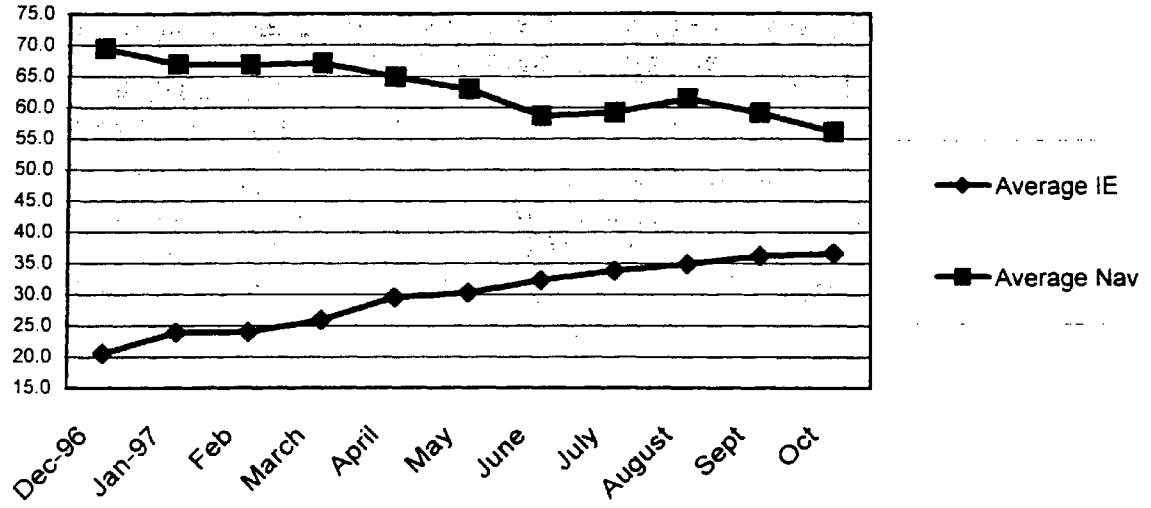
Average Browser Share
1996 - 1997

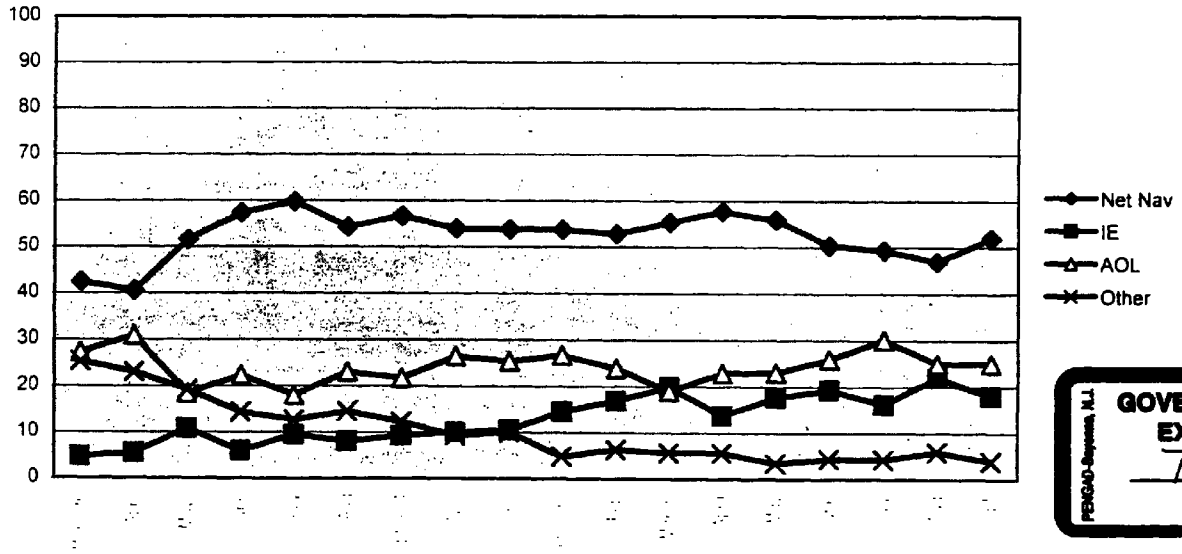
Top 50 PC Meter Sites*

* Data is based on 11 sites that MS advertises on



