

Microsoft OEM

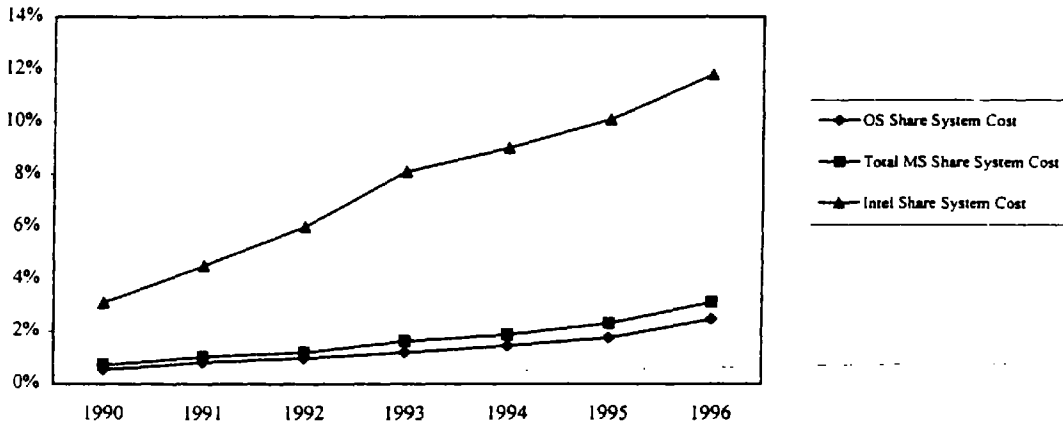
PC Value Analysis
CY 1990 - CY 1996
March 4, 1996

(\$ and units in M)

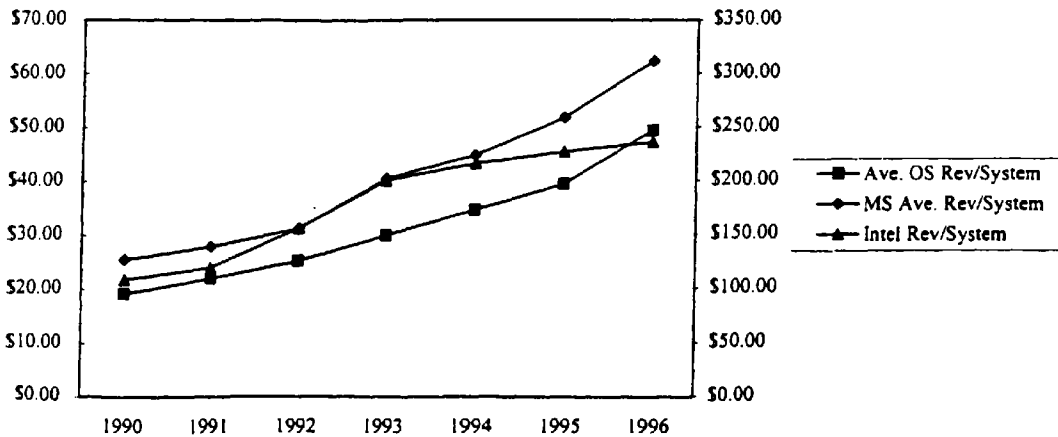
	1990	1991	1992	1993	1994	1995	1996
Average Cost of PC (No Monitor)	\$3.500	\$2.700	\$2.600	\$2.500	\$2.400	\$2.250	\$2.000
Total MS OS Shipments	11.4	13.3	17.7	23.5	33.4	42.0	51.9
Ave. OS Rev/System	\$19.03	\$22.04	\$25.34	\$30.11	\$34.80	\$39.52	\$49.40
Ave. Non OS Software Rev/System	\$6.35	\$5.94	\$6.03	\$7.79	\$7.52	\$9.28	\$9.85
Ave. Hardware Rev/System*	\$0.00	\$0.00	\$0.00	\$2.77	\$2.62	\$3.03	\$3.10
MS Ave. Rev/System	\$25.39	\$27.98	\$31.37	\$40.67	\$44.94	\$51.83	\$62.35
OS Share System Cost	0.5%	0.8%	1.0%	1.2%	1.5%	1.8%	2.5%
Non OS Software Share System Cost	0.2%	0.2%	0.2%	0.3%	0.3%	0.4%	0.5%
Hardware Share System Cost*	0.0%	0.0%	0.0%	0.1%	0.1%	0.1%	0.2%
Total MS Share System Cost	0.7%	1.0%	1.2%	1.6%	1.9%	2.3%	3.1%
Intel Rev/System	\$108.41	\$120.41	\$157.12	\$201.34	\$216.76	\$227.52	\$236.37
Intel Share System Cost	3.1%	4.5%	6.0%	8.1%	9.0%	10.1%	11.8%

*Hardware Revenue not available 1990-1992

% Share of PC Cost



\$ Share PC Cost



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