From: Eric A. Hanson
Sent: Monday, January 21, 2002 11:59 AM
To: Kurt Buecheler; Rob Green; Will Poole; Rich Lappenbusch; Dave Fester
Cc: Tony Bawcutt
Subject: RE: some usage#s

In the MYR we are making the point that we are the **#1 stream choice delivered by top 10 CDNs** We have backup talking points as follows:

WM has estimated 65% to Real's 35%. Based on Bytes delivered between Real and WM on top CDN's
Top CDN's, account for an estimated 38% of all streaming with Adult accounting for 35%, AOL 16%.

In backup we have a number of more detailed charts (Numbers are estimates based on direct communications with various CDN's as well as Ramp^Rate, internet service brokers).

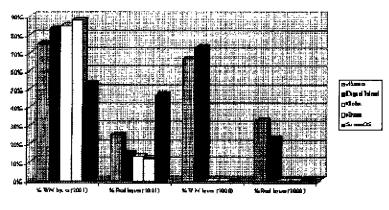| Streaming	TB / Year	% of TB	% WM	% Real	WM TB/Year	Real TB/Year
Top 10 CDNs	8,703	38%	66%	33%	5,773	2,840
AOL	3,600	16%	10%	90%	360	3,240
Adult	8,100	35%	50%	50%	4,050	4,050
other...	2,430	11%	50%	50%	1,215	1,215
TOTAL	22,833	100%	42%	58%	11,398	11,348
					50%	50%

Notes
(1) Transfer data gathered directly from Akamai, Digital Island, Speedera, and Yahoo
(2) Adult market size estimated in consultation with leading CDNs and analysts

Globix, Akamai, Speedera, Activate, RBN (#5), Yahoo, D I, e-Media/SMC, StreamOS, iBeam

#'s are in BYTES
Actual bytes transferred, not requested

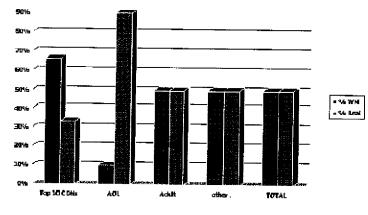RBN is 5-15% of total CDN market, most of it given away by Real. RBN pricing is 15 - 30X CDN market

% Streamed By Format By CDN 2000 - 2001

Streaming format share
WM v. Real in Terabytes transferred

-----Original Message-----
From: Kurt Buecheler
Sent: Saturday, January 19, 2002 1:31 PM
To: Rob Green; Will Poole; Eric A. Hanson; Rich Lappenbusch
Cc: Tony Bawcutt
Subject: RE: some usage#s

Would like a summary of all the datapoints   I think we need to present them as examples/indications and at most suggest extrapolations to the rest of the world.
-----Original Message-----
From: Rob Green
Sent: Sat 1/19/2002 12:30 PM
To: Kurt Buecheler; Will Poole; Eric A. Hanson; Rich Lappenbusch
Cc: Tony Bawcutt
Subject: RE: some usage#s
We actually have good industry numbers. These just came in after we had rolled up the others. I'm going to be in NY this week, Eric can share them with you. They are pretty interesting.
-----Original Message-----
From: Kurt Buecheler
Sent: Sat 1/19/2002 9:03 AM
To: Rob Green; Will Poole; Eric A. Hanson; Rich Lappenbusch
Cc: Tony Bawcutt
Subject: RE: some usage#s
We keep getting consistent input from partners (smaller non-industry wide data points) that are are in a 60-75% leadership position. The lack of industry wide numbers is a bummer but the consistency is a wonderful and perhaps a glimpse finally of the impact of DMD's efforts.

Will, I would suggest that we build a slide for the mid year review with 6-8 pie charts of partners that give us information showing their distribution of formats.. this (along with debunking Neilson) should build credibility that we have established leadership

Thoughts?

-----Original Message-----
From: Rob Green
Sent: Fri 1/18/2002 9.33 PM
To: Will Poole; Eric A. Hanson; Rich Lappenbusch
Cc: Tony Bawcutt; Kurt Buecheler
Subject: FW. some usage#s

We are nothing if not consistent. I would say that Real has a real (pun intended) problem on their hands. I had to pound these guys for these numbers so I don't want to spread them around except as part of the overall analysis.

Eric, we should put something together when I get back that we can send out to DMD. I think people would be surprised and encouraged by this

Regarding the adult content, this is the single biggest area we can make a gain in. Pat seems to be making a lot of progress but of course he just got started.

Rob

-----Original Message-----
From: Steve Lerner [mailto:slerner@speedera.com]
Sent: Friday, January 18, 2002 9:28 PM
To: Rob Green
Subject: some usage#s

Rob,

Here are some percentages and some insight for you.

I've looked at recent usage for some very large customers. These include some of the largest movie trailer sites on the internet and some of the largest music sites.

December and January generated major traffic for them, and I've looked at the percentages of each format.

The results are as follows:

The total for all of December and month-to-date January looks like this:

38%   real
62%   windows

The trend between Dec and today looks like this:

December

Real 40%
Windows 60%

January:

Real 36%
Windows 64%

This shows a 10% decrease in Real usage between Dec 01 and today, Jan 18. And a 6.6% increase in Windows.

There are some other interesting points:

We have one of the largest internet radio web sites- they are 24x7 live streaming, and are 100% Windows.
We also have one of the top adult content sites in the world- they are 100% Real

The traffic of the adult site so far dwarfs the Internet radio site though. .

These numbers are taken from our SpeedEye interface which our customers have access to. I'll try and see if I can add some time to our engineer's schedules to do some more analysis and number crunching to give you longer term results

As you can imagine, we have limited resources as we are focusing 100% of energy on customers and profitability, and we don't really keep track of which formats are gaining or not gaining.

I'll be up at your site next week meeting with Chris- maybe you and I can go to lunch and we can talk more...

Have a good weekend,

Steve

-Steve

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