s that we advertise on and fall within the PC Meter top 50 sites

Calldowns



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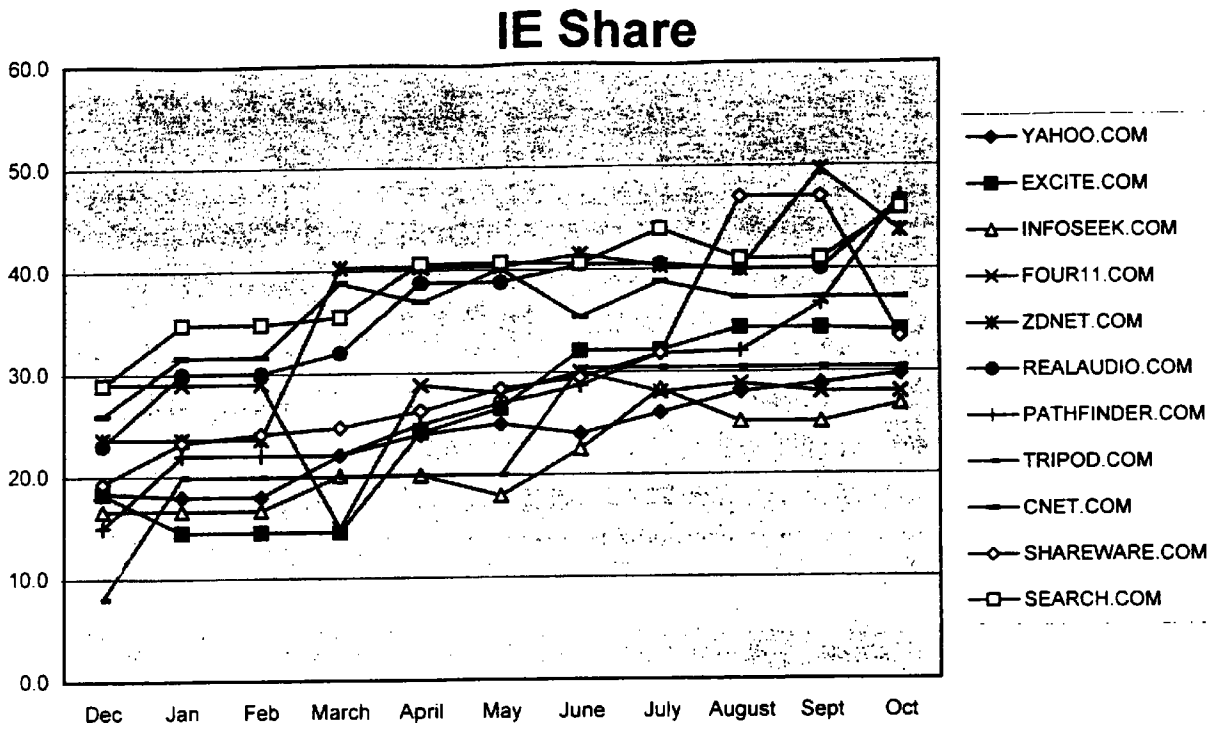

