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**From:** Mike Beckerman  
**Sent:** Friday, October 20, 2000 2:42 PM  
**To:** Kenneth Goto; Bill Spencer; Will Poole; Linda Averett  
**Cc:** John Martin; Kurt Buecheler  
**Subject:** RE: Quality experience and streaming media

Either Bill never bothers to send us mail when something actually works well, or he has an uncanny knack of hitting links when they're broken ,-(.

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

**From:** Kenneth Goto  
**Sent:** Friday, October 20, 2000 1:24 PM  
**To:** Kenneth Goto; Bill Spencer; Will Poole; Linda Averett  
**Cc:** Mike Beckerman; John Martin; Kurt Buecheler  
**Subject:** RE: Quality experience and streaming media

Update: followed up with MSN and they indicate they did not NIP directly to this stream. In fact it has not been highlighted in their banners, spotlights or NIPs. However there are two places where Bill may have gotten to this content. The first is in the partner content modules for sports and news on the MSN homepage. These are fed directly by the partners and only tested for functionality by the MSN team. .no editorial.

The second place is on MSNBC. MSNBC is pointing to a co-branded sitelet with Quokka sports on the Presidents Cup. This is linked all over MSNBC, and the co-branded page contains links to both Real and WMA streams. In fact some of the editorial on the page links only to Real. Looking at the URL I'm certain this is where Bill ended up. The lead PM on the MSNBC side is running down who worked the relationship for the presidents cup, and what was the agreement struck as we clearly don't even have parity with Real on that sitelet. Quokka is one of our WM.c broadband partners as well so I would have hoped we'd get better treatment.

Also spoke with MSNBC ops regarding the second URL Bill had trouble playing. They indicate one of their servers has been giving them problems and they have had intermittent problem serving streams. They are working to offload some of their business to another host as well as fix their data center issues. They report no problems currently but were not surprised to hear someone ran into an issue playing that stream at some point.

Ken...

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

**From:** Kenneth Goto  
**Sent:** Thursday, October 19, 2000 8:53 PM  
**To:** Bill Spencer; Will Poole; Linda Averett  
**Cc:** Mike Beckerman; John Martin; Kurt Buecheler  
**Subject:** RE: Quality experience and streaming media

Email's not working very well for me as I just saw this follow-up.

I've already contacted MSN regarding how they came to point to a Real file, and it is being tracked down. I'll check with MSNBC ops on whether there were any known issues with the hosting of that particular stream. Again that item may have been caused by internal proxy problems or intermittent issues with iBeam who did the actual hosting. That stream currently plays fine.

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

**From:** Bill Spencer  
**Sent:** Thursday, October 19, 2000 6:10 PM  
**To:** Will Poole; Kenneth Goto; Linda Averett; WindowsMedia.com Bug Reporting  
**Cc:** Mike Beckerman; John Martin; Kurt Buecheler  
**Subject:** RE: Quality experience and streaming media

Will.

We will need to check with someone in MSN and MSNBC as these links are not on WMC. Why there is a real audio link on MSN is an interesting question. But the integration of the player into the browser is partially a business



issue, though you will also hear about Mac support.

Ken and others:

Do you have contacts in MSN and MSNBC to ask? I can start with the biz people.

Thanks

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

**From:** Will Poole  
**Sent:** Thursday, October 19, 2000 5:39 PM  
**To:** Kenneth Goto; Linda Averett; Bill Spencer  
**Cc:** Mike Beckerman; John Martin; Kurt Buecheler  
**Subject:** FW: Quality experience and streaming media  
**Importance:** High

Would like you help in responding to Bill. Send me your thoughts tomorrow AM about current issues and about how we will address over time, and I'll aggregate into a reply to bill.

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

**From:** Bill Gates  
**Sent:** Thursday, October 19, 2000 3:02 PM  
**To:** Will Poole  
**Cc:** Jim Ailchin; Eric Rudder  
**Subject:** Quality experience and streaming media

I don't know how unique I am but my experience in clicking on streaming media stuff and seeing if it works is still less than 50%.

For example the MSN home page talk about a golf match going on called the President's cup. I click on that and then I click on this link:

[http://stream1.iims.intelonline.com/ViewWeb/Quokka\\_Presidents\\_Cup/File/101700192418001.rm](http://stream1.iims.intelonline.com/ViewWeb/Quokka_Presidents_Cup/File/101700192418001.rm)

I get a message saying: "This document is not a RealAudio or RealVideo Document" "This is error 11. To learn more go to a real URL.

This is so typical. I always get error messages when I click on Audio and Video.

Just for fun I go to the home page and grab an MSNBC video clip:

[http://go.msn.com/CM/10002/default.asp?target=http://www.msnbc.com/m/c/ct\\_hmcvideo.asp%3Fid%3Dnn\\_fletcher\\_israel\\_001018%26sl%3D468764](http://go.msn.com/CM/10002/default.asp?target=http://www.msnbc.com/m/c/ct_hmcvideo.asp%3Fid%3Dnn_fletcher_israel_001018%26sl%3D468764)

I click and bizarrely I get a browser page and a video page - the lack of integration of the browser and the player is crazy.

The browser page is fine but the video says buffering and 5 minutes later nothing has happened.

We should go on a quality campaign. We should really collect error message reports from our servers.

Something is very hard to set up or hard to track in this area. The quality is giving us a bad name.

I guess I can keep sending all my failures along - the key point is that I haven't seen any improvement.

I have yet to have a good video experience.