

From: Bob Hildreth (Exchange)
Sent: Monday, October 04, 1999 9:13 AM
To: Mike Beckerman (Exchange)
Cc: Ramiro Galvo (Exchange); Brel O'Rourke (Exchange)
Subject: FW: Talking Points on WMT for AT&T Meeting

FYI..

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

From: Phil Goldman [mailto:goldman@corp.webtv.net]
Sent: Saturday, October 02, 1999 1:19 AM
To: Tom Gershaw
Cc: Jeff Barco; Will Poole; Anthony Bay (Exchange); Navin Chaddha; Hank Vigil; James Spare; Alan Yates; Angus Gray; Carl Hu (CPD); Tom Firman; Bob Hildreth (Exchange); Bill Schiefelbein (Exchange); Jon DeVaan
Subject: RE: Talking Points on WMT for AT&T Meeting

BillG explained to ATT yesterday that we consider WMT part of the platform, and that our expectation from the April agreement is that ATT and Microsoft are partnering and that Microsoft is creating a platform design win - we need to be able to support content developers effectively. And he stressed that Real is no more open than we are. That, plus a great demo by Angus, have heavily influenced ATT. They didn't commit to WMT on the spot, but it's clear they're considering a decision in a different context than before.

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

From: Tom Gershaw [mailto:tomger@microsoft.com]
Sent: Thursday, September 30, 1999 5:37 PM
To: Jon DeVaan; Phil Goldman
Cc: Jeff Barco; Will Poole; Anthony Bay (Exchange); Navin Chaddha; Hank Vigil; James Spare; Alan Yates; Angus Gray; Carl Hu (CPD); Tom Firman; Bob Hildreth (Exchange); Bill Schiefelbein (Exchange)
Subject: Talking Points on WMT for AT&T Meeting
Importance: High

Please find below the relative talking points for WMT as part of the AT&T meeting.

Current Situation/Background

- * AT&T is evaluating support of WMT vs Real Networks for deployment on the DCT 5000.
- * We have our player up and running on the DCT5000 and Real does not
- * The AT&T technical folks (George Backer and Jim Wood) have told us that memory constraints on the DCT5000 make this an either or decision and that they will only deploy one player.
- * From a technical perspective AT&T has told us that we have the better product, offering superior quality to Real's player, but they have listed RTSP support and working with @home's caching plans as deficiencies that we need to overcome
- * AT&T's technical committee made the recommendation without alerting us to the issues
- * We believe RTSP is a smoke screen since it does not offer any true OS independence and that integration with @home is somewhat of an artificial constraint that AT&T control's this through their partnership with @home (we do share a common caching partner with @home (Inktomil) which should make this issue manageable)
- * We are scheduled to meet with the AT&T business folks next week (Rich Fickle and Pam Bousard), they told us they would like to deploy both players but are aware of the technical constraints. At the meeting next week we will discuss how they can benefit by being included into our newly announced broadband initiative (please note @home declined to participate).
- * we feel we have the better product and have done the development work necessary to win this business (we also have a contractual argument here as well, at

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minimum giving us deployment in the trial cities)

What We Would Like From AT&T

- * AT&T should make a commitment that WMT will be on the DCT5000 in both the showcase cities and full deployment
- * We would like AT&T's assistance in getting @home to work with us to support WMT - again this should be manageable especially in the caching area through our common partner - Inktomi
- * Ideally we would work with AT&T over the next few weeks and make a joint announcement of AT&T's WMT support and incorporation into a broadband streaming partnership at the Western Cable Show in December highlighted by a full demo on the DCT5000

Why This Is Important

- * If this is truly an either/or decision we may get locked out
- * An AT&T announcement at Western Cable will give us real momentum to build out our broadband streaming program in cable

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<<...OLE Obj...>>

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