

From: Kumar Mehta
Sent: Friday, October 24, 1997 2:40 PM
To: Yusufm's Direct Reports; Brad Chase; Randy Haas
Cc: Erika Ihinger
Subject: Share on top site by month.xls

Shareont.xls

Here is the xls with hits based share for top sites that we have on our IE vitals page. Avg IE share is 33.8% in Sep (up from 24.2% in January) and for avg share for Nav is 62.4 (down from 66.7 in January).

Our methodology involves having A&L get the hits based share from all sites that we advertise on and matching the list with PCmeter top sites. We then report avg. share from top PC meter sites.



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Browser share based on hits to popular sites.
 This xls indicates site popularity based on PC meter rankings.

* No change in data

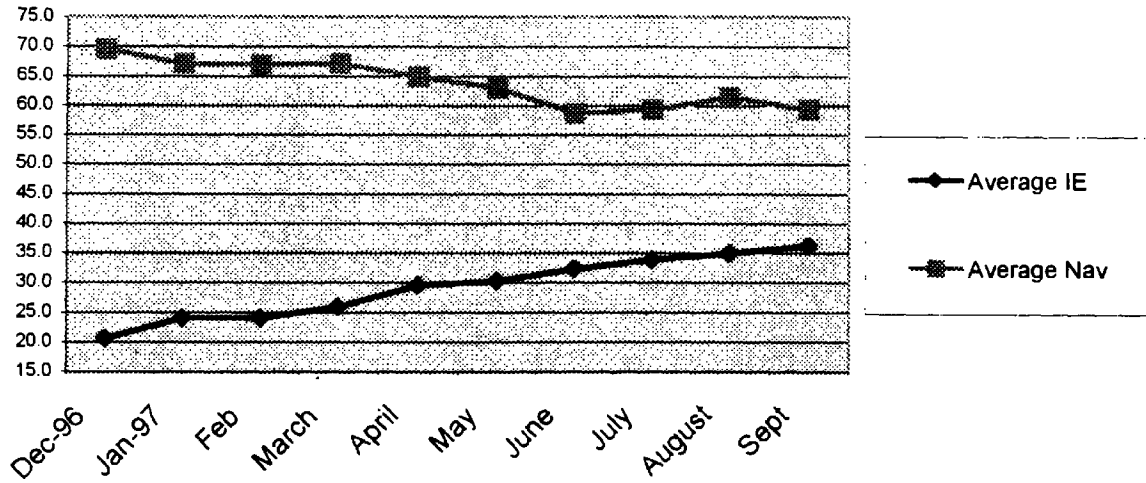
Site	PC Meter ranking	Data Collection	IE Share												Netscape Navigator Share											
			Dec	Jan	Feb	March	April	May	June	July	August	Sept	Dec	Jan	Feb	March	April	May	June	July	August	Sept				
YAHOO.COM	2	month	18.4	18.0	*	22.0	24.0	25.0	24.0	26.0	28.0	28.0	28.0	28.0	74.0	70.0	68.0	67.0	68	66	74.0	65.0				
EXCITE.COM	5	month	18.3	14.5	*	24.2	26.5	32.1	*	34.3	34.2	34.2	34.2	62.0	55.8	*	63.9	62.1	56.4	*	50.7	50.5				
INFOSEEK.COM	8	day (eom)	16.6	*	*	20.0	18.0	22.5	28.3	25.1	25.1	25.1	25.1	76.0	*	73.0	*	66.5	57.9	74.9	67.3					
FOUR11.COM	14	n/a	29.0	*	*	14.9	28.8	28.0	30.0	28.0	*	*	*	62.0	*	85.1	70.0	*	66	70	*	*				
ZDNET.COM	15	n/a	23.6	*	*	40.3	*	41.5	40.3	40.0	49.6	49.6	49.6	72.9	*	58.3	*	59	58.4	58.0	51.4					
REALAUDIO.COM	19	n/a	23.0	30.0	*	32.0	38.8	40.5	*	40.0	*	*	40.0	74.0	70.0	68.0	59.2	58.1	*	60.0	*					
PATHFINDER.COM	21	week	15.0	22.0	*	25.0	27.0	28.7	31.8	32.0	36.6	36.6	36.6	70.0	65.0	*	65.0	62.0	48.6	57.7	59.0	57.2				
TRIPOD.COM	26	n/a	8.0	19.9	*	20.0	*	30.4	*	30.4	30.4	30.4	30.4	81.0	80.1	*	81.0	64.2	*	64.2	64.2					
CNET.COM	38	n/a	25.9	31.6	*	38.8	36.9	40.1	36.4	38.8	37.2	37.2	37.2	67.8	66.6	*	64.1	64.0	41.2	42.8	60.9	63.2				
SHAREWARE.COM	35	month	19.3	23.3	24.1	24.7	26.3	28.4	29.5	31.8	47.0	47.0	47.0	74.3	70.8	69.9	70.0	68.3	65.8	64	62.4	43.0				
