

Incoming Message

Re: Quicktime-Netshow

Subject: Re: Quicktime-Netshow  
Date: 5/1/98 10:32 AM  
Received: 5/1/98 10:01 AM  
From: Philip Schiller, schiller@apple.com  
To: Steve Jobs, sj@pixar.com  
CC: Tim Schaaff, tims@apple.com  
Sina Tamaddon, sina@apple.com  
Peter Hoddie, hoddie@apple.com  
Avie Tevanian, avie@apple.com

Steve,

I like Oracle as a partner. They have good technology (from a marketer's point of view anyway), good customers, good channels. But in the streaming web server space I never hear about them.

Maybe Oracle will change this but they have talked about it for years and I don't see the effect in the market - ask any customer who they have talked to about their streaming server needs and all I consistently hear is MS and Real (and a spattering of smaller players that are getting bought up - Vivo, etc.)

Steve Jobs wrote:

>  
> How about Oracle?  
>  
> Steve  
>  
> Begin forwarded message:  
>  
> Date: Thu, 30 Apr 1998 22:14:27 -0800  
> From: Philip Schiller <schiller@apple.com>  
> X-Mailer: Mozilla 4.05 (Macintosh; I; PPC)  
> To: Tim Schaaff <tims@apple.com>  
> Cc: Steve Jobs <sj@pixar.com>, Sina Tamaddon <sina@apple.com>, Peter Hoddie <hoddie@apple.com>, Avie Tevanian <avie@apple.com>  
> Subject: Re: Quicktime-Netshow  
>  
> I think the problem is simple: companies that make a lot of money on server  
> side products put a direct sales force out in front of customers to spin the  
> messages and win the sales.  
>  
> We don't have a big server side business and don't have a large direct server  
> sales force out talking to the customers. (Unless we turn the WebObjects team  
> into a QT team and develop a wealth of server products for them to sell).  
>  
> Solution: we need to partner with a company that has a server side business  
> and direct server sales force. There are only two successful ones today (IMHO)  
> Microsoft and Real. So, our strategy to win server business and better market  
> our QuickTime format to large we sites should be to partner with Real on QT  
> and their servers.  
>  
> We've met with Real, they are open to it but we still both have competing  
> format and player strategies. I continue to think we need to solve this to be  
> successful in the long run (or invest \$100M building the products and team to  
> fight head to head with MS and Real).  
>  
> Phil

WSAP 01008

A 0903

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>  
> Tim Schaaff wrote:  
>>  
>> Steve,  
>>  
>> For every technical shortcoming Microsoft assigns to QuickTime, Apple can  
>> claim one in NetShow. The problem we face is that Microsoft is out there  
>> marketing against QuickTime. Apple is not actively talking to these  
>> companies, telling our story, and debunking the Microsoft FUD.  
>>  
>> The author of the e-mail admitted he didn't have time to verify whether  
>> the statements made against QuickTime are true. We have seen Microsoft  
>> misrepresent what QuickTime can do for years. It won't be any different  
>> with streaming. But if we're not out there telling our story, aren't we  
>> going to lose?  
>>  
>> Although I share your concerns about Real Networks' client-side ambitions  
>> and the risk to QuickTime, perhaps it would be less risky to work with RN  
>> and get them promoting QuickTime with their products. Right now we are  
>> being out-marketed by both companies. Six months from now, we might be in  
>> better shape marketing-wise, but it's pretty tough going right now. We  
>> may not have time to wait.  
>>  
>> Another alternative might be to get a serious development partnership  
>> around streaming going with Oracle. Mark Porter's team seems pretty  
>> smart and generally does not appear to have significant client-side  
>> ambitions.  
>>  
>> We definitely need some help on the big-iron server side.  
>>  
>> Tim  
> > -----  
>> Steve Jobs 4/28/98 1:58 PM  
>>  
>>>  
>>>Begin forwarded message:  
>>>  
>>>>Date: Tue, 28 Apr 1998 21:24:32 +0100  
>>>>From: Hussein Yahia <yahia@worldnet.fr>  
>>>>Subject: Quicktime-Netshow  
>>>>To: Steve.Jobs@apple.com  
>>>>X-Mailer: Cyberdog/2.0  
>>>  
>>>  
>>>> Dear Steve Jobs,  
>>>>  
>>>> I am writing to you after having paid attention to  
>>>>>some conferences in France about video servers and Microsoft's Netshow  
>>>>>offer.  
>>>>>After some discussions with industry and research professionals in France  
>>>>>interested in the various problems of video indexing and high performance  
>>>>>video servers on the Internet,  
>>>>>it appears that, as this seemed quite surprising to me, many video  
>>>>>professionals are considering Netshow as an efficient alternative to  
>>>>>Quicktime for  
>>>>>streaming and other video synchronization problems.  
>>>>>I am convinced, as a strong Apple supporter, that Quicktime is the best

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A 0904

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> > >offer for video professionals in many aspects.  
> > >But what they say is that Netshow is much better in terms of streaming  
> > >and synchronization. More precisely, they argue that the Netshow library  
> > >offers functions for synchronization and positionning that lack in  
> > >Quicktime. I don't know if that is true, I didn't have time to check. And  
> > >many seem to reconsidering the software platform they  
> > >want to use for these reasons.  
> > >Television superhighways and video servers seem to be an important  
> > >stake for the future of video and TV professionals. Microsoft is preparing  
> > >some important alliances, for example in Singapore on these matters.  
> > >The professionnals I was talking about these matters are involved  
> > >in the building of indexed data bases for real-time video manipulation.  
> > >They may still hesitate to promote the netshow plateform, but they insist  
> > >on these so-called lacks of quicktime for streaming.  
> > >I take the opportunity to write to you about these matters because  
> > >many important decision-makers are talking about it in France, and  
> > >probably elsewhere. I hope it is still time to convince these people to use  
> > >QT, either by showing them that QT offer the same synchronization  
> > >functionalities that NetShow, or to fill the gaps that QT may suffer w.r.t.  
> > >netshow.  
> > >>>  
> > > Yours sincerely,  
> > >>>  
> > > Hussein Yahia  
> > > hussein@yahia.com, or:  
> > > yahia@worldnet.fr  
> > >>>  
> > >>>  
> > >>>  
> > >>>  
> > > -----  
> > >Cyberdog ---A Product of Apple Computer, Inc.  
> > > -----  
> > >>>  
> > >>>  
> > >>>

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A 0905

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