From: Brad Silverberg
Sent: Monday, June 24, 1996 9:33 AM
To: Paul Maritz; Brad Chase
Cc: Cory Van Arsdale (LCA)
Subject: RE: Another AOL megadeal

this is awesome

From: Brad Chase
Sent: Friday,June 21,1996 5:01 PM
To: Paul Maritz
Cc: Cory Van Arsdale; Brad Chase; Brad Silverberg
Subject: Another AOL megadeal

Starwave has agreed to terms on a partnership on their ESPN Sportszone and Family Planet sites and baring any objection from you we will sign the deal on Monday. Since Sportszone is one of the top few sites on the internet this is a tremdous deal and I want to make a big deal about it (I haven't figured out how to do the PR here yet).

The deal has two basic parts.

Part 1

- They do an IE 3/ActiveX site which is a premier IE 3 site that uses ActiveX controls, scripting, stylesheets, frames, other key IE 3 html extensions, ratings etc.
- They use all reasonable efforts to take advantage of new extensions we come out with
- They place our IE logo as the exclusive browser logo on their home page. There would be no Netscape logo anywhere on their site (they can mention Netscape's name on other pages but agree that we will always be more prominent)
- Use IE in adv, PR and marketing activities they do
- They do a theme for Internet Explorer Plus
- We agree to put that theme in the Plus box.
- These obligations run through the end of 1997
- If during the period, we update Plus and add another sports-only theme then they may choose to no longer ship their theme in the Plus box. In that case, we lose a bunch of benefits - for example, they no longer have to place our logo on their home page and can display someone else's browser logo if they want. To be clear on this, this section only comes into play if the theme is sports only and we want to put it in the box (as oppposed to the on-line gallery we will build) and they choose to bow out. So a pathfinder theme or a nbc theme would not give them the option to bow out. A sports illustrated or a nbc sports theme would invoke this clause.

Part 2

- A launch promo - All IE 3 customers will get free access to the premium Sportszone content from IE 3 launch through the end of the year
- They can not do this with a competing browser company
- We pay them 500K flat.
- We pay them .40 per user for the first 500K users.
- We pay them .30 per user for the next 500K users
- We pay them .25 per user for everyone else.
- We pay only once for each user.
- We get names of those who sign up
- Cap of $1.2M on what we pay.
- We make no offer of free premium content from another sports only provider during the promo period (from launch through end of year).

I am really pleased with this. For putting their theme in Plus, we are getting a top top top site making a large commitment to IE 3/ActiveX and we get a end user promo at the same time that will give users a concrete reason to switch

Note that we are looking at similar deals that include part1 or part1 and part2 with others. For example, we are close with WSJ, c/net. Serious discussions with Disney too

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862