I still agree strongly with you we need to get these guys to do better. Partly by being better integrated with the browser, partly by having the right kind of extensibility for coolness.

-----Original Message-----
From: Jim Allchin
Sent: Wednesday, November 29, 2000 11:10 AM
To: Steve Ballmer; Bill Gates
Subject: FW: Detailed final report on player research

fyi.
jim

-----Original Message-----
From: Will Poole
Sent: Tuesday, November 28, 2000 12:34 AM
To: Jim Allchin; Chris Jones; Joe Peterson; Kai-Fu Lee; Yusuf Mehdi; Lindsay Sparks
Cc: Dave Fester; Mike Beckerman; Linda Averett; Chadd Knowlton; Catherine Ward; Tom Wong
Subject: FW: Detailed final report on player research

FYI -- In addition to doing extremely well in the reviews against Real and others, WMP7 is testing very well with mainstream users in head to head consumer comparisons against Real8, winning 76% preference overall.
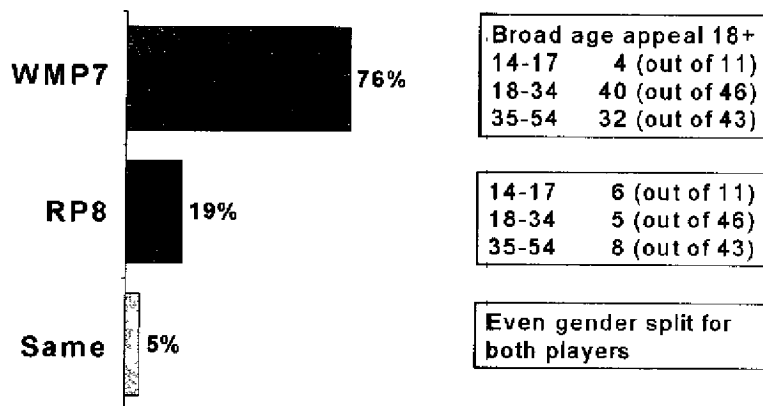
A few highlights from the attached PPT:

• **An overwhelming 76% of digital media newcomers prefer WMP7 to RP8.**
  • **19% prefer RP8, while 5% rate them the same.**
• **'Ease of use' is the key driver to strong satisfaction and preference of WMP7.**
• **Higher levels of previous experience with RP does not drive gains for RP8: 75% of RP's previous users pick WMP7 as the better player.**

Overall Preference

Of those preferring WMP7:
• 97% would recommend it to friends
• 88% say WMP7 is better than other players used

WMP7	76%
RP8	19%
Same	5%

Broad age appeal 18+	
14-17	4 (out of 11)
18-34	40 (out of 46)
35-54	32 (out of 43)

14-17	6 (out of 11)
18-34	5 (out of 46)
35-54	8 (out of 43)

Even gender split for both players

We know we need to do better with Netgen. Good news is that Real generally does poorly with Netgen as well; winamp is the winner there. Our new shell integration work with Whistler should help us both with mainstream users and netgen appeal.

1

Will

-----Original Message-----
From: Catherine Ward
Sent: Monday, November 27, 2000 3:04 PM
To: Will Poole; Dave Fester; Robert Ferguson; Kevin Unangst; Michael Aldridge; Sean Alexander; Ed Chase; David Caulton; Jonathan Usher; Geoff Harris; Linda Averett; Dave Winkler; Geordie Wilson
Cc: Tom Wong
Subject: Detailed final report on player research

I sent out the highlights when we completed our side-by-side player test earlier this month, and a press release is soon to go out sharing some of these very positive results for WMP7. Attached is the final report, which goes into more detail about our performance among key age segments and restates highlights from my earlier mail. Our strongest win is with the 18-34 year olds, our biggest weakness is the younger teen segment. Furthermore, while we don't claim to have a switching product in WMP7, 75% of those having used any version of Real before preferred WMP7 over Real 8. That's a nice win:-)

Revised Final
Playerreport.ppt...

2

Millward Brown

Side-by-Side Comparison of
Windows Media Player 7 & RealPlayer 8

Complete Results

November, 2000

Objectives

- **Obtain user feedback based on side-by-side trial of WMP 7 and RealPlayer 8 to understand preference and comparison on key attributes and tasks**

  ⮡ *Which player provides the best overall user experience?*

  ⮡ *How do the two players compare on key attributes like easy to use, fun to use, sound quality, look and feel?*

  ⮡ *Which is the preferred player for popular tasks like:*
    - *Listening to the radio*
    - *Copying songs from a CD to the PC*
    - *Transferring songs to a portable device*
    - *Using the media guide to find content*
    - *Using skins*
    - *Burning a CD*

2

Methodology

- **As part of a quantitative assessment, 100 one-on-one interviews were conducted with targeted users across the country.**
  - ⬦ Respondents were pre-recruited to a central research facility; all were relatively new to digital media (not using any player regularly, but interested in DM activities)
  - ⬦ Respondents were asked to do a series of DM tasks using WMP7 and RealPlayer 8, spending approximately 30 minutes with each player
  - ⬦ In-person interview conducted to get qualitative feedback in addition to key metrics like user satisfaction and attribute ratings

- **Enough targeted users were interviewed for geographical representation and to ensure a sufficient base size for validating quantitative metrics.**

- **Markets:**   **Los Angeles (Sept. 28-29)**
                         Baltimore (Oct. 23-25)
                         Chicago (Nov. 1-3)

- **Full screening criteria can be found in the Appendix.**

3

Summary of Findings

- Excellent results for WMP7: WMP7 is strongly preferred over RP8.
  - An overwhelming 76% of digital media newcomers prefer WMP7 to RP8.
    - 19% prefer RP8, while 5% rate them the same.
  - 'Ease of use' is the key driver to strong satisfaction and preference of WMP7.
  - Higher levels of previous experience with RP does not drive gains for RP8: 75% of RP's previous users pick WMP7 as the better player.

- WMP7 outscores RP8 on key aspects of player use:
  - WMP7 is perceived as easier and more fun to use than RP8, and in having a better feel and look to the player.
  - Sound quality is NOT a differentiator – more often attributed to the quality of the speakers/hardware than the media players themselves

- WMP7 is favored for performing individual tasks: :
  - WMP7 has a decisive lead over RP8 in:
    - copying songs from the CD to the PC
    - using the media guide to play songs
    - changing skins
    - burning CD's
    - transferring music to a portable player
  - Although listening to the radio was preferred using WMP7, the margin was lower and not statistically substantiated.

- WMP7 could benefit from ensuring burning a CD is as clear as possible for users.
  - The only individual task mentioned as difficult to perform at any any level (by 14% of users)
    - Adding a button to the left-hand menu may make this task easier to perform.   4

Summary of Findings - Total Sample

	WMP7 Wins	RP8 Wins	It's a Draw
Overall preference	☺		
Easier to use	☺		
Fun to use	☺		
Look & feel	☺		
Better media guide	☺		
Copying songs from CDs	☺		
Changing skins	☺		
Making own CD	☺		
Transferring music to portable player	☺		
Listening to the Radio			😐
Sound quality			😐

5

Summary of Findings - Age Groups^

	18 – 34			35-54		
	WMP7 Wins	RP8 Wins	It's a Draw	WMP7 Wins	RP8 Wins	It's a Draw
Overall preference	☺			☺		
Easier to use	☺			☺		
Fun to use	☺			☺		
Look & feel	☺			☺		
Better media guide	☺			☺		
Copying songs from CDs	☺			☺		
Changing skins	☺			☺		
Making own CD	☺			☺		
Transferring music to portable player	☺			☺		
Listening to the Radio	☺					😐
Sound quality			😐			😐

^Base size for 14 - 17 age group is too small to test for significant differences in preferences.

