The public release of the NetShow 3.0 beta will be announced on Monday May 4th. JimAll is the Networld + Interop keynote speaker on Wednesday May 6th, and his speech will be webcast live by Activate, a NetShow Service Provider in NetShow 3.0 format only. Below is information about the launch activities planned, plus links to drafts of documents currently in progress to support the public beta launch.

Note that many of the documents referenced below are still in draft format. Final versions will be ready on May 4th, most available on the NetShow website.

Positioning <file:\\bsdinfo\public\ntserver\netshow\NetShow3 Positioning Framework.doc>
- Microsoft NetShow is the Windows NT Server streaming multimedia service, enabling Internet Providers and organizations to deliver the highest quality audio and video across networks.
    - Support point 1: Highest quality end-user experience
    - Support point 2: Most integrated streaming multimedia solution
    - Support point 3: Most comprehensive streaming multimedia service

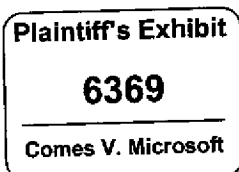**Launch Plans and PR Activities**
- Announce NetShow 3.0 public beta available 5/4 at Networld + Interop Las Vegas (show starts 5/5)
- Webcast JimAll keynote 5/6 from N+I
- 2 press releases: NetShow 3.0 Beta 2 and NetShow Theater Server Beta 4 availability (5/4) and Partner/ICP momentum (5/11)
- Reviewer's Tour week of 4/27
- Launch plan at <file:\\bsdinfo\public\ntserver\netshow\NetShow3.0Beta2LaunchPlan.doc>
- Draft Rude Q&A at <file:\\bsdinfo\public\ntserver\netshow\NetShow3 beta2 Rude QandA.doc>

Packaging/Branding:
- Microsoft NetShow -- Tagline: The Windows NT Server streaming multimedia service
    - Part of Windows NT Server
    - Full streaming multimedia functionality, unicast and multicast support for bandwidths up to 500 Kbps
    - Includes server and tools; content played with new Microsoft Media Player
- Microsoft NetShow Theater Server (formerly code named Tiger) --Tagline: The broadcast-quality video server for Windows NT Server.
    - Standalone SKU
    - Broadcast quality streaming up to 8 Mbps
    - Includes server and tools; content played with new Microsoft Media Player
- Microsoft Media Player
    - Part of Windows
    - Universal media player that plays most local and streamed multimedia data types including ASF, AVI, WAV, RA/RV, Quicktime, and MPEG
    - Cross-platform (Mac and UNIX) players to play ASF content will be developed for RTM

Pricing
- NetShow: Included as a feature of Windows NT Server. No CALs required with NTS 4.0 (same as IIS).
- NetShow Theater Server: Pricing TBD. Will be announced at RTM
- Microsoft Media Player: Included as a feature of Windows.

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Distribution
- Microsoft NetShow -- Web download, included in NTS 5.0
- Microsoft NetShow Theater Server -- SKU thru Msft channels (expect very low volume)
- Microsoft Media Player -- Web download, included in Win98 SR1 and NTW 5.0, Windows Update, Office 9, IE 5.0
- Note: All 3 available in Beta as download from **http://microsoft.com/netshow** on May 4th

Release Schedule
- Public Beta: 5/4/98
- RTM: July '98 (internal). "This Summer" (external)

Demand Generation
- Ongoing schedule of live events <**http://www.microsoft.com/netshow/events.htm**>
- Add rotating NetShow content links to home.microsoft.com by 5/4
- On-line advertising campaign to drive server downloads scheduled to start 6/9
- NetShow 3.0 datasheet <**file:\\bsdinfo\public\ntserver\netshow\NetShow3 datasheet.doc**>
- NetShow 3.0 whitepaper   <**file:\\bsdinfo\public\ntserver\netshow\NetShow whitepaper 33.doc**>
- NetShow strategy whitepaper
- NetShow vs. Real Server competitive whitepaper
- External FAQ
- Article on home.microsoft.com
- 3 new case studies <**file:\\bsdinfo\public\ntserver\netshow\casestudies\case study status.doc**>
- Customer-ready slide deck <**file:\\bsdinfo\public\ntserver\netshow\presentations\NetShow 3 Customer Deck.ppt**>
- NetShow Theater Server technology brief <**file:\\bsdinfo\public\ntserver\netshow\theater\NetShow Theater Server tech brief.doc**>
- NetShow Theater Server whitepaper <**file:\\bsdinfo\public\ntserver\netshow\theater\NetShow Theater Server Technical.doc**>
- Market Bulletin: When to use NetShow or NetShow Theater Server <**file:\\bsdinfo\public\ntserver\netshow \theater\When to use NetShow or NetShow Theater Server.doc**>

Channel Development
- Train 120 NetShow partners in Redmond, 4/20 and 4/21 writeup at ... <**file:\\bsdinfo\public\ntserver\netshow \channel\NetShow SP Conference.rtf**>
  slides at ... <**file:\\showsrus\98 shows\NetShow SP\Draft\Final**>
- Roll out the NetShow Service Provider Program (NSSP), which offers free software, training, leads, and other benefits to service providers who commit resources to deploying NetShow. Details at **http://microsoft.com/netshow/nssp.htm**
- Link to partner press releases from NetShow web site
- Soliciting NetShow 3.0 content from early adopter partners to highlight on NetShow web site and JumpStart CD

Customer Satisfaction
- 2 deployment guides: Guide to Live Webcasting and Server Capacity Planning Guide
- Jumpstart CD: includes NetShow beta code, third-party tools, links to sample content, documentation
- Courseware: Beta expected mid-May. Final to synch up with NetShow 3.0 RTM.
  file://bsdinfo/public/ntserver/netshow/coursewareplan/NetShowCoursewarePlan98.doc

All final docs will be on **file:\\bsdinfo\public\ntserver\netshow**, on our intranet site at **http://netshow**, or on the Web at **http://microsoft.com/netshow**.

NetShow Core Marketing Team
The NetShow marketing team is part of the Windows NT Server marketing team, reporting into Tanya Van Dam.
- Gary Schare - Team lead, press/analysts, business strategy, product planning, cross-divisional relationships
- Sharon Wong - Corporate demand generation & deployment, sales tools/website, field comm., CFO
- John Maffei - Solution Provider recruitment/training and competitive analysis/response
- Brad Sutton - PR Reviews, training courseware, demo development
- Dave Seres - NetShow Theater Server core marketing

For press inquiries, contact Scott McLaughlin at Waggener Edstrom, mailto:w-scottm, 503-245-0905.

Please contact me, or any of the team members, directly with questions or suggestions.

Gary Schare
Lead Product Manager
NetShow Streaming Multimedia Services
http://netshow