

Rick Frederking (LCA)

From: Cameron Myhrvold
Sent: Friday, June 25, 1996 1:56 PM
To: Bill Snyder
Subject: FW: ISP Referral mtg summary

I was wondering this myself. How does this work?

From: Russell Stockdale
Sent: Friday, June 25, 1996 6:38 AM
To: Brad Chase, Stephen Wu, Cameron Myhrvold
Cc: Dan Steele
Subject: RE: ISP Referral mtg summary

I like it quite a bit. Only thing I can't figure out is how do they know if the customer actually upgrades?

From: Cameron Myhrvold
Sent: Monday, June 24, 1996 4:59 PM
To: Brad Chase, Russell Stockdale, Stephen Wu
Subject: FW: ISP Referral mtg summary

Here is what we have proposed for upgrading Netcom's existing customers to IE. It is essentially a "reverse bounty" c \$9 (they get \$9 against their bounties owed us by upgrading one of their customers to IE, but they have to offer 1 month of free access as an upgrade incentive to each customer)

Please let us know what you think.

Cam

From: Bill Snyder
Sent: Monday, June 24, 1996 4:36 PM
To: Cameron Myhrvold, Steve Wells
Cc: Manfred Schmiedl
Subject: RE: ISP Referral mtg summary

We modified the std upgrade language (\$3 offset for disks, \$1 offset for electronic download) with a \$9 offset (regardless of media) on the condition that NETCOM must offer one month free access to incent their customers to upgrade to IE. The \$9 can only be used as an offset against referral fees owed (MS cannot owe NETCOM money). In addition, MS sets aside \$1 in a joint marketing fund for each competitive upgrade. NETCOM must match the \$1 in their own fund. We use this money to fund joint marketing activities (like affinity deals, trade shows, etc.). I have all the language approved by legal.

Spreadsheet below shows the result of various scenarios
<<File: bounty.xls>>

From: Steve Wells
Sent: Monday, June 24, 1996 3:54 PM
To: Cameron Myhrvold
Cc: Manfred Schmiedl, Bill Snyder
Subject: RE: ISP Referral mtg summary

bill, please outline our proposal to Netcom to cam so he can consider this as a good concept or not. He may want to recommend a variant to Brad and Rus.

From: Cameron Myhrvold
Sent: Monday, June 24, 1996 3:52 PM
To: Brad Chase, Russell Stockdale
Cc: Manfred Schmiedl, Steve Wells, Stephen Wu
Subject: FW: ISP Referral mtg summary



One thing I did forget to mention today is that with the deals we have signed for IE to date, our IE IAPs have an installed base of something more than 1.6 million customers. It seems like a smart thing to think about a program to upgrade their existing customers to IE (along with signing up their new customers). I am happy to execute this and make it part of our standard deal, but it needs to be a consistent marketing program. Will you guys think about this and let's figure out some things to do to go after the installed base of our ISPs to convert them?

Cam

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