SEARCH.COM	48	n/a	28.9	34.8	*	35.5	40.6	40.7	40.6	43.9	41.0	41.0	41.0	60.7	54.4	*	58.4	52.9	52.1	52.5	49.2	59.0				
DOWNLOAD.COM	57	n/a	26.5	28.8	*	32.3	32.4	31.9	34.6	35.6	47.0	47.0	47.0	67.4	64.4	*	63.2	61.4	61.1	52.9	57.2	43.0				
DEJANEWS.COM	63	n/a	16.5	20.8	*	22.9	*	*	*	31.0	30.2	30.2	30.2	64.8	72.7	*	64.6	*	*	69.0	56.1					
SPORTSLINE.COM	69	n/a	14.2	*	*	22.0	22.7	14.3	29.0	*	30.9	30.9	30.9	78.9	*	*	73.0	74.4	78.9	67.1	67.1					
WINDOWS95.COM	89	month	44.0	45.6	45.4	36.0	48.8	45.0	*	47.0	*	47.0	47.0	54.0	52.9	53.1	63.0	49.8	53.0	*	51.0	51.0				
DISCOVERY.COM	134	n/a	22.3	22.3	*	22.6	29.0	*	38.0	36.0	36.8	36.8	36.8	77.6	71.0	*	77.6	66.0	47	*	50.0	51.9				
INFOSPACE.COM	136	n/a	19.4	22.1	*	32.3	*	*	29.8	38.0	38.5	38.5	38.5	75.0	64.4	*	59.5	*	59.5	60.0	56.7					
HOTWIRED.COM	167	n/a	21.6	30.8	*	30.8	35.8	*	*	31.0	30.0	30.0	30.0	62.0	57.6	*	55.6	57.1	*	69.0	69.0					
NEWS.COM	167	n/a	31.4	30.7	*	35.6	*	*	35.4	35.3	35.3	35.3	35.3	58.2	59.7	*	55.3	*	48.5	64.7						
WARNERBROS.COM	109	month	22.0	21.0	22.0	21.0	23.0	24.0	*	31.0	*	31.0	31.0	71.0	70.0	69.0	70.0	71.0	70	69.0	69.0					
NBA.COM	239	month	19.2	*	*	19.8	24.2	21.3	27.8	28.8	28.8	28.8	28.8	79.2	*	79.3	74.0	73.5	66.5	*	71.2	71.2				
RAINORSHINE.COM	385	month	14.9	20.2	20.2	28.7	22.4	25.7	*	25.7	25.7	25.7	25.7	80.5	75.5	67.9	74.7	72.4	*	72.4	72.4					
IWORLD.COM	285	n/a	41.1	*	44.3	32.8	*	27.5	*	27.5	27.5	27.5	27.5	46.0	*	44.8	59.8	*	66.5	*	70.0					
MRSHOWBIZ.COM	332	month	15.5	17.6	*	30.4	31.5	*	28.2	28.2	28.2	28.2	28.2	78.1	80.2	*	60.1	59.7	*	71.9	71.9					
CMP.COM	332	n/a	21.6	22.6	*	16.0	16.4	17.2	20.3	20.3	20.3	20.3	20.3	52.0	63.8	*	49.0	50.0	44.1	45.8	45.8					
BINGOZONE.COM	332	n/a	11.1	15.1	*	26.6	28.8	28.4	30.6	31.9	33.2	33.2	33.2	68.5	57.3	*	66.4	64.2	63.1	60.3	60.0	62.6				
			21.6	24.2	24.6	26.9	30.1	30.4	31.6	33.8	36.8	36.8	36.8	68.3	67.0	67.0	67.7	64.2	63.0	69.7	69.6	60.6				
Average Share of Top 100 Sites:			21.8	24.8	24.9	26.9	30.1	30.4	31.6	33.8	36.8	36.8	36.8	68.3	67.0	67.0	67.7	64.2	63.0	69.7	69.6	60.6				

