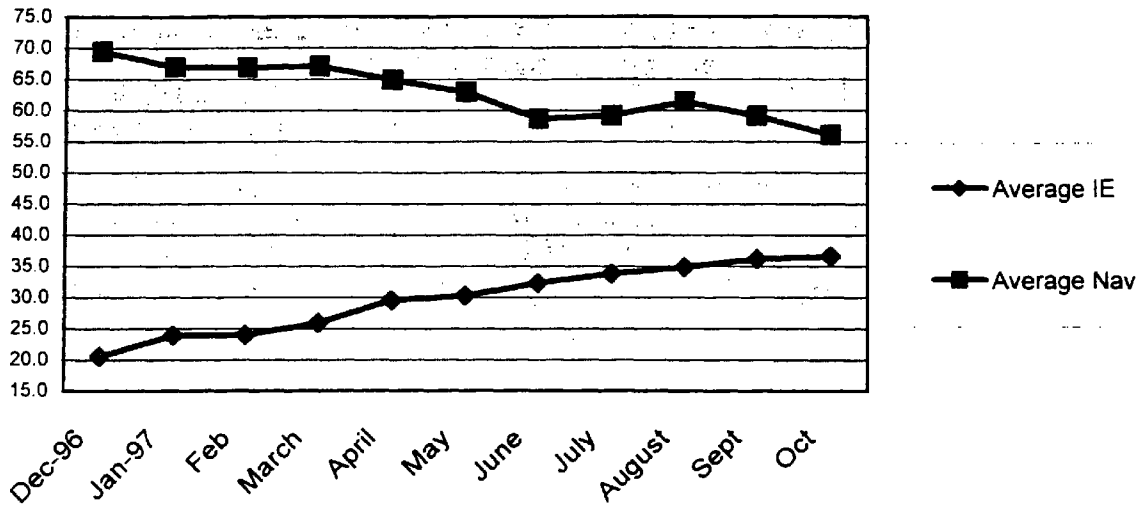


# Average Browser Share 1996 - 1997

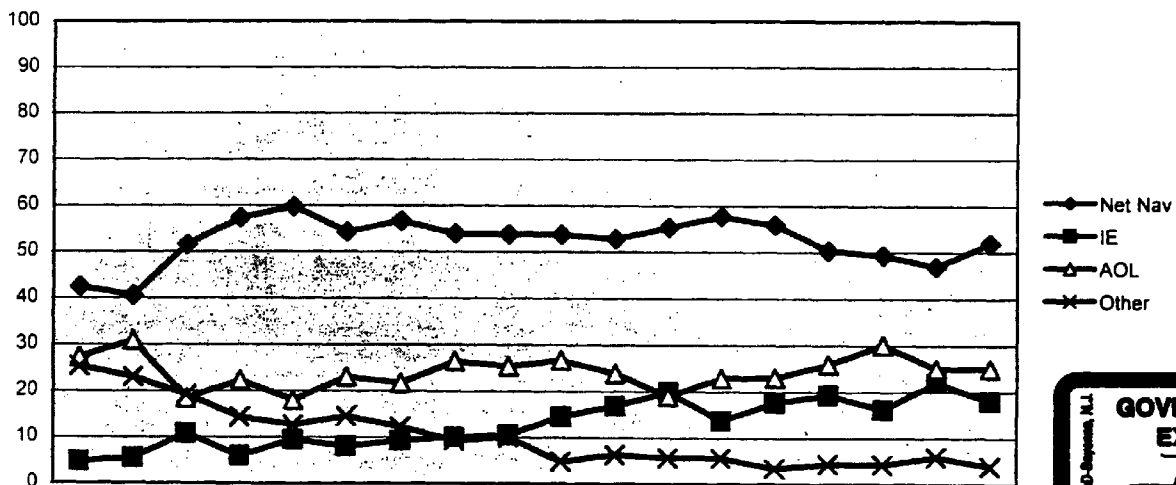
## Top 50 PC Meter Sites\*

\* Data