
## Erik Stevenson (LCA)

**From:** Bill Gates [billg]
**Sent:** Friday, January 05, 1996 2:18 PM
**To:** Joachim Kempin
**Cc:** Brad Silverberg; Brad Chase; John Ludwig; Steve Ballmer; Cameron Myhrvold; Russell Siegelman; Nathan Myhrvold; Pete Higgins; Paul Maritz
**Subject:** OEMs and the Internet

Winning Internet browser share is a very very important goal for us.

Apparently a lot of OEMs are bundling non-Microsoft browsers and coming up with offerings together with Internet Service providers that get displayed on their machines in a FAR more prominent way than MSN or our Internet browser.

I would like to see an analysis of the top OEMs of what they are doing with browsers.

I would like to understand what we need to do to convince OEMS to focus on our browser. Is our problem proving our technology and its capability? Is our problem that they are getting bounty fees by having Internet service providers pay them a sum or a royalty on the business they get? Is a 3.1 browser a key issue for them?

If there problem is getting an easy way for customers to click and get to their home page we can provide that as a feature of Internet explorer and make it very easy to set up in the OPK.

We really need you to explain to use OEM thinking about browsers and what we need to do. Sometime in the next few weeks I would like to see some analysis.

Promoting our Internet 2.0 browser to Oems and helping them see our commitment to leadership is very important.

Ideally we would also get them to exploit our browser on their web sites. Maybe we could incent them by having a page in the Windows95 tree that reference licensees home pages if they are enhanced for IE.

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