From: Cameron Myhrvold
Sent: Tuesday, August 13, 1996 11 38 AM
o: Steve Ballmer
Subject: RE IE 3 0 Sales Status

Our "preferred" IE license means that the ISP agrees

- That IE will be the "preferred and default browser" they distribute to their customers (on all supported platforms)
- That they will announce this publicly within 30 days of signing
- That they report to us on a quarterly basis how many browsers they ship
- That they display the IE logo on their homepage

In return they get a free license to our browser, news and mail client, PPP stack and dialer on all platforms (this also includes new components for 3 0 like NetMeeting).

Technically they can also distribute other browsers but in fact very few do simply because of our better economics. Of the 2,500 signed I'll bet 2,000 only distribute our browser

Cam

From: Steve Ballmer
Sent: Monday, August 12, 1996 8 56 AM
To: Cameron Myhrvold
Subject: RE. IE 3 0 Sales Status

Remmind me what a preferred ie deal looks like This is good progress very good

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From: Cameron Myhrvold
Sent Friday, August 02, 1996 2.41 PM
To: Brad Silverberg; Brad Chase; John Ludwig; Steve Ballmer; Russell Stockdale; Yusuf Mehdi; Anthony Ba
Chris Vandenberg
Cc. Susan Norberg; Public Network Sale - World Wide Org
Subject IE 3.0 Sales Status

I want to summarize where we are with IE 3 0 licensing and also our OLS folder and ISP referral server deals I will try and send updates out on a weekly basis and also to include Normandy in future reports.

Overall Progress:
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— We have signed a grand total of about 2500 IE preferred licenses with netops and our total ISP database now contains 7500 IAPs ww
— 3 weeks after launching our broadreach program in Japan, 90 of the 350 ISPs we know of in Japan have licensed IE on a preferred basis
— We have signed a total of 7 ISP referral deals to date (covering 12 countries)

OLS Folder:
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- In OSR2 - AOL, CompuServe, AT&T WorldNet
- For OSR3 - LOI for Prodigy
- Other "targets" for OSR3 - Telefonica (Spain), T-Online (Germany), PC-VAN (Japan), NiftyServe (Japan), Dacom (Korea), OnAustralia

ISP Referral Server:
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- North America - Netcom, AT&T, MCI, (and LOIs for SpryNet and IStar - largest IAP in Canada)
- Europe - Eunet Int'l (largest IAP in Europe covering - Austria, Belgium, Czech, Finland, France, Luxembur Norway, Portugal, Switz.); (and LOIs with Telia (PTT) in Sweden and World Online in Holland)
- Far East - Star Internet and Asia Online in Hong Kong, Dacom in Korea; (and LOI's for NTT Data, NTT PC Asci Net, IIJ, KDD, Jens (AT&T Japan) for Japan)
- APAC - LOI with OzEmail in Australia and Voyager (OzEmail sub) in New Zealand

Geographic coverage for ISP Referral Server
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North America: