

**Karl Neumann (LCA)**

**From:** David Cole  
**Sent:** Wednesday, April 23, 1997 11:07 AM  
**To:** Anthony Bay  
**Subject:** RE: URGENT: Audionet

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

**From:** Anthony Bay  
**Sent:** Wednesday, April 23, 1997 10:21 AM  
**To:** David Cole  
**Subject:** RE: URGENT: Audionet

you do something similar to this with service providers like AOL and MSN for IE already i think. you ship AOLs bits since they agree to build on IE... although i don't know the details. msn also ships in windows but not with you. they use the idea of a wrapper around IE.

=> correct.

you don't really today do this for server vendors... there are no branded bits from anyone's server business that i know of in IE. so this is a new model you are proposing with PN. i need to think about what that means for me/netshow. not sure what we need to put on the client in the model you are moving to but it is something we'll have to think thru. my first step is to get jimd to realize that he is getting out providing the base client and moving to controls, wrapper, etc.

=> correct again.

on another front this is something we need to do with you regarding the client wallet which stores personalization profiles, shopping & credit card, carts, etc. this is not something you guys have really stepped up to in IE 4 but chrisjo says he wants to later on. so today my personalization and merchant/commerce guys dont have a standard client store to use for config info, controls, etc. the merchant/commerce guys are doing a wallet which ideally would be us doing commerce extensions to a core wallet architecture from you.. at some point i'd like to see you engage with us and IIS on this.

=> I agree with this. we should try to get a jump start on this before we are done with ie4, but it'll be post beta 2 before we can engage.

just a question... what do you think robg's motives are to settle for PN client being a wrapper around activemovie guts vs what he has now?

=> motive is simple. he would get to be in the IE box. we will kick his proprietary thing out.

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

**From:** David Cole  
**Sent:** Wednesday, April 23, 1997 9:39 AM  
**To:** Anthony Bay  
**Subject:** RE: URGENT: Audionet

*long term (I hope in the IE4 time frame) there is just an ActiveMovie client from the MM team, jimd delivers nothing. This is the strategy we must be one.*

*Branding is a separate decision. PN thinks they absolutely must have a branded UI somewhere, just a wrapper around the activemovie guts is how to think about this. Part of their business is selling added value client UI; ui with a pick list of radio stations, songs, events, etc. You need to think if you need this too to compete.*

*We will have client side brand, it probably won't be netshow however since that'll keep me from getting other streaming vendors to use it.*

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

**From:** Anthony Bay  
**Sent:** Wednesday, April 23, 1997 9:11 AM  
**To:** David Cole  
**Subject:** RE: URGENT: Audionet

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<b>Exhibit:</b> 10
<b>Wit:</b> Bay
<b>Date:</b> 4-29-04
<i>Emi Albright, CCR RPR Esquire Deposition Services</i>

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Plaintiff's Exhibit

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actually i think what you are saying is pretty effective and unless i am missing something would address audionets concerns.

long term do you think there should be a netshow client or is it just active movie client and/or a netshow control or an applet within IE or netscape. jim seems to believe that there should be a netshow client brand long term and that in fact you should take this brand and drive it

since you are the client guys in the final analysis you are going to drive the client strategy and we need to sync up with it... i don't see why my group would continue to own and ship a special netshow client long term vs build a server that is best of breed at working with your client. so ultimately the client brand is yours to own..

sorting this out would help me focus jim's team on servers.

-----Original Message-----  
From: David Cole  
Sent: Tuesday, April 22, 1997 9:49 PM  
To: Anthony Bay  
Subject: RE: URGENT: Audionet

*I'll try to make this simple:*

*- we will not bundle a proprietary PN client in typical install.*

*- If PN used ActiveMovie and ASF, they still want a branded UI since that's a key part of the strategy. in fact jimd says he'd want the same thing. we are talking with PN, if they use our platform, then we may offer putting some branded UI in typical. It's all speculation at this point, but since jim is insisting on a letter, I have to be clean about it.*

-----Original Message-----  
From: Anthony Bay  
Sent: Tuesday, April 22, 1997 7:07 PM  
To: David Cole  
Subject: RE: URGENT: Audionet

i feel kind of in the dark on what you're actually doing and what our strategy is. jimd gets very emotional about this but i'd like to understand you overall goals and taxonomy and how netshow fits in as well as PN.

i am fine competing with PN on the server if they agree to ASF and whatever protocols we agree on msft platform (btw what do you see these as). ideally we would just have a single client call it active movie or netshow but multiple 3rd party servers would talk to that. just as with IE4 for content.

i believe the best way to do this is to only bundle one client in typical install but let any server talk to it. if that is your approach with PN then it makes sense to me. if you are looking at including their client as a second client that doesn't support our formats/protocols then i am confused.

-----Original Message-----  
From: David Cole  
Sent: Tuesday, April 22, 1997 1:45 PM  
To: Anthony Bay; Jim Durkin  
Subject: RE: URGENT: Audionet

*There is no por for the realaudio client, it's up in the air. we have people actively talking with them about our formats and protocols.*

-----Original Message-----  
From: Anthony Bay  
Sent: Tuesday, April 22, 1997 1:23 PM  
To: David Cole; Jim Durkin  
Subject: RE: URGENT: Audionet

so are you saying that:

- a. netshow client is in typical install
- b. current plan of record is that realaudio client is not in typical install.

ASSUMING that PN would choose to support our protocols & formats at some point in the future we might reconsider .. but if they stay on current path they are not included.

?? is this accurate

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

From: David Cole  
Sent: Tuesday, April 22, 1997 8:04 AM  
To: Jim Durkin; Anthony Bay  
Subject: RE: URGENT: Audionet

*I don't know how to say it any more clear than I have before Jim. I cannot say with absolute certainty that Netshow will be the only brand name streaming client in typical install, it's just not in my control (or IE pgm). Suppose for example that PN offers me an ActiveMovie based client, along with usage of ASF, putting them in typical is a big negotiating point. We are not close to this today, but I won't put in writing that it's not an option.*

*I can easily put in writing that the netshow client will be in typical.*

*If you want to have a quick meeting with paulma on this, fine with me. But educated guess is that he'll say pretty much the same thing.*

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