is based on 11 sites that MS advertises on



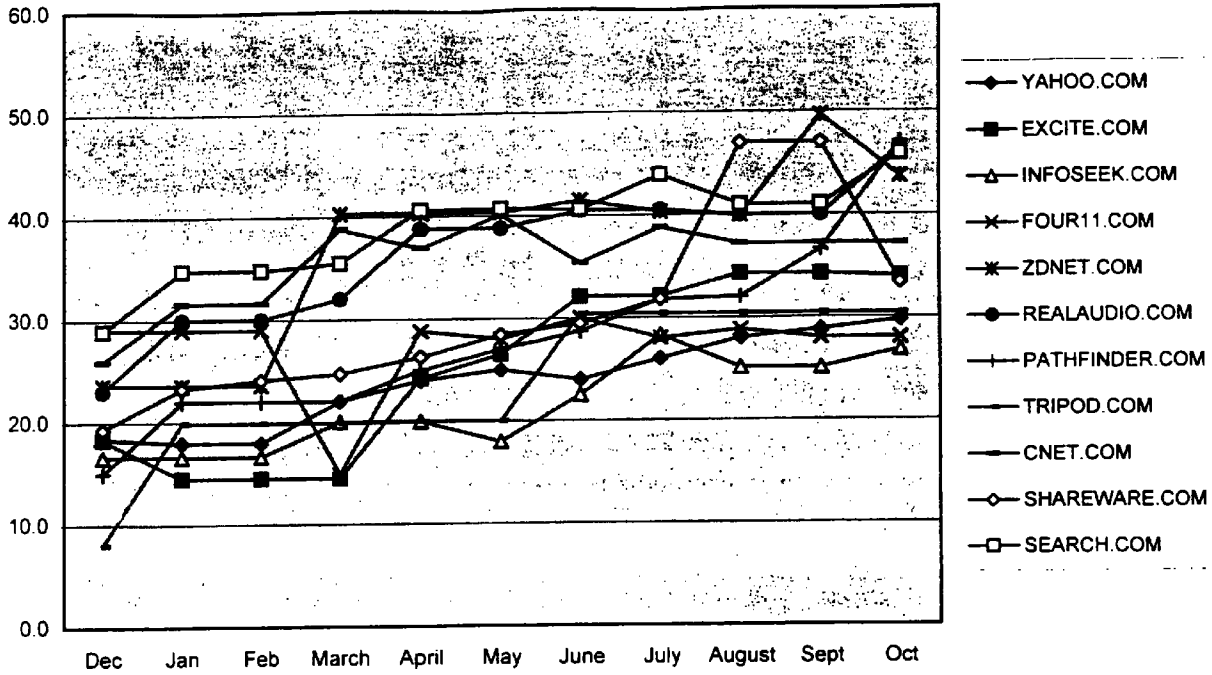
s that we advertise on and fall within the PC Meter top 50 sites

