

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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> > >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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> > >>>

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