

**MICROSOFT  
BROWSER SHARE REPORT  
BASED TO CALLDOWNS  
January 1, 1998**

**Browser share Report (Calldowns):**

Browser share based on calldowns to a random sample of households with adults that have accessed the internet or their company's intranet in the past two weeks. Respondents were asked which browser they used from home and work. Browser share based on calldowns may be different from share measured by hits to popular sites because many popular sites are cached within AOL and other browsers. Consequently, AOL share becomes significant in this methodology. Additionally, some people think they are on the web while actually they are within the confines of their own online service. This might also lead to an over-representation of AOL as a web browser in this report.

However, this is the best tracking mechanism we have and gives us a lot of information that we do not get by viewing hit logs at popular sites. For instance this is one way for us to track IE share from home, work and on intranets.

Date: Jan 1998

Projectability: 41 million adults on the web (US)

The last time you connected to the internet at the World Wide Web, which of the following software programs did you use to connect the WWW browser?

	Apr-98
Net Nav	47%
IE	11%
AOL	3%
Other	3%

	Jan-98	Feb-98	Mar-98
Net Nav	51%	55%	49%
IE	25%	24%	28%
AOL	23%	19%	21%
Other	1%	1%	2%

4Q97				Quarterly Average
	Oct-97 N=300	Nov-97 N=300	Dec-97 N=300	
Net Nav	52	54	54.0	53.3
IE	22	24	25.0	23.7
AOL	24	21	19.0	21.3
Other	2	1	2.0	1.7

3Q97				Quarterly Average
	Jul-97 N=250	Aug-97 N=300	Sep-97 N=300	
Net Nav	49.4	47	52.0	49.5
IE	16.2	22	19.0	19.1
AOL	30.1	25	25.0	26.7
Other	4.3	6	4.0	4.8

2Q97				Quarterly Average
	Apr-97 N=218	May-97 N=258	Jun-97 N=212	
Net Nav	57.7	55.9	50.4	54.7
IE	13.7	17.6	19.3	16.9
AOL	22.9	23	25.9	23.9
Other	5.7	3.5	4.4	4.5

1Q97				Quarterly
	Jan-97 N=232	Feb-97 N=242	Mar-97* N=162	
Net Nav	53.8	52.8	55.4	54.0
IE	14.6	16.9	19.9	17.1
AOL	26.7	23.9	19	23.2
Other	4.9	6.4	5.7	5.7

\* Data may be skewed upwards slightly due to change in questionnaire

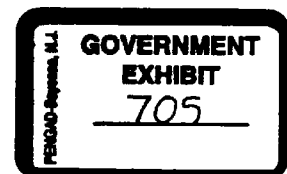
4Q96				Quarterly Average
	Sept/Oct 96 N=780	Nov-96 N=335	Dec-96 N=263	
Net Nav	58.7	54	53.9	54.9
IE	9.3	10.1	10.6	10.0
AOL	21.7	25.5	25.4	24.5
Other	12.3	9.4	10.1	10.8

3Q96				Quarterly Average
	Jul-96 N=304	Aug-96 N=308	Sept/Oct 96 N=789	
Net Nav	59.8	54.3	58.7	58.8
IE	9.5	8.1	9.3	9.0
AOL	18	23	21.7	20.9
Other	12.7	14.6	12.3	13.2

2Q96				Quarterly Average
	Apr-96 N=236	May-96 N=250	Jun-96 N=246	
Net Nav	40.6	51.6	57.3	49.8
IE	5.5	10.8	6	7.4
AOL	30.9	18.4	22.3	23.9
Other	23	19.2	14.4	18.9

1Q96		Quarterly Average
	Mar-96 N=259	
Net Nav	42.5	42.5
IE	4.8	4.8
AOL	27.3	27.3
Other	25.4	25.4

Summary			
Month	IE	Nav	Change in IE
Aug-96	8.1%	54.3%	
Sept	9.3%	56.7%	1.2%
Oct	9.3%	56.7%	0.0%
Nov	10.1%	54.0%	0.8%
Dec	10.6%	53.9%	0.5%
Jan-97	14.6%	53.8%	4.0%
Feb	16.9%	52.8%	2.3%
Mar	19.9%	55.4%	3.0%
Apr	13.7%	57.7%	-6.2%
May	17.8%	55.9%	3.9%
June	19.3%	50.4%	1.7%
July	16.2%	49.4%	-3.1%
Aug	22.0%	47.0%	5.8%
Sept	19.0%	52.0%	-3.0%
Oct	22.0%	52.0%	3.0%
Nov	24.0%	54.0%	2.0%
Dec	24.0%	54.0%	
Jan	25.0%	51.0%	
Feb	24.0%	55.0%	
Mar	28.0%	49.0%	
IE For Current Month only			
	IE	Nav	
Win 16	19%	82%	
Win 32	27%	38%	
Mac	3%	87%	
Home	28%	37%	
Work	20%	67%	



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**Browser Share Trends.**

	Sep-97	Oct-97	Nov-97	Dec-97	Jan-98	Feb-98	Mar-98
<b>Calldowns</b>							
IE	19%	22%	24%	25%	25%	24%	29%
Nav	52%	52%	54%	54%	51%	55%	49%
AOL	25%	24%	21%	19%	23%	16%	21%
Other	4%	2%	1%	2%	1%	5%	1%
<b>IE/AOL</b>	<b>42%</b>	<b>44%</b>	<b>43%</b>	<b>42%</b>	<b>46%</b>	<b>38%</b>	<b>48%</b>
<b>Hits to Top Sites</b>							
IE	34%	35%	36%	39%	39%	42%	45%
Nav	58%	56%	55%	55%	55%	51%	51%
Other	8%	9%	9%	6%	6%	7%	4%
<b>MeidaMetrix</b>							
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%
<b>IE/AOL</b>	<b>52%</b>	<b>52%</b>	<b>55%</b>	<b>56%</b>	<b>56%</b>	<b>58%</b>	<b>57%</b>

Apr-98	May-98
33%	34%
49%	43%
17%	20%
1%	3%
<b>48%</b>	<b>52%</b>
45%	47%
48%	47%
7%	6%
28%	
35%	
33%	
3%	
<b>58%</b>	