

From: Kumar Mehta
 Sent: Tuesday, May 19, 1998 10:19 AM
 To: Yusufm's Direct Reports; Brad Chase; Will Poole
 Subject: Latest IE share (hits to top sites)

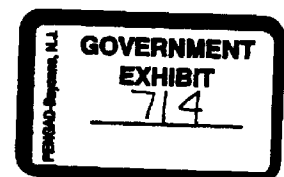
We are getting close to share parity with netscape, based on hits to top sites. Avg IE share on these sites is 44.5% and avg Nav share is 48.5%. These trends follow closely with those we are seeing from the calldowns.

IE share on Warner Brothers is almost 75% (wpoole, is there some mistake here or is there any reason why this one site would have such a high share). warner bros share has always been high for IE.

nav share is disproportionately high on the NY Times site and Mr. Showbiz.

Hits to top sites April '98

	%IE	%IE4	%nav	%nav4
GEOCITIES	47.77%	20.91%	51.08%	27.93%
EXCITE	41.50%	12.30%	46.00%	17.50%
INFOSEEK	34.72%	14.43%	52.19%	20.28%
LYCOS	44.72%	19.28%	51.12%	15.35%
C/NET	45.50%	35.70%	45.40%	28.60%
PATHFINDER	50.05%	26.28%	41.73%	19.48%
ESPN SPORTSZONE	35.29%	16.14%	47.70%	23.83%
REAL AUDIO*	50.66%	28.80%	45.22%	25.29%
USA TODAY	44.36%	22.66%	50.35%	22.79%
HOTBOT	37.31%	23.57%	55.75%	33.88%
SEARCH.COM	52.05%	16.28%	41.16%	15.48%
WARNER BROTHERS*	74.80%	15.98%	22.63%	15.03%
DEJA NEWS*	37.40%	20.00%	57.70%	32.00%
PC WORLD ONLINE	45.20%	33.20%	57.70%	32.00%
HAPPY PUPPY	45.95%	24.03%	48.16%	24.95%
JUMBO				
NBC.COM	44.00%	20.00%	55.00%	21.00%
NEWS.COM	47.75%	29.97%	38.95%	26.50%
DISCOVERY CHANNEL	58.27%	31.86%	37.92%	18.19%
NY TIMES WEB*	32.62%	15.62%	66.71%	31.24%
MR. SHOWBIZ	31.24%	15.31%	64.40%	32.85%
NBA.COM	35.05%	14.44%	43.85%	20.73%
TIPWORLD	45.20%	33.20%	46.10%	31.51%
DOWNLOAD.COM	46.29%	30.46%	46.19%	30.46%
SHAREWARE.COM	41.64%	26.33%	50.75%	31.33%
Average	44.56%	22.78%	48.49%	24.93%
Avg for March 98	44.75%	24.50%	51.10%	29.00%
Average for Feb 98	41.90%	15.30%	51.21%	21.63%
Average for Jan 1998	38.82%	16.45%	54.54%	21.05%
Average for Dec 1997	39.00%	15.60%	54.80%	19.40%



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From: Kumar Mehta
Sent: Thursday, May 28, 1998 12:44 PM
To: Yusufm's Direct Reports; Brad Chase; Luke Chandler; Sandra Winters; Will Poole; Bill Koszewski; John MacLellan
Subject: May browser share
Importance: High

Just got the preliminary browser share data for May 98. for the first time ever the IE share, based on calldowns, has exceeded Nav share. should be getting the final May data monday (the final numbers should be very very close to these prelim estimates).

IE= 34%
 Nav=43%
 AOL=20%
 Other=3%

IE/AOL=52%.

Based on this data we now have the definitive evidence to finally make the "most popular browser" claim.

my usual caveat: lets see the data next month to make sure that this is not some statistically bizarre month. but the trends leading up to this month are pretty good so i really think that we have solid supporting data if we choose to go public. (from both calldowns and PC Meter)

here are the share trends leading up to this month (from all methodologies).

	Sep-97	Oct-97	Nov-97	Dec-97	Jan-98	Feb-98	Mar-98	Apr-98	May-98
Calldowns									
IE	19%	22%	24%	25%	25%	24%	29%	33%	34%
Nav	52%	52%	54%	54%	51%	55%	49%	49%	43%
AOL	25%	24%	21%	19%	23%	16%	21%	17%	20%
Other	4%	2%	1%	2%	1%	5%	1%	1%	3%
IE/AOL	42%	44%	43%	42%	46%	38%	48%	48%	52%
Hits to Top Sites									
IE	34%	35%	36%	39%	39%	42%	45%	45%	
Nav	58%	56%	55%	55%	55%	51%	51%	48%	
Other	8%	9%	9%	6%	6%	7%	4%	7%	
MeidaMetrix (PC Meter)									
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%		
IE/AOL	52%	52%	55%	56%	56%	58%	57%		

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