6

Summary of Findings - Males and Females

	Males			Females		
	WMP7 Wins	RP8 Wins	It's a Draw	WMP7 Wins	RP8 Wins	It's a Draw
Overall preference	☺			☺		
Easier to use	☺			☺		
Fun to use	☺			☺		
Look & feel	☺			☺		
Better media guide	☺			☺		
Copying songs from CDs	☺			☺		
Changing skins	☺			☺		
Making own CD	☺			☺		
Transferring music to portable player	☺			☺		
Listening to the Radio	☺					☹
Sound quality			☹			☹

7

WMP7 is the clear winner over RP8 in terms of overall preference, with over three quarters choosing WMP7.
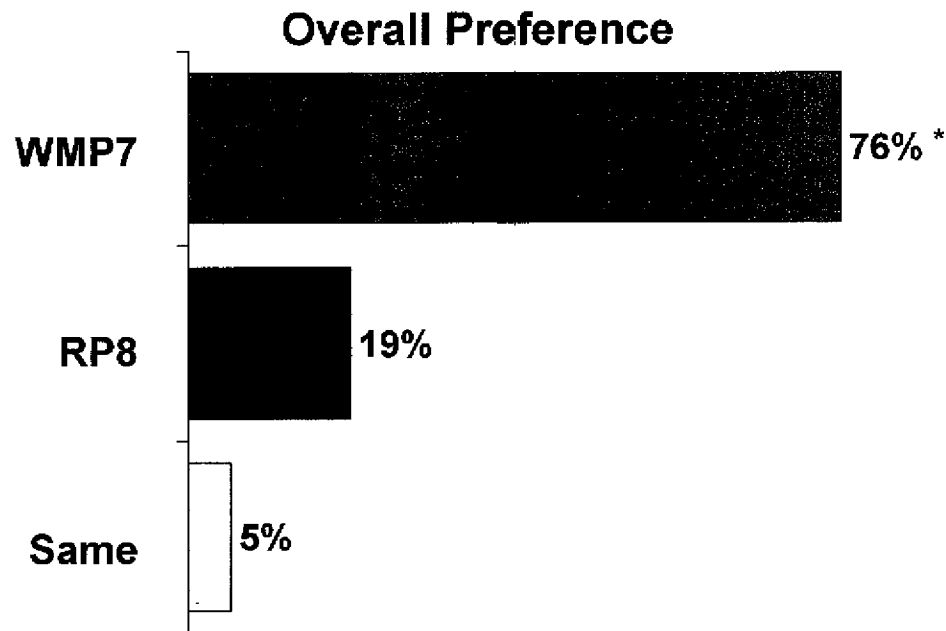
Overall Preference

WMP7 76% *

RP8 19%

Same 5%

Base: (100)

* Significant at .95 vs. RP8
Based on your experience today, which player would you say is the best media player?   8

WMP7 appeals to a wider range of prospects than RP8, with strong appeal - 97% would recommend it.

Overall Preference

Of those preferring WMP7:
- 97% would recommend it to friends
- 88% say WMP7 is better than other players used

WMP7 ← ◼ 76%*➡

RP8 19% ➡

Same 5%

Broad age appeal 18+	
14-17	4 (out of 11)
18-34	40 (out of 46)
35-54	32 (out of 43)

14-17	6 (out of 11)
18-34	5 (out of 46)
35-54	8 (out of 43)

Even gender split for both players

Base: (100)

* Significant at .95 vs. RP8

Based on your experience today, which player would you say is the best media player?

9
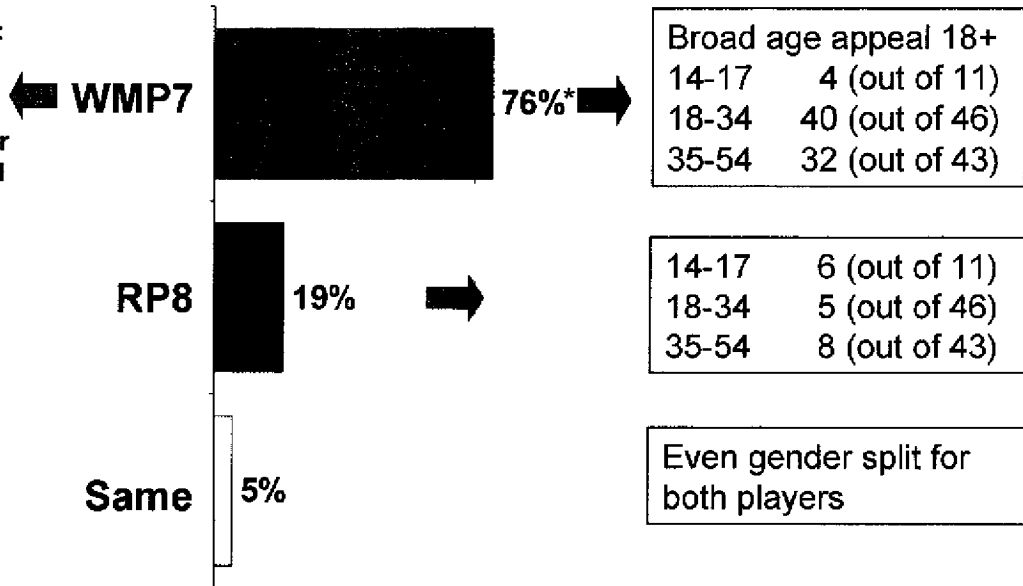
Overall Satisfaction reflects WMP7's overall preference.
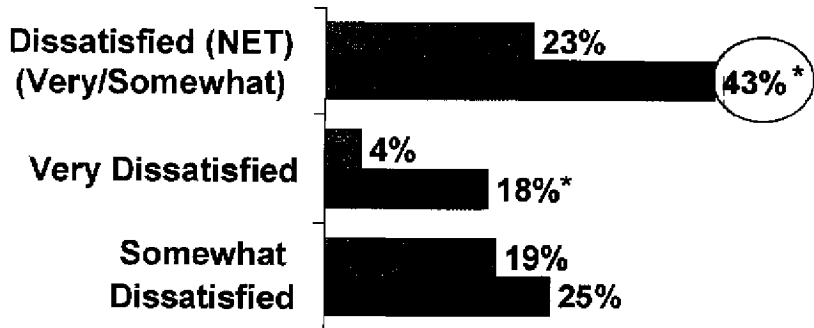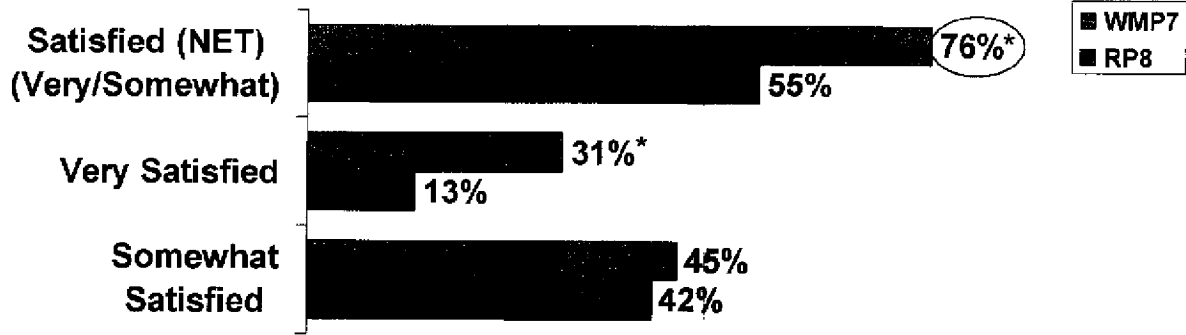
Legend: WMP7, RP8

Satisfied (NET) (Very/Somewhat): WMP7 **76%***, RP8 **55%**

Very Satisfied: WMP7 **31%***, RP8 **13%**

Somewhat Satisfied: WMP7 **45%**, RP8 **42%**

Dissatisfied (NET) (Very/Somewhat): WMP7 **23%**, RP8 **43%***

Very Dissatisfied: WMP7 **4%**, RP8 **18%***

Somewhat Dissatisfied: WMP7 **19%**, RP8 **25%**

Base: (100)

* Significant at .95 vs. other player

How would you rate your overall satisfaction with Windows Media Player 7/ RealPlayer 8?

