EXHIBIT 120
Subject: Re: Morpheus opt-out rate
From: Chris Downham <cdow@direct-revenue.com>
To: Joshua Abram <josh@direct-revenue.com>

FYI - it's done. I will follow up with Elizabeth.

----- Original Message ----- 
From: Joshua Abram
To: Rodney Hook <rhook@direct-revenue.com>
Cc: Joshua@direct-revenue.com
Sent: Tuesday, March 01, 2005 12:50 PM
Subject: RE: Morpheus opt-out rate

good idea

----- Original Message ----- 
From: Rodney Hook <rhook@direct-revenue.com>
Sent: Tuesday, March 01, 2005 1:59 PM
To: Chris Dowhan
Cc: Joshua@direct-revenue.com
Subject: Re: Morpheus opt-out rate

they start getting ads every 5 minutes after install. we could easily change the db02/bad_x.CLIENT_CONFIG table to have them be A_DORMANT_PERIOD=1 days. it sounds good to me...

Chris Dowhan wrote:
Guy's, i've been thinking about the fact that Morpheus users have such a high opt-out, and i have a simple change i'm going to make that will please Elizabeth at Morpheus and may reduce the churn.

Currently I think we start showing ads to speed.dl install immediately (i will verify with Aash, but Rod if you have access to this data let me know)

So a download of Morpheus is probably immediately followed by a bunch of pop-ups.

Anyone annoyed by this will probably start looking around to uninstall something related to that install.

If we add a 1 day delay, we might reduce the correlation between the Morpheus download and why they are seeing ads - hopefully creating less of a path to what they should uninstall.

I know Elizabeth wants this, so in addition to spreading some good will i'm hoping we get lower opt-out.

Let me know if i'm overlooking any other effects this might have - the one day of lost revenue should not be meaningful if there is "any" decrease in churn.

-C