



FW: Growing the Multimedia market

Subject FW: Growing the Multimedia market
Sent 08/26/97 9:03:51 AM
Received 08/26/97 11:45:10 AM
From Avadis Tevanian, avie@apple.com
To Tim Schaaff, tims@apple.com
Peter Hoddie, hoddie@apple.com

CC
Message These guys sure have balls to ask...

How do you want to reply to this??? Just ask them to adopt QuickTime?

Avie

Begin forwarded message:

From: Ben Novak <bennovak@microsoft.com>
To: "Avadis Tevanian" <avie@apple.com>, "Peter Hoddie" <hoddie@apple.com>
Subject: FW: Growing the Multimedia market
Date: Mon, 25 Aug 1997 18:19:11 -0700
X-Priority: 3
X-Mailer: Internet Mail Service (5.0.1459.27)

Avie, Peter,

I'd like to discuss the prospects for Apple supporting ASF as a delivery format. I believe if we really look at the effect our mutual support would have on the multimedia industry we'll see that this is positive for both our companies. What Microsoft wants to do is grow this industry so the market increases in size. Clearly Apple is now and will remain an important platform for content authors. I believe direct support from Apple for authoring ASF is the real win for Apple. This keeps you in firm control of the larger and more important elements of multimedia on Apple systems and allows your supporters to target content for multiple platforms. I'd like to see ASF independent of Microsoft, DirectShow, Apple, and QuickTime. A common multimedia delivery format should not be a platform or multimedia subsystem issue.

We have an opportunity here to really unify the marketplace. You have an opportunity to adopt a new format that is quickly becoming a standard and to position Apple as a co-developer and founder of this format. You have an opportunity in ASF to keep Apple the center of content development for multimedia. Microsoft's win in ASF is to grow the marketplace, reunify the tools industry, and create what we believe will be seen in the marketplace as a safe viable choice for content delivery. Is there any reason these same goals don't apply to Apple? We can make ASF something that's good for both our companies.

In the first or second week in September we will have an ASF design review in San Jose. This review will be open to the public and press. Announcing Apple's support for ASF will help Apple ride the wave of what we believe will be a serious market expansion as ASF becomes the standard delivery format. Content developers will be able to continue choosing Apple as their tool of choice. We can show a unified front. I hope you see this as a potential opportunity. Apple supporting ASF from the beginning positions Apple as a serious player in this industry dedicated to growing this market and evolving the technology when needed.

WSAP 01617

A 1535

HIGHLY CONFIDENTIAL

**FW: Growing the Multimedia market**

We don't redefine our file formats very often and I know you don't either. This is probably our best opportunity to work together to define multimedia delivery for the coming decade. We can avoid a splintered industry and erosion of either of our architectures through cooperation. ASF is not the only area in which we can cooperate and co-develop but it does represent a great starting point. Our other work in the Multimedia area has not yet been publicly disclosed so there is still plenty of time to position these technologies in a way that will be mutually beneficial. Can we work together on this? I'd like to call tomorrow to discuss this further.

Thanks, Ben Novak  
Microsoft Developer Relations Group  
Active Streaming Format  
425.703.2950 [bennovak@microsoft.com](mailto:bennovak@microsoft.com)

**WSAP 01618**

**A 1536**

**HIGHLY  
CONFIDENTIAL**