

mozilla

a global community

tens of thousands of contributors

**working together to promote
choice and innovation on the Internet**

Mozilla

Firefox **Mobile**
Services **Open Web**

Firefox