10

Ease of use is the overwhelming reason for WMP7's popularity

Easier to use than competitors.

Easier to use because more direct. Better screen presentation.

Easy to go to different functions it offers, it looks good and sounds good.

Easier and faster because on the other one you look at multiple windows, [WMP] gives you only one or two options.

Easier to achieve a few of the tasks required as opposed to RealPlayer which I couldn't do at all. Had more fun with Windows Media Player.

Features are easier to find and were more organized in a logical manner - in order. Point and click, didn't need to search.

Doesn't assume that its user is computer literate.

Very clear, concise, easy for beginners so won't get frustrated with.

Easy to navigate through. Appearance and sound quality also good.

Its easy user interface. Self explanatory.

Easy to navigate. I didn't need a lot of instruction.

Other than its looks it's easier to use. The sound is better and portable device is easier.

It's fun to use, it looks great. Really easy to use. A lot of options readily at your fingertips.

It was easiest to find the things I needed.

How would you complete this sentence? WMP7 is the best media player because.....   11

WMP7 is Best because . . . (cont'd)

It was fun to use. The tabs on the side - you knew where to go. Resembled more of a music player. User friendly.

I'm able to find what I need to find with great ease. I have access to all the new music out there. It's very easy to copy music with devices.

Easy to use. Easy to access. Good appearance. Grabs eye. Very fast.

It's very easy to find what I'm looking for and try something that I haven't done before.

Liked a lot more. Figured it out quicker. Menu - able to connect easily. Much easier to use.

It's my first experience with the Media Player. Easy to operate.

User-friendly, easy on eyes, more clarity.

It's compatible and easily understood.

Someone with no experience can work through it better.

Easy to use. Better screen set - user interface.

Easier to use, easier to follow, user-friendly. Fun for it being the first time.

Very user friendly. Explained everything. Able to access more music.

I found it easy to get around, simply easier to use.

Its design makes it easy to use for everyone.

How would you complete this sentence? WMP7 is the best media player because.....

12

Other positive reactions to WMP7 . . .

Radio stations were really easy   The list was easy and immediate. Liked the look and feel, and more comfortable because I've been there once before. Liked screen presentation - no distractions to take away from attention. It wasn't as frustrating as RealPlayer 8.

I liked the layout. The buttons always stay so you can go back to them no matter where you are. You have it as a guide. When searching for an artist or type of music, it was laid out well.

Skin and graphics - the water moving around. I liked the icons and look of the site. Actual pictures of what you are doing. Cool site - very millennium - new age. Easier than RealPlayer. Good site

Makes everything simple; spells it out so there is no confusion. Liked the look, style and design.

Seems really easy. It puts everything right in front of you, so you don't have to go searching for anything. Everything was visual, icons. For someone not familiar, this one would be easier to get.

Like set up of it. Much more user-friendly. Couldn't be clearer. Much more comfortable using Windows Media Player. Look and feel was easier to work with.

Much easier to operate. More intuitive. Operation buttons were visible - didn't have to search. Bars listed on the left column   Operation much easier. Layout - user friendly. Graphics very good. Sound quality very good.

Seemed intuitive. It looked like it made sense. I knew where to go for things. Set up was reasonable. Menus made sense.

What did you like best about WMP7?

13

Other positive reactions to WMP7 . . . (cont'd)

Very easy to use. Clear and easy to follow directions. Set up seems clear and concise.

It had everything organized better so you could pick out what you wanted easier. That it had the headings on the left side. All the different things you could do with it like download on the portable device.

The interface was easier to understand. Didn't have to go through menus Skins were neat. Overall a lot easier to use.

It was user friendly. It has a similar appearance to other Windows applications. The buttons on the left, that was so helpful. You can click right on them and don't have to use toolbar Anyone familiar with Windows could use it to do anything they want to.

Easy to follow along. Fast to transfer to portable and burn. Big buttons on side to find what you're looking for. Radio came up fast and described it very fast. Ability to change set was easier than RP8. Volume control easy to find.

It was very easy to surf through. It was more distinct. If hardware had been working would have been easy. Very straight forward. In the same sight line without having to look somewhere else. Bright visually.

Easier to pick up what you wanted to do. Easy to get in radio. Lots of variety. Clear, music-wise. Commands were easy - look at, stop, the search. Easy to record.

The layout: the side bars on the left. Simple, clean, not cluttered. Pleasing to the eye. Seems simple to use. When it was difficult, I worked through it.

What did you like best about WMP7?

14

'Ease of Use' is the key driver of preference for WMP7. The 'feel and look of the player' is also a strong point. RP8 has a slight edge when it comes to listed radio stations.

Likes	WMP7 %		RP8 %
<u>Easy to use</u>	<u>87</u>	*	<u>52</u>
Easy to use/understand	73	*	27
Everything you need is in front of you/don't have to search for what you want/need	22		21
Radio station was easy to use	11		13
Easy skins/Easy to use skins	8		-
Easier than RP8	7		-
Easy to burn/copy CD	5		7
<u>Feel and Look of Player</u>	<u>55</u>	*	<u>38</u>
Buttons/icons/menu bar are there/stay on screen	21		12
Liked the sounds/good sounds	11		7
Liked the icons/good icons	11		5
Liked the design/liked the way it was set up	9		5
Liked the graphics/good graphics	7		3
Large/bigger screen	7		-
<u>Fast</u>	<u>11</u>		<u>5</u>
<u>Content</u>	<u>2</u>		<u>11</u> *
Liked the radio stations/good stations	2		8

Base = 100
* Significant at .95 vs. other player
What did you like best about the player? (open-ended question - respondents' own words coded)

15

RP8 is criticized for difficulty of use with more help buttons needed and fewer options. WMP7 could benefit from simplifying user experience copying CDs.

Dislikes	WMP7	RP8
	%	%
Difficult to use	37	73 *
Difficult to use/not user friendly	16	46 *
Hard to burn/copy CD	(14)	8
Hard to find/play radio	5	7
Skins are difficult	3	5
Difficult tasks	2	5
Needed help/help button not helpful	2	13 *
Too many options/too many choices/too busy	1	13 *
Look and feel of player	6	6
Didn't sound good/poor sound quality	5	1
Small/smaller screen	1	5

Base = 100
* Significant at .95 vs. other player

What, if anything, did you dislike about the player? (open-ended question - respondents' own words coded)

16

WMP7 outscores RP8 on nearly all key aspects: ease of use, fun to use and feel & look of player.