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Average Browser Share 1996 - 1997

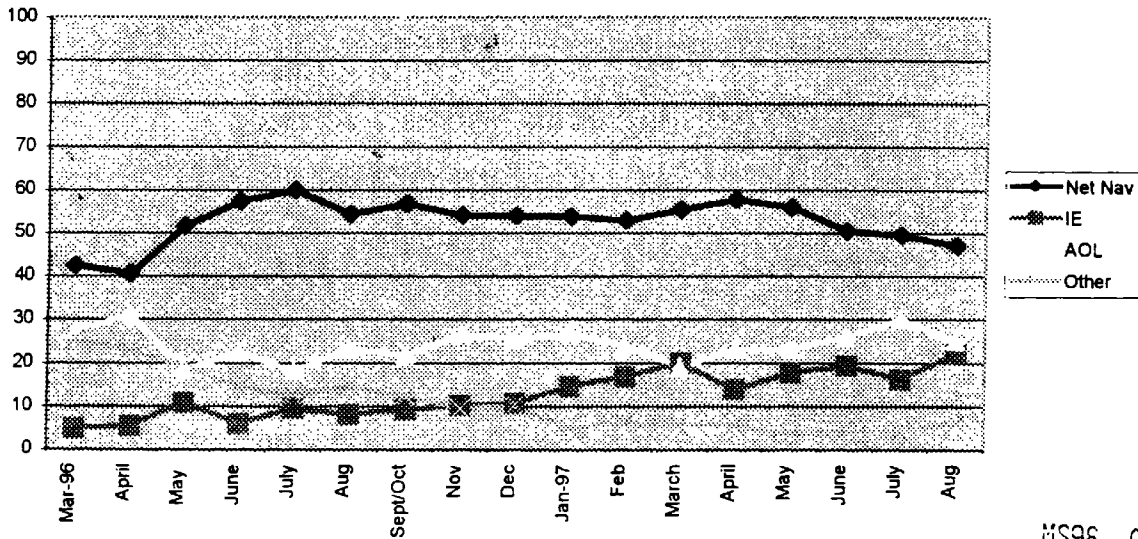
Top 50 PC Meter Sites*

* Data is based on 11 sites that MS advertises on



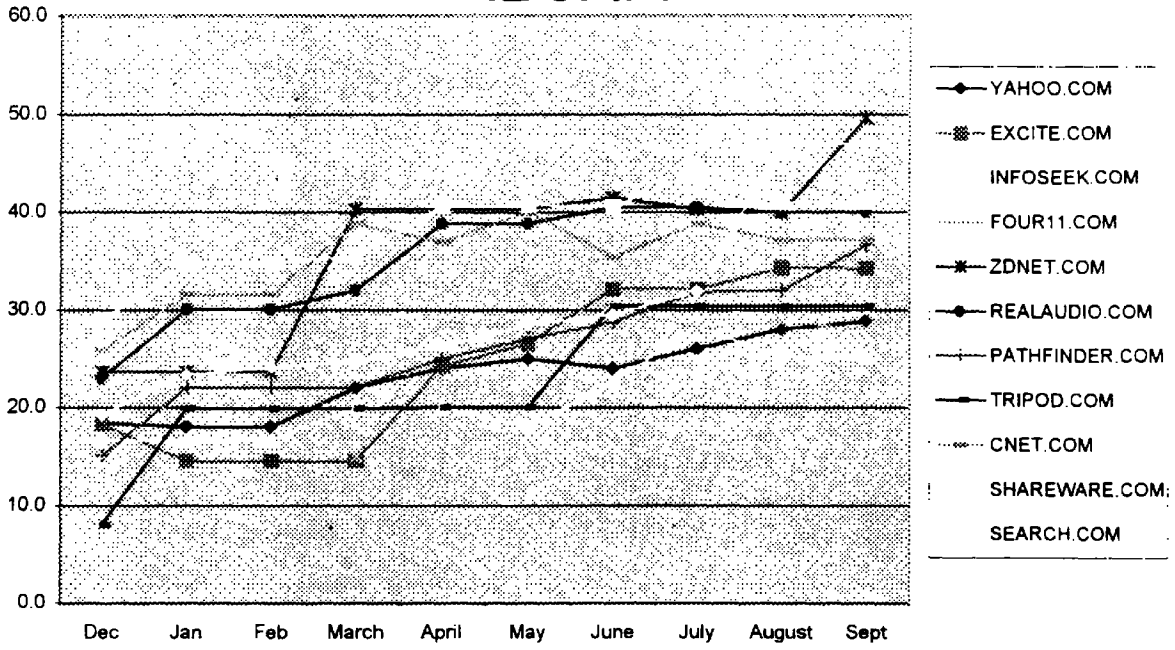
s that we advertise on and fall within the PC Meter top 50 sites

