

Re: Not on my OS

Subject Re: Not on my OS  
Sent 01/20/98 9:17:52 AM  
Received 01/20/98 9:14:57 AM  
From Avadis Tevanian, avie@apple.com  
To Tim Schaaff, tims@apple.com  
CC Peter Hoddie, hoddie@apple.com  
Avadis Tevanian, avie@apple.com

Message Yep... it is scary. I will check into our rights w.r.t IE bundling. I suspect we can limit what they install (or certainly where they install it and how it is used). We can also use this as leverage, if we want, to get them to bundle our stuff perhaps in IE/Windows or threaten to get the DOJ after them for unfairly tying products (i.e., shipping ASF in Windows). SJ and I have already discussed our leverage point there... and we believe they may be "helpful" toward us as a result.

Besides, Gates is actually behind us, without a healthy Apple he has major legal problems... we just need to get him to get the NetShow team under control.

Avie

Begin forwarded message:

Subject: Re: Not on my OS  
Date: Tue, 20 Jan 98 09:09:14 -0800  
x-sender: tims@mail.apple.com  
x-mailer: Claris E-mailer 2.0v2, June 6, 1997  
From: Tim Schaaff <tims@apple.com>  
To: "Avadis Tevanian" <avie@apple.com>  
cc: "Peter Hoddie" <hoddie@apple.com>

I think your last point was the real point Peter was making. It's a very effective trojan horse.

Does Apple have any control over this? We become just like the PC manufacturers in this scenario. Microsoft gets lots of control over what's in our base OS and they have an ability to set whichever API standards they see fit.

Pretty scary stuff? Have you ever discussed this with SJ? I'm hoping there's both an awareness of the risk and a good answer for how we can still compete. If Microsoft can get all their APIs in our OS, but we stand no chance of getting ours into theirs, I think they win.

This also goes back to a point Peter made at the OS-strategy offline. Everytime Microsoft uses one of their own APIs to add new features to IE, Apple loses another chance to make them dependent upon our way of doing things and another opportunity to get a hook into the browser. If Microsoft controls all the APIs, then we do not have any ability to influence the overall user experience of the Internet. If that's so, then we most definitely will not be known for best-of-breed Internet features.

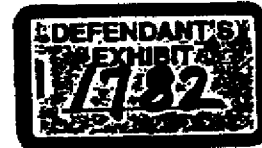
Tim

Avadis Tevanian 1/20/98 7:30 AM

>Peter,

>

>if I read your message correctly you got NetShow on your system after you  
>installed IE4, which would have required you to go download it from



A 1553

DEFENDANT'S TRIAL EXHIBIT 1089

MS-PCA 1006925

Plaintiff's Exhibit  
9119  
Comes V. Microsoft

MS-CCPMDL 000000249618  
CONFIDENTIAL

Re: Not on my OS

>Microsoft and install it. In this scenario, we certainly can't control  
>what Microsoft installs. [Similarly, when a customer installs, for  
>example, a game based on QuickTime on Windows they then get a copy of  
>QuickTime installed].

>However, there is another question here, which is given that we are now  
>bundling IE, Microsoft can presumably install whatever they want into our  
>OS (as part of IE). I will check into this and see what protection we have.

>  
> Avie

>Begin forwarded message:

>Subject: Not on my OS  
>Date: Tue, 20 Jan 98 00:47:25 -0800  
>x-sender: hoddie@mail.apple.com  
>x-mailer: Claris E-mailer 2.0, March 15, 1997  
>From: <hoddie@apple.com>  
>To: "Avie Tevanian" <avie@apple.com>  
>cc: "Tim Schaaff" <tims@apple.com>

> Avie --

>A recent conversation with a member of the NetShow team at Microsoft made  
>it very clear that

>1. They consider "streaming video" an integral part of their OS. (Sound  
>anything IE?)

>2. They want to control their own OS.

>3. Since QuickTime streams video (and much more), it is competition, they  
>hate competition, they will work actively against it, and they will never  
>bundle it.

>No real news there.

>Why, then, are we signed up to bundle their streaming video solution with  
>our OS? NetShow appears in my System Folder after I install IE4.

>I can only conclude that either we aren't all that interested in  
>controlling our own OS, or that QuickTime isn't considered a central  
>enough part of our OS that it is worth defending.

>I hope I've reached these conclusions based on incomplete information.  
>I'm hoping you can help me understand the real story.

>Thanks

>-- Peter

A 1554

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