Easy to use

RP8 5.0 | WMP7 7.5*

1 2 3 4 5 6 7 8 9 10

Fun to use

RP8 5.8 | WMP7 7.7*

Sound quality

RP8 7.9 | WMP7 8.1

Feel & look of player

RP8 6.7 | WMP7 8.2*
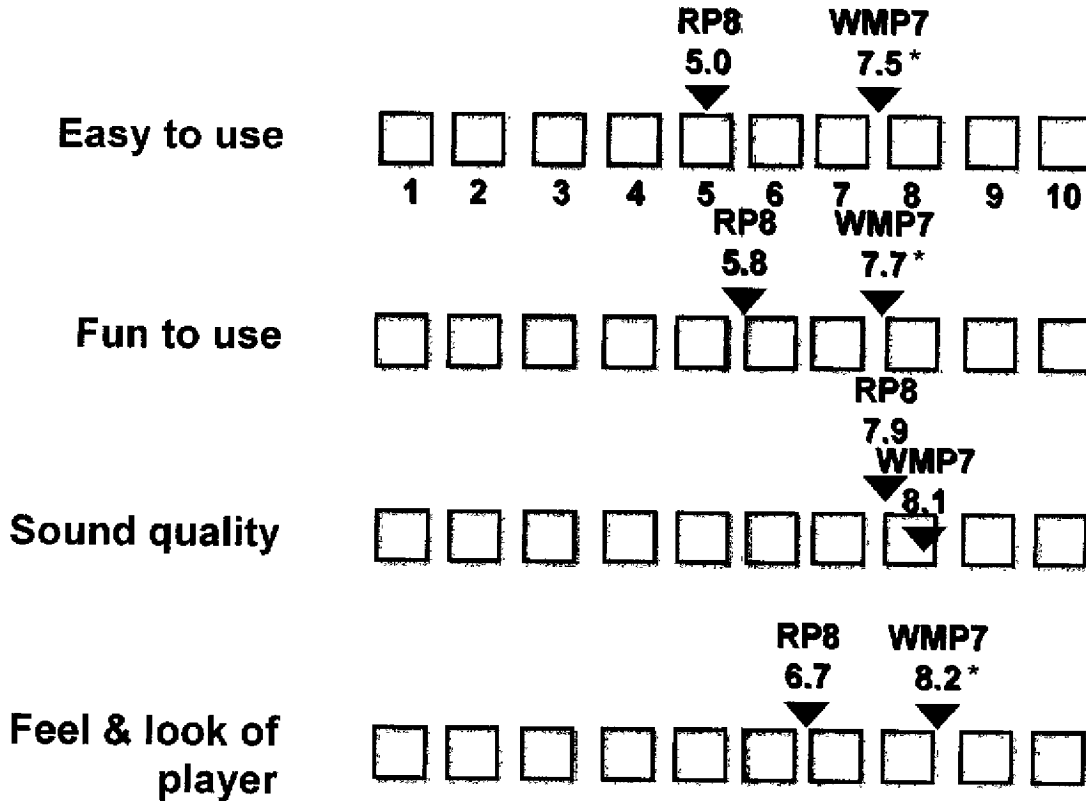
* Significant at .95 vs. the other player

On a scale of 1 to 10 with 10 being the highest rating and 1 being the lowest rating, how would you rate WMP7/ RP8 for the following aspects?

17

Even those with previous experience of RP preferred WMP7 (and still found RP8 difficult to use).

Ever Used (Any Version)

79% * ➡ | WMP7 is best: 75% |

| WMP7 is best: 77% | ⬅ 47%

WMP   **RP**

Easy to use (1-10 scale):
7.5 *   5.0
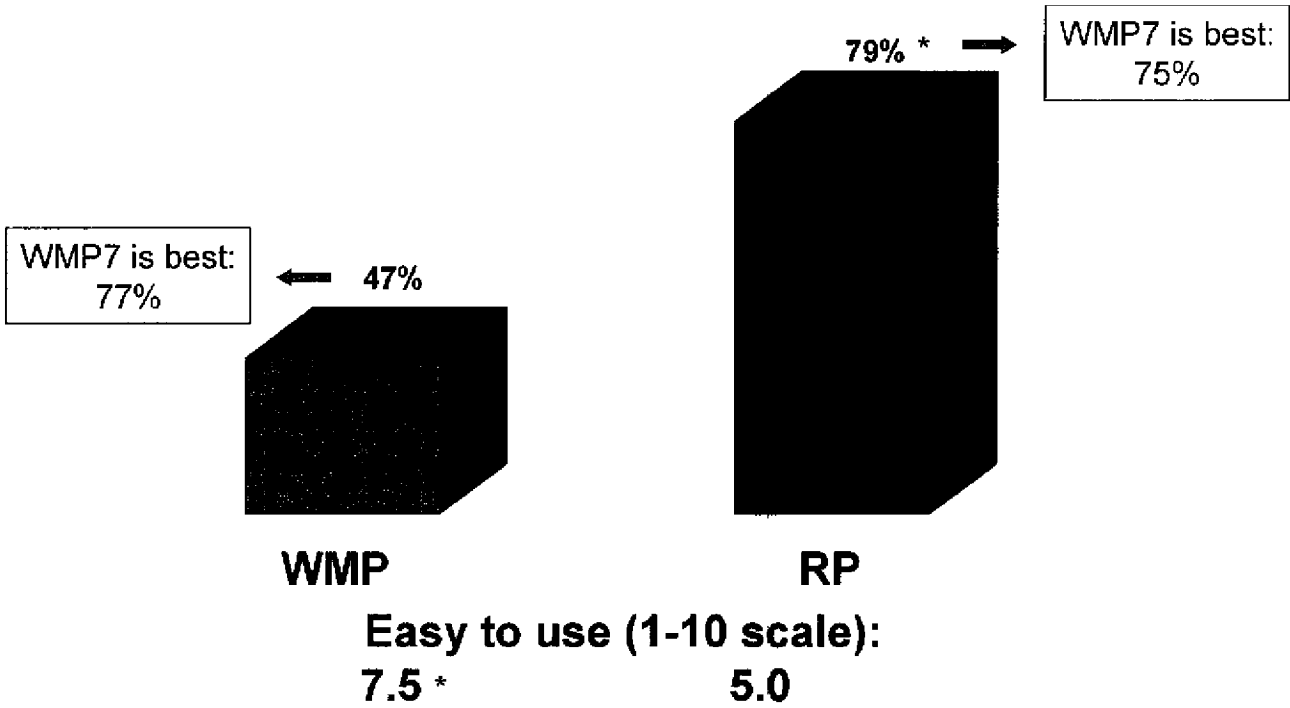
* Significant at .95 vs. other player   Base: (100)

Answered YES to either of the following questions: 1. Have you ever used either of these players before today, specifically the version you used today, not an earlier version? 2. Have you ever used any other version of either of these players?

18

WMP7 holds a decisive lead over RP8 in all major player tasks, except in listening to the radio.

