

From: Kumar Mehta [kmehta@microsoft.com]
Sent: Wednesday, January 28, 1998 1:58 PM
To: Yusufm's Direct Reports; Brad Chase; IE End User Marketing Team
Subject: FW: November end user share

Here is the PC meter browser share for Dec. IE has picked up another 2 points and nav has dropped by a point and a half. All data sources I look at are showing pretty decent IE gains.

Overall IE share (for home, windows PC's); is 56%. (including AOL based IE)

<<...>>

Share for the previous months is below; but since september, we have gone up every month 20.7 to 25.8.

> -----Original Message-----

> From: Kumar Mehta
> Sent: Thursday, January 08, 1998 11:05 AM
> To: Yusufm's Direct Reports; Brad Chase; IE End User Marketing Team
> Subject: November end user share

>
> Just got the november end user share from PC meter; looks like our share has picked up another 1.5%. This is a significant increase given the N of 10,000.

>
> Here is the November share. Share for the previous few months is below. (remember this is based only to home, windows PC's)

>
> IE: 23.9%
> Nav: 37.9
> AOL: 33.7
> Other 4.5

>
> Looks like we are making some good progress. Counting 90% of AOL; our total share, based on this methodology is 54%.

> Kumar.

> -----Original Message-----

> From: Kumar Mehta
> Sent: Thursday, December 18, 1997 2:50 PM
> To: Yusufm's Direct Reports; IE End User Marketing Team; Brad Chase
> Subject: end user browser share

>
> Here is a brief summary of end user browser share from PC meter (media matrix) They report the primary browser used by people who access the web using home, windows PC's.

>
> This includes October 1997 data; our first post-launch data from pc meter. Trends are pretty clear; we have picked up approx 2 points between sep and oct. Since this is based on an N of 10,000; even a 1% shift is significant.

>
> Overall Netscape has lost 3% since May and IE has picked up 4% in the same time period. Our total share from home windows PC's, counting 85% of AOL brings us to almost 51%.

> <<...>>

>
>
>



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- > I have asked them to do a switchers analysis that will tell us exactly
- > how many people have switched from Nav to IE; and how many have
- > reverse-switched from IE to Nav. Should get this soon.
- >
- > This matches with our call-down browser share from Roper. I will be
- > putting all this together and presenting to you all in early Jan.
- >
- > (sorry for skipping July in the xls above. don't have july data with
- > me).
- >
- > Kumar.
- >
- >

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