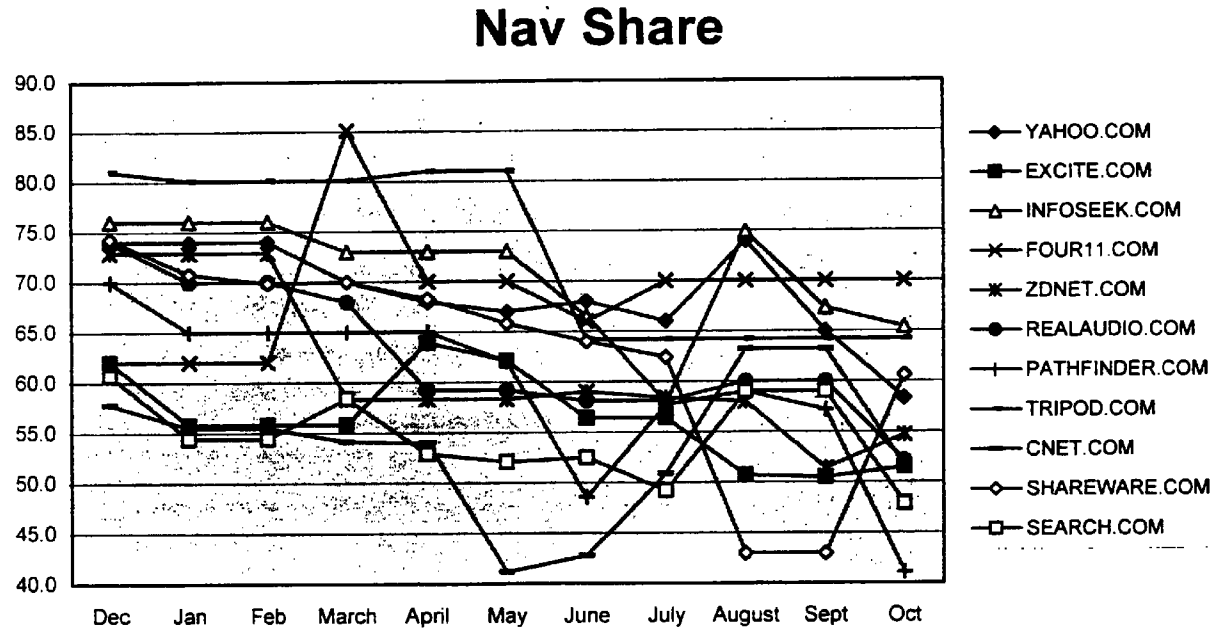

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IE Share

Site	Dec	Jan	Feb	March	April	May	June	July
YAHOO.COM	18.4	18.0	18.0	22.0	24.0	25.0	24.0	26.0
EXCITE.COM	18.3	14.5	14.5	14.5	24.2	26.5	32.1	32.1
INFOSEEK.COM	16.6	16.6	16.6	20.0	20.0	18.0	22.5	28.3
FOUR11.COM	29.0	29.0	29.0	14.9	28.8	28.0	30.0	28.0
ZDNET.COM	23.6	23.6	23.6	40.3	40.3	40.3	41.5	40.3
REALAUDIO.COM	23.0	30.0	30.0	32.0	38.8	38.8	40.5	40.5
PATHFINDER.CO	15.0	22.0	22.0	22.0	25.0	27.0	28.7	31.8
TRIPOD.COM	8.0	19.9	19.9	19.9	20.0	20.0	30.4	30.4
CNET.COM	25.9	31.6	31.6	38.8	36.9	40.1	35.4	38.8
SHAREWARE.CO	19.3	23.3	24.1	24.7	26.3	28.4	29.5	31.8
SEARCH.COM	28.9	34.8	34.8	35.5	40.6	40.7	40.6	43.9

Top 50 Site	Dec-96	Jan-97	Feb	March	April	May	June	July
Average IE	20.5	23.9	24.0	25.9	29.5	30.3	32.3	33.8
Average Nav	69.5	67	66.9	67.1	64.9	62.9	58.7	59.2

	N=249	N=236	N=250	N=246	N=304	N=208	N=780	N=335
	Mar-96	April	May	June	July	Aug	Sept/Oct	Nov
Net Nav	42.5	40.6	51.6	57.3	59.8	54.3	56.7	54
IE	4.8	5.5	10.8	6	9.5	8.1	9.3	10.1
AOL	27.3	30.9	18.4	22.3	18	23	21.7	26.5
Other	25.4	23	19.2	14.4	12.7	14.6	12.3	9.4
	Average Share:		#REF!	#REF!	#REF!	#REF!	#REF!	#REF!

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Net Nav Share

August	Sept	Oct
28.0	28.8	29.7
34.3	34.2	34.0
25.1	25.1	26.8
28.8	28.0	28.0
40.0	49.6	43.7
40.0	40.0	46.5
32.0	36.6	47.0
30.4	30.4	30.4
37.2	37.2	37.2
47.0	47.0	33.4
41.0	41.0	45.9

Site	Dec	Jan	Feb	March
YAHOO.CO	74.0	74.0	74.0	70.0
EXCITE.CO	62.0	55.8	55.8	55.8
INFOSEEK	76.0	76.0	76.0	73.0
FOUR11.C	62.0	62.0	62.0	85.1
ZDNET.CO	72.9	72.9	72.9	58.3
REALAUDI	74.0	70.0	70.0	68.0
PATHFIND	70.0	65.0	65.0	65.0
TRIPOD.CO	81.0	80.1	80.1	80.1
CNET.COM	57.8	55.5	55.5	54.1
SHAREWA	74.3	70.8	69.9	70.0
SEARCH.C	60.7	54.4	54.4	58.4

August	Sept	Oct
34.9	36.2	36.6
61.45455	59.16364	56.12727

N=263	N=232	N=242	N=462	N=218	N=243	N=212	N=259	N=300
Dec	Jan-97	Feb	March	April	May	June	July	Aug
53.9	53.8	52.8	55.4	57.7	55.9	50.4	49.4	47
10.6	14.6	16.9	19.9	13.7	17.6	19.3	16.2	22
25.4	26.7	23.9	19	22.9	23	25.9	30.1	25
10.1	4.9	6.4	5.7	5.7	3.5	4.4	4.3	6
#REF!	#REF!	#REF!	#REF!	#REF!	#REF!	#REF!	#REF!	#REF!

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April	May	June	July	August	Sept	Oct
68.0	67.0	68	66	74	65	58.3
63.9	62.1	56.4	56.4	50.7	50.5	51.5
73.0	73.0	66.5	57.9	74.9	67.3	65.4
70.0	70.0	66	70	70	70	70
58.3	58.3	59	58.4	58	51.4	54.7
59.2	59.2	58.1	58.1	60	60	52.1
65.0	62.0	48.6	57.7	59	57.2	41.1
81.0	81.0	64.2	64.2	64.2	64.2	64.2
54.0	41.2	42.8	50.9	63.2	63.2	51.6
68.3	65.8	64	62.4	43	43	60.6
52.9	52.1	52.5	49.2	59	59	47.9

N=300
Sept
52
18
25
4

#REF! #REF!

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