	WMP7 ▼	RP8 ▼	Same ▽	Neither ▼	DK
Listening to radio			24%	3%	-
Copying songs from CD			9% 3%		5%
Playing song from media guide			12% 3%		19%
Changing player appearance			% 9% 1%		34%
Making own CD			6% 7%		24%
Transferring music to portable player			6% 18%		21%
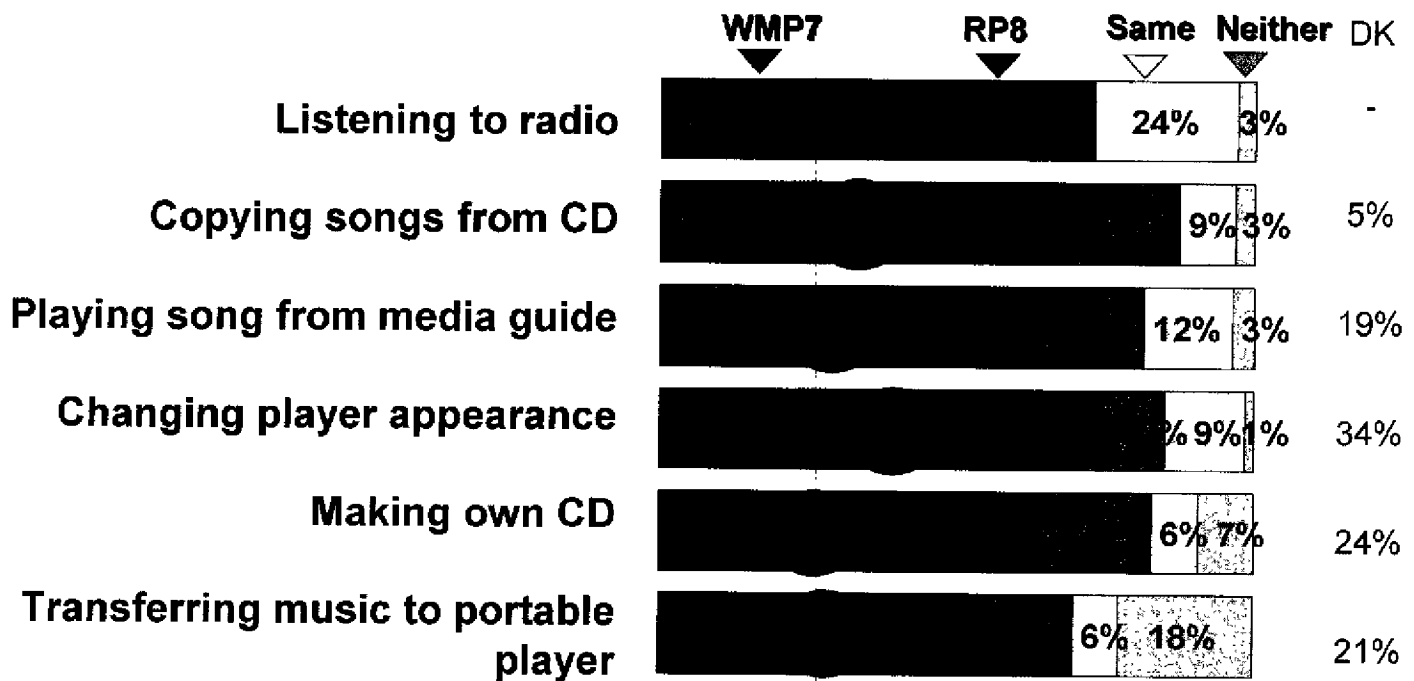
○ = Significant at .95 vs. other player

Base: (100)

Thinking of the specific tasks that you did using the two players, which player did you prefer for each task?

19

Sub-group Analysis

WMP7 is the player of choice, even among those who use RP the most.

Overall Preference
Among Those Who Use RP the Most

WMP7 **79%**[*]

RP8 **19%**

Same **2%**
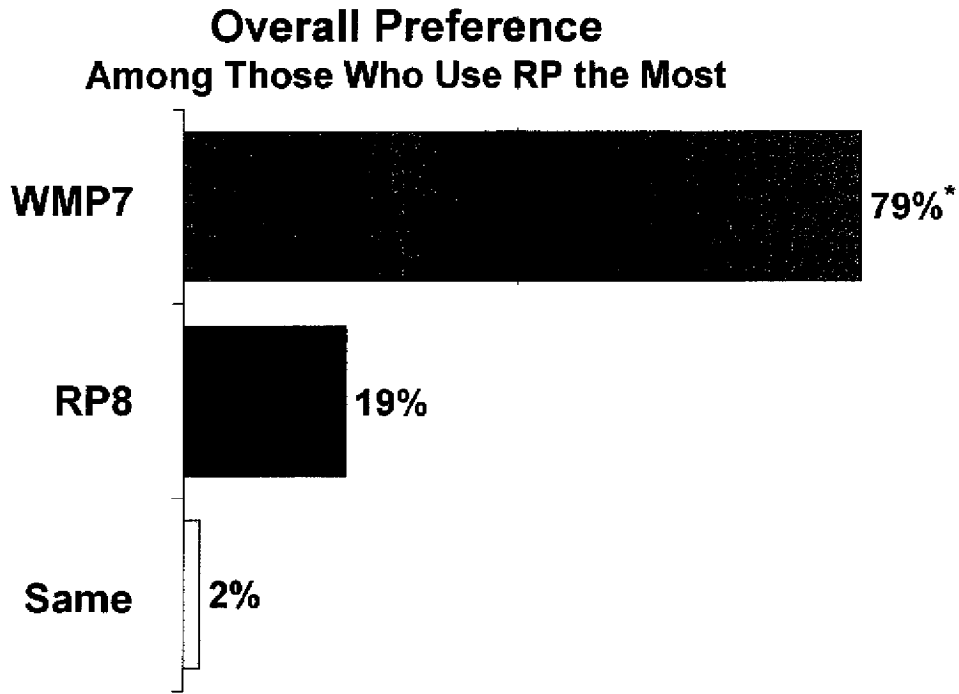
Base: (58 use RP the most)

[*] Significant at .95 vs. RP8

Based on your experience today, which player would you say is the best media player?

21

18-34 year olds are decidedly more satisfied with WMP7 than RP8.
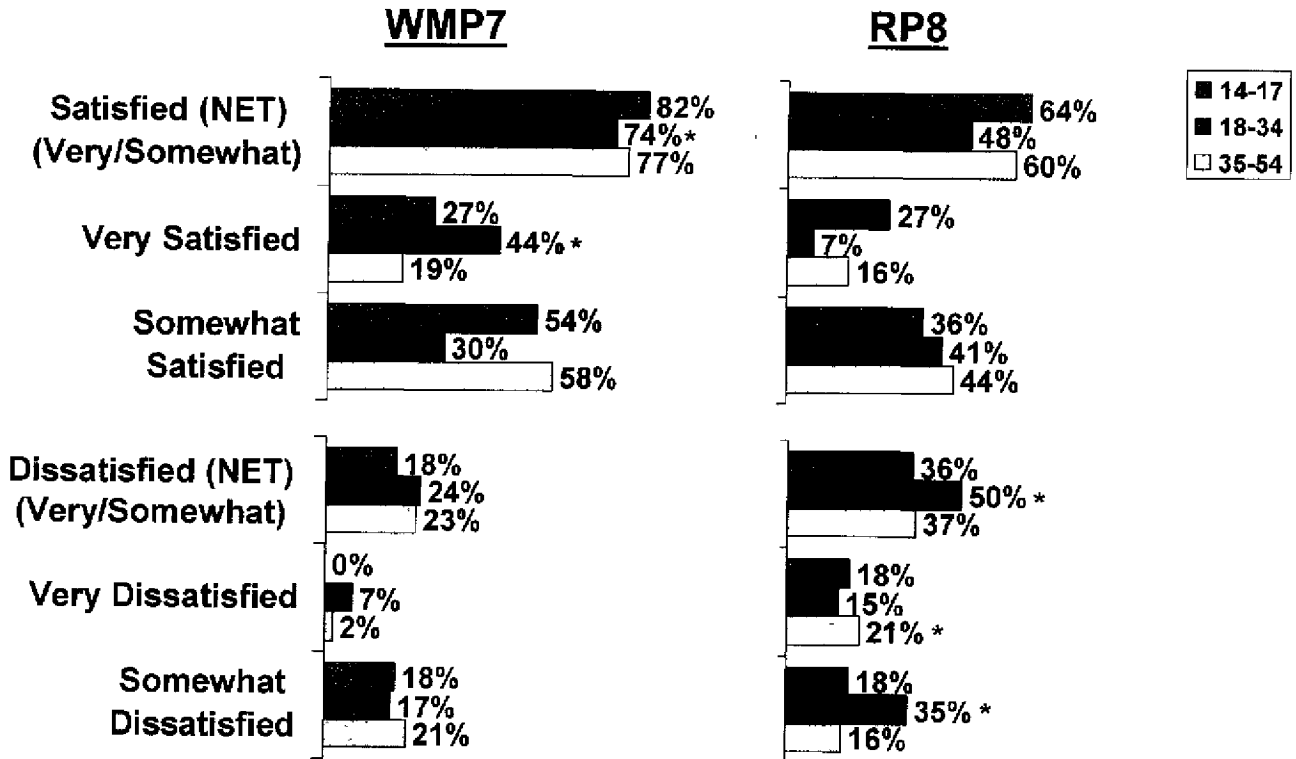
WMP7