Calldowns

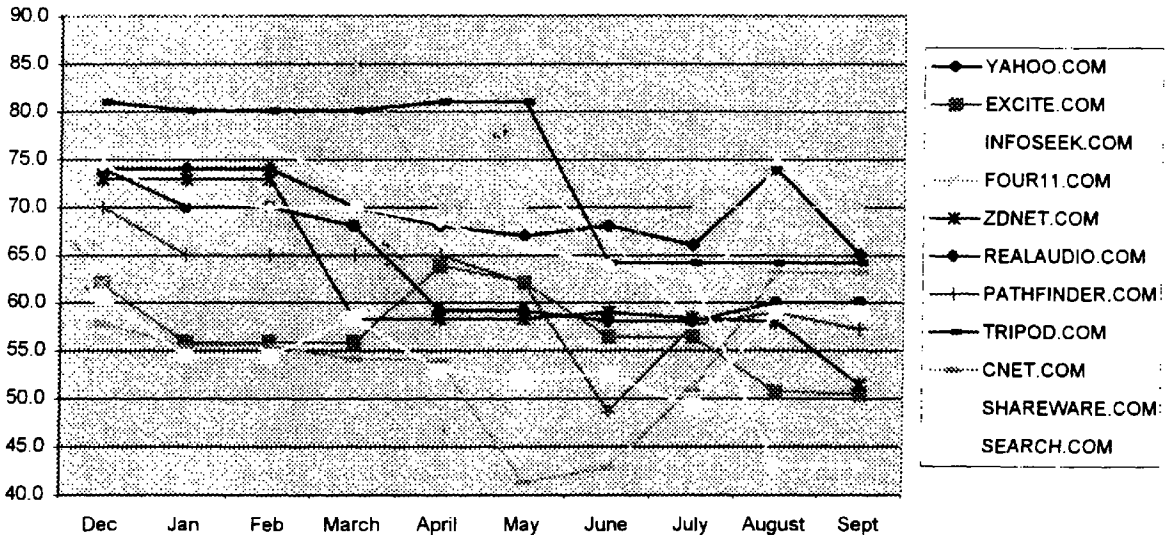


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IE Share



Nav Share



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IE Share

Site	Dec	Jan	Feb	March	April	May	June	July	August	Sept
YAHOO.COM	18.4	18.0	18.0	22.0	24.0	25.0	24.0	26.0	28.0	28.8
EXCITE.COM	18.3	14.5	14.5	14.5	24.2	26.5	32.1	32.1	34.3	34.2
INFOSEEK.COM	16.6	16.6	16.6	20.0	20.0	18.0	22.5	28.3	25.1	25.1
FOUR11.COM	29.0	29.0	29.0	14.9	28.8	28.0	30.0	28.0	28.8	28.0
ZDNET.COM	23.6	23.6	23.6	40.3	40.3	40.3	41.5	40.3	40.0	49.6
REALAUDIO.CO	23.0	30.0	30.0	32.0	38.8	38.8	40.5	40.5	40.0	40.0
PATHFINDER.CO	15.0	22.0	22.0	22.0	25.0	27.0	28.7	31.8	32.0	36.6
TRIPOD.COM	8.0	19.9	19.9	19.9	20.0	20.0	30.4	30.4	30.4	30.4
CNET.COM	25.9	31.6	31.6	38.8	36.9	40.1	35.4	38.8	37.2	37.2
SHAREWARE.CO	19.3	23.3	24.1	24.7	26.3	28.4	29.5	31.8	47.0	47.0
SEARCH.COM	28.9	34.8	34.8	35.5	40.6	40.7	40.6	43.9	41.0	41.0

Top 50 Site

	Dec-96	Jan-97	Feb	March	April	May	June	July	August	Sept
Average IE	20.5	23.9	24.0	25.9	29.5	30.3	32.3	33.8	34.9	36.2
Average Nav	69.5	67	66.9	67.1	64.9	62.9	58.7	59.2	61.45455	59.16364

	N=249	N=236	N=250	N=246	N=304	N=208	N=780	N=335	N=263	N=232	N=242