## Calldowns

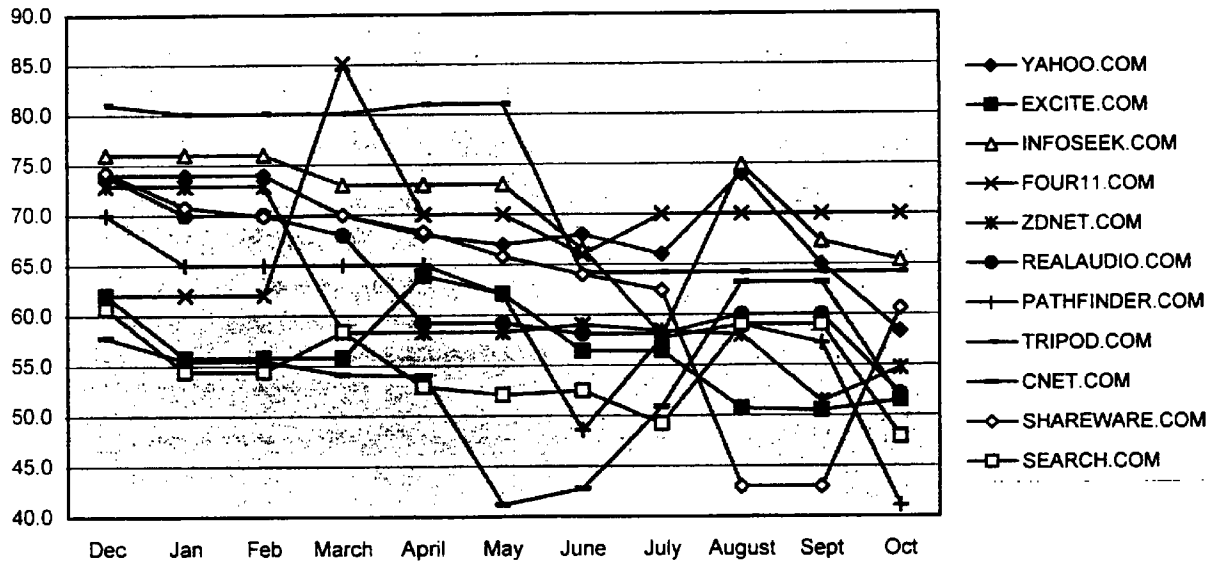


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**GOVERNMENT EXHIBIT**  
 716

## IE Share



## Nav Share



## IE Share

<u>Site</u>	<u>Dec</u>	<u>Jan</u>	<u>Feb</u>	<u>March</u>	<u>April</u>	<u>May</u>	<u>June</u>	<u>July</u>
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

<u>Top 50 Site</u>	<u>Dec-96</u>	<u>Jan-97</u>	<u>Feb</u>	<u>March</u>	<u>April</u>	<u>May</u>	<u>June</u>	<u>July</u>
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

	<u>N=249</u> <u>Mar-96</u>	<u>N=236</u> <u>April</u>	<u>N=250</u> <u>May</u>	<u>N=246</u> <u>June</u>	<u>N=304</u> <u>July</u>	<u>N=208</u> <u>Aug</u>	<u>N=780</u> <u>Sept/Oct</u>	<u>N=335</u> <u>Nov</u>
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

<b>Average Share:</b>	<b>#REF!</b>	<b>#REF!</b>	<b>#REF!</b>	<b>#REF!</b>	<b>#REF!</b>	<b>#REF!</b>	<b>#REF!</b>
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### Net Nav Share

<u>August</u>	<u>Sept</u>	<u>Oct</u>	<u>Site</u>	<u>Dec</u>	<u>Jan</u>	<u>Feb</u>	<u>March</u>
28.0	28.8	29.7	YAHOO.CO	74.0	74.0	74.0	70.0
34.3	34.2	34.0	EXCITE.CO	62.0	55.8	55.8	55.8
25.1	25.1	26.8	INFOSEEK	76.0	76.0	76.0	73.0
28.8	28.0	28.0	FOUR11.C	62.0	62.0	62.0	85.1
40.0	49.6	43.7	ZDNET.CO	72.9	72.9	72.9	58.3
40.0	40.0	46.5	REALAUDI	74.0	70.0	70.0	68.0
32.0	36.6	47.0	PATHFIND	70.0	65.0	65.0	65.0
30.4	30.4	30.4	TRIPOD.CO	81.0	80.1	80.1	80.1
37.2	37.2	37.2	CNET.COM	57.8	55.5	55.5	54.1
47.0	47.0	33.4	SHAREWA	74.3	70.8	69.9	70.0
41.0	41.0	45.9	SEARCH.C	60.7	54.4	54.4	58.4

<u>August</u>	<u>Sept</u>	<u>Oct</u>
34.9	36.2	36.6
61.45455	59.16364	56.12727

<u>N=263</u>	<u>N=232</u>	<u>N=242</u>	<u>N=462</u>	<u>N=218</u>	<u>N=243</u>	<u>N=212</u>	<u>N=259</u>	<u>N=300</u>
<u>Dec</u>	<u>Jan-97</u>	<u>Feb</u>	<u>March</u>	<u>April</u>	<u>May</u>	<u>June</u>	<u>July</u>	<u>Aug</u>
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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<u>April</u>	<u>May</u>	<u>June</u>	<u>July</u>	August	Sept	<u>Oct</u>
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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