Legend: ■ 14-17 ■ 18-34 ☐ 35-54

Satisfied (NET) (Very/Somewhat)
- 82%
- 74%*
- 77%

Very Satisfied
- 27%
- 44%*
- 19%

Somewhat Satisfied
- 54%
- 30%
- 58%

Dissatisfied (NET) (Very/Somewhat)
- 18%
- 24%
- 23%

Very Dissatisfied
- 0%
- 7%
- 2%

Somewhat Dissatisfied
- 18%
- 17%
- 21%

RP8

Satisfied (NET) (Very/Somewhat)
- 64%
- 48%
- 60%

Very Satisfied
- 27%
- 7%
- 16%

Somewhat Satisfied
- 36%
- 41%
- 44%

Dissatisfied (NET) (Very/Somewhat)
- 36%
- 50%*
- 37%

Very Dissatisfied
- 18%
- 15%
- 21%*

Somewhat Dissatisfied
- 18%
- 35%*
- 16%

^ Caution: Extremely low base size
* Significant at .95 vs. other player.
How would you rate your overall satisfaction with Windows Media Player 7/ RealPlayer 8?

14-17^ Base = 11
18-34 Base = 46
35-54 Base = 43

22

18-34 year olds rate WMP7 higher than RP8 in ease of use, fun to use and feel & look of player.

<u>Age 18-34</u>
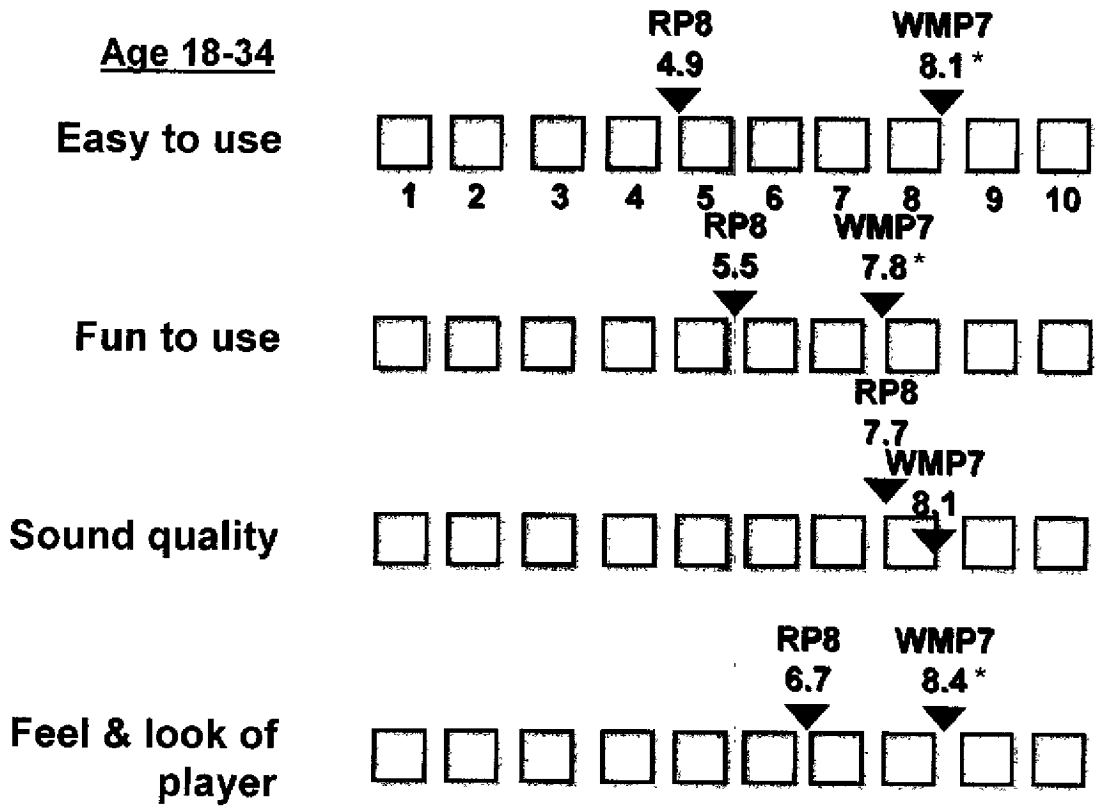
Easy to use

RP8 **4.9** ▼ (at 5) WMP7 **8.1** * ▼ (at 8)

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

Fun to use

RP8 **5.5** ▼ (at 5) WMP7 **7.8** * ▼ (at 7)

Sound quality

RP8 **7.7** ▼ WMP7 **8.1** ▼

**Feel & look of player**

RP8 **6.7** ▼ WMP7 **8.4** * ▼

* Significant at .95 vs. other player

On a scale of 1 to 10 with 10 being the highest rating and 1 being the lowest rating, how would you rate WMP7/ RP8 for the following aspects?

Base = 46

23

Like 18-34 year olds, the older age group also rates WMP7 higher than RP8 on all aspects except sound quality, but the gaps are smaller.

<u>Age 35-54</u>

	RP8	WMP7
	4.7	7.0*

Easy to use

1 2 3 4 5 6 7 8 9 10

RP8 WMP7
5.6 7.5*

Fun to use

RP8
7.9
WMP7
8.1

Sound quality

RP8/WMP7
6.5 7.8*

Feel & look of player

* Significant at .95 vs. other player

On a scale of 1 to 10 with 10 being the highest rating and 1 being the lowest rating, how would you rate WMP7/ RP8 for the following aspects?

Base = 43

24

18-34 and 35-54 year olds prefer WMP7 over RP8 for nearly all tasks. 18-34 year olds also prefer WMP7 for listening to the radio.