Net Nav	42.5	40.6	51.6	57.3	59.8	54.3	56.7	54	53.9	53.8	52.8
IE	4.8	5.5	10.8	6	9.5	8.1	9.3	10.1	10.6	14.6	16.9
AOL	27.3	30.9	18.4	22.3	18	23	21.7	26.5	25.4	26.7	23.9
Other	25.4	23	19.2	14.4	12.7	14.6	12.3	9.4	10.1	4.9	6.4

Average Share: #REF!

Net Nav Share

Site	Dec	Jan	Feb	March	April	May	June	July	August	Sept
YAHOO.C	74.0	74.0	74.0	70.0	68.0	67.0	68	66	74	65
EXCITE.C	62.0	55.8	55.8	55.8	63.9	62.1	56.4	56.4	50.7	50.5
INFOSEE	76.0	76.0	76.0	73.0	73.0	73.0	66.5	57.9	74.9	67.3
FOUR11.C	62.0	62.0	62.0	85.1	70.0	70.0	66	70	70	70
ZDNET.C	72.9	72.9	72.9	58.3	58.3	58.3	59	58.4	58	51.4
REALAUD	74.0	70.0	70.0	68.0	59.2	59.2	58.1	58.1	60	60
PATHFIN	70.0	65.0	65.0	65.0	65.0	62.0	48.6	57.7	59	57.2
TRIPOD.C	81.0	80.1	80.1	80.1	81.0	81.0	64.2	64.2	64.2	64.2
CNET.CO	57.8	55.5	55.5	54.1	54.0	41.2	42.8	50.9	63.2	63.2
SHAREW	74.3	70.8	69.9	70.0	68.3	65.8	64	62.4	43	43
SEARCH.	60.7	54.4	54.4	58.4	52.9	52.1	52.5	49.2	59	59

N=462	N=218	N=243	N=212	N=259	N=300	N=300
March	April	May	June	July	Aug	Sept
55.4	57.7	55.9	50.4	49.4	47	
19.9	13.7	17.6	19.3	16.2	22	
19	22.9	23	25.9	30.1	25	
5.7	5.7	3.5	4.4	4.3	6	

#REF! #REF! #REF! #REF! #REF! #REF! #REF!