

**From:** Will Poole  
**Sent:** Tuesday, April 15, 1997 9:25 AM  
**To:** Internet Explorer Press Issues; Content Developer Evangelism (DRG); Tod Nielsen; Brad Chase; Brad Silverberg; David Cole; John Ludwig  
**Cc:** Will Poole's Direct Reports; Cory Van Arsdale (LCA)  
**Subject:** Netscape & Partners Today

SuzanF, BillSpe, PaulO and I have tried to get in touch with most of our IE4 Platinum ICP and ISV partners over the past few days to, wherever possible, discourage their participation in Netscape's announcement today. The good news is that none appear to have made any significant commitment to Constellation ("Netcaster"). The not surprising news is that a good number of them will show up on the Nscp press release as supporters (or future supporters) of Constellation. Expectation is about 40 partners will be on the list.

FWIW, our deals (some proposed, some signed) with these partners do not actually prohibit the partners' supporting any technology in any way. We only ask that our Platinum ICP partners not enter into co-marketing deals that are similar to the ones we enter into. Here's the current list.

- \* AOL, Greenhouse announcing support for Netcaster technology
- \* Intuit: **declined** to participate based on our discussions
- \* Excite: **declined** to participate based on our discussions
- \* PointCast: **declined** to participate and pissed Nscp off "for the last time"
- \* FirstFloor: will be listed as a 2nd class ISV supporter, but has no deal or product announcements. Nscp said "can't be a premier ISV b/c they are working w/ Msft"
- \* BackWeb/Airmedia: unknown but unlikely to participate
- \* Lycos: will be listed as supporter
- \* WSJ **declined** to be involved
- \* Lycos said D&B Companies Online will not be involved
- \* Hotwired will be listed
- \* ZDNet will be listed
- \* Individual **declined** to participate based on our discussions
- \* Reuters **declined** to participate based on our discussions
- \* Forbes, Lexis-Nexis, WestLaw, DJ Markets (Telerate): Not participating
- \* Desktop Data unknown

ISV perspective: Netscape is going with a primarily API oriented approach; there is an API between Browser and JavaScript. Netcasters have to script to make it work. "Netcaster does not require a new standard [CDF] b/c it is based on existing standards [JavaScript!]" There will be a bunch of push vendors just like at our CDF announcement -- but they are a list with no deals or even specs behind them.

From SuzanF: Everyone that I spoke with said there is no agreement with Netscape, and they won't have a quote or be part of any event. They said they are doing minimal or no work to support this--Lycos said they were just supposed to fill out a page.

For those who'd like a little encouragement on how we stack up from Reuters perspective

-----Original Message-----

**From:** Bill Spencer  
**Sent:** Monday, April 14, 1997 5:24 PM  
**To:** Will Poole's Direct Reports  
**Subject:** FW: IE 4.0 Delay Announcement -Reply -Reply

Praise from Reuters (with some edits to below) -- hope we continue to earn it

-----Original Message-----

**From:** Rick Bunker [SMTP:rbunker@Money.net.com]  
**Sent:** Monday, April 14, 1997 2:56 PM  
**To:** Bill Spencer  
**Subject:** RE: IE 4.0 Delay Announcement -Reply -Reply

Thanks for the reply! I think you are doing a killer job. I was looking at buying some July. Netscape put options based upon the support you have been giving us and the features in the next IE version vs. our bad experiences with Netscape and the way Communicator looks.

**MS-PCA 2562459**

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Cheers.

Rick

MS-PCA 2562460

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