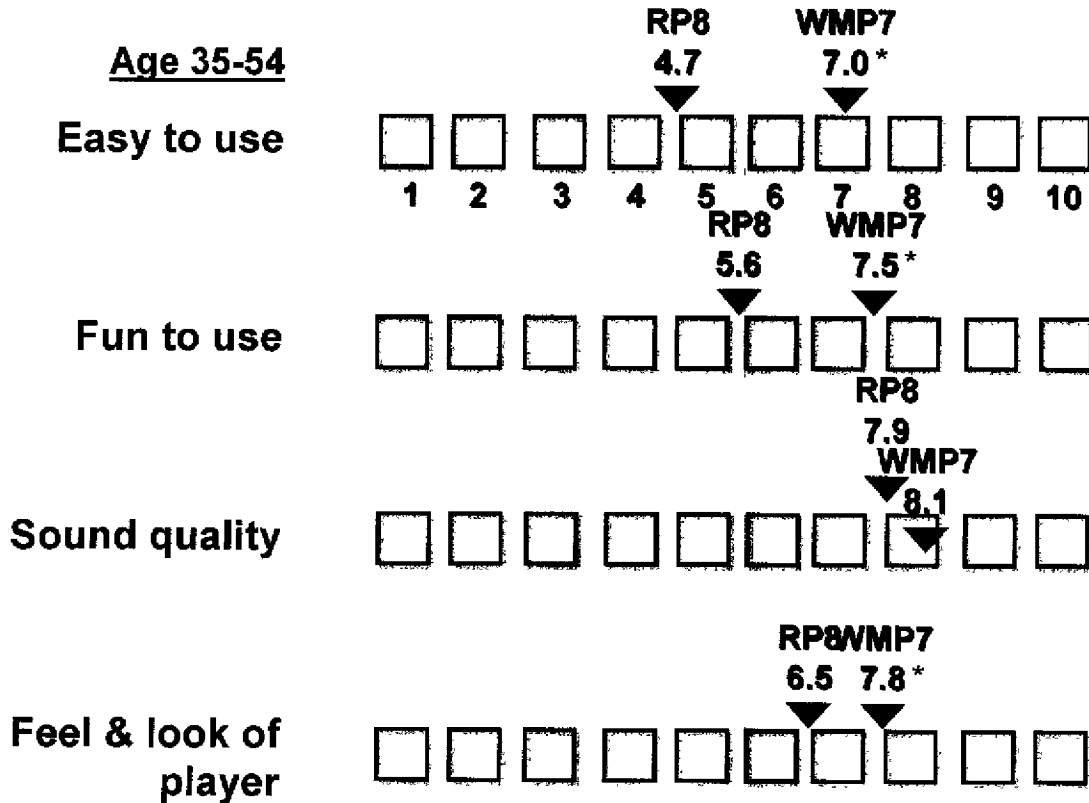|	WMP7	RP8			WMP7	RP8
Listening to Radio				**Changing Player**		
14-17 ^	27%	36%		**Appearance**		
18-34	48% *	26%		14-17 ^	46%	-
35-54	42%	33%		18-34	70% *	-
				35-54	37% *	7%
Copying Songs						
from CD				**Making Own CD**		
14-17 ^	55%	36%		14-17 ^	18%	36%
18-34	74% *	9%		18-34	48% *	17%
35-54	61% *	21%		35-54	42% *	21%
Playing Song from				**Transferring Music**		
Media Guide				**to Portable Player**		
14-17 ^	18%	46%		14-17 ^	36%	27%
18-34	52% *	13%		18-34	48% *	9%
35-54	54% *	14%		35-54	47% *	5%

```
14-17^ Base = 11
18-34 Base = 46
35-54 Base = 43
```

^ Caution: Extremely low base size.
* Significant at .95 vs. other player.

25

Females report more overall satisfaction with WMP7 than with RP8.
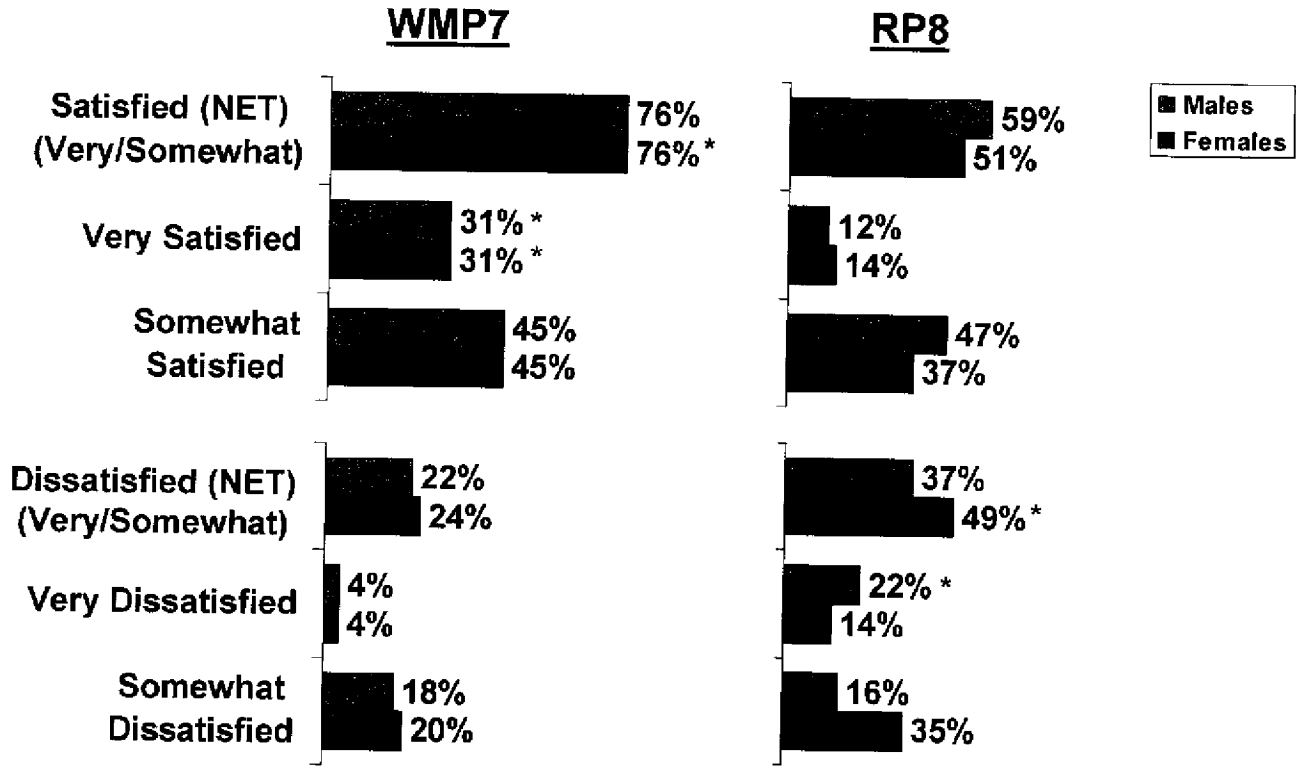
WMP7   ## RP8

Satisfied (NET) (Very/Somewhat) — WMP7: 76%, 76%* | RP8: 59%, 51%

Very Satisfied — WMP7: 31%*, 31%* | RP8: 12%, 14%

Somewhat Satisfied — WMP7: 45%, 45% | RP8: 47%, 37%

Dissatisfied (NET) (Very/Somewhat) — WMP7: 22%, 24% | RP8: 37%, 49%*

Very Dissatisfied — WMP7: 4%, 4% | RP8: 22%*, 14%

Somewhat Dissatisfied — WMP7: 18%, 20% | RP8: 16%, 35%
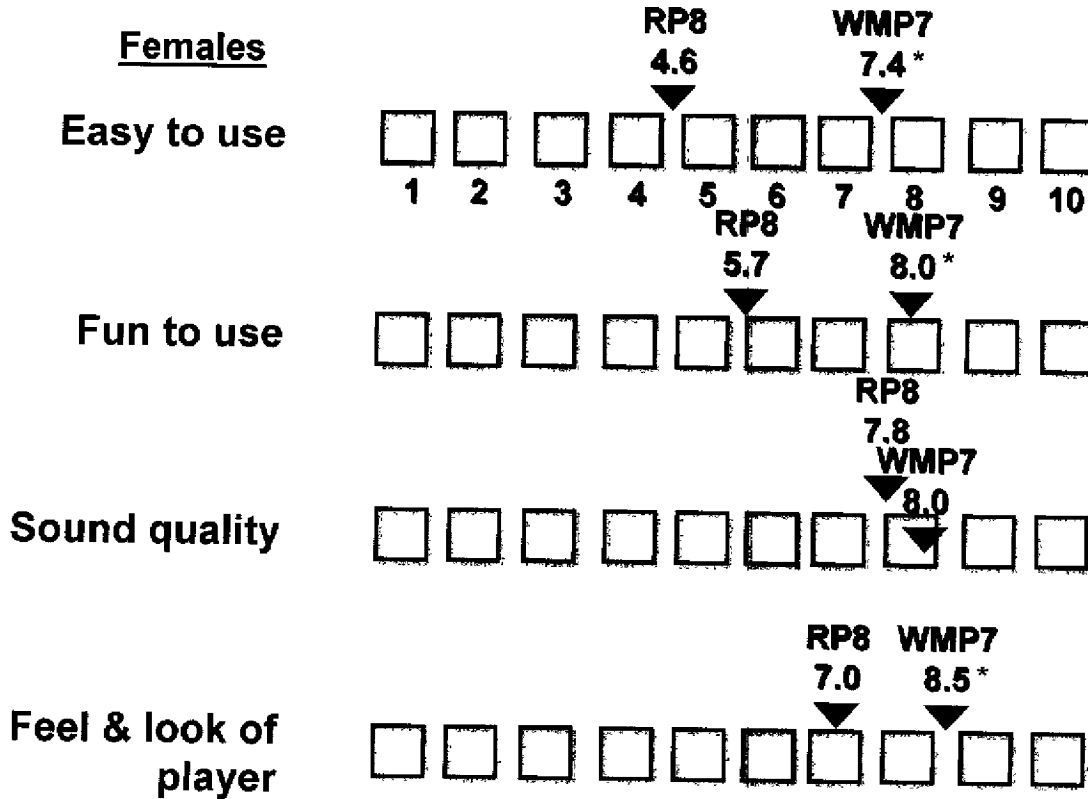
■ Males
■ Females

Male Base = 51
Female Base = 49

* Significant at .95 vs. other player.

How would you rate your overall satisfaction with Windows Media Player 7/ RealPlayer 8?

26

Females rate WMP7 higher than RP8, except for sound quality.

Females

Easy to use

RP8 4.6   WMP7 7.4*

1 2 3 4 5 6 7 8 9 10

Fun to use

RP8 5.7   WMP7 8.0*

Sound quality

RP8 7.8   WMP7 8.0

Feel & look of player

RP8 7.0   WMP7 8.5*

* Significant at .95 vs. other player

On a scale of 1 to 10 with 10 being the highest rating and 1 being the lowest rating, how would you rate WMP7/ RP8 for the following aspects?

Base = 49

27

Among Males, WMP7 again outscores RP8 on all aspects except sound quality, but the gaps are smaller.

<u>Males</u>

Easy to use

RP8 — 5.5
WMP7 — 7.7 *

1 2 3 4 5 6 7 8 9 10

Fun to use

RP8 — 5.8
WMP7 — 7.4 *

Sound quality

RP8 — 8.0
WMP7 — 8.3

Feel & look of player

RP8 — 6.5
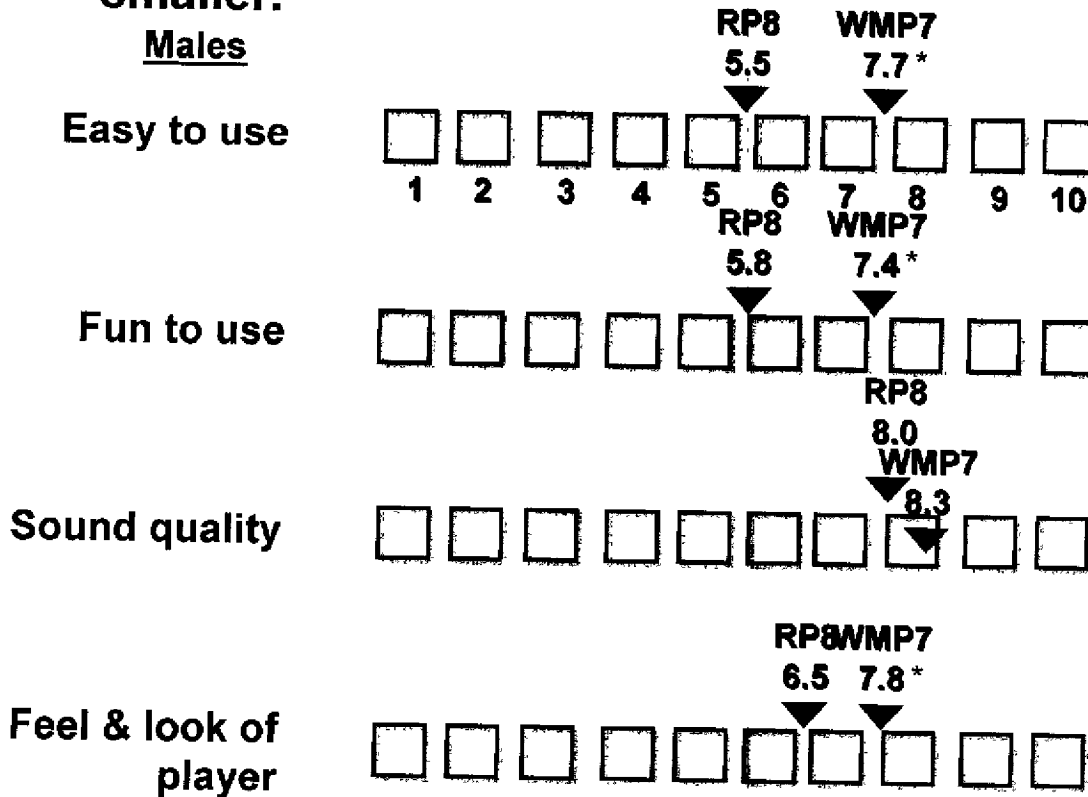WMP7 — 7.8 *

* Significant at .95 vs. other player

On a scale of 1 to 10 with 10 being the highest rating and 1 being the lowest rating, how would you rate WMP7/ RP8 for the following aspects?

Base = 51

28

Males prefer WMP7 for all tasks, while females prefer WMP7 for all tasks, except for listening to the radio. It is a draw for this particular task.

	WMP7	RP8		WMP7	RP8
Listening to Radio			**Changing Player Appearance**		
Males	53%*	31%	Males	53%*	4%
Females	33%	29%	Females	53%*	2%
Copying Songs from CD			**Making Own CD**		
Males	59%*	20%	Males	45%*	24%
Females	74%*	14%	Females	39%*	18%
Playing Song from Media Guide			**Transferring Music to Portable Player**		
Males	47%*	20%	Males	51%*	14%
Females	51%*	14%	Females	41%*	4%

Male Base = 51
Female Base = 49

* Significant at .95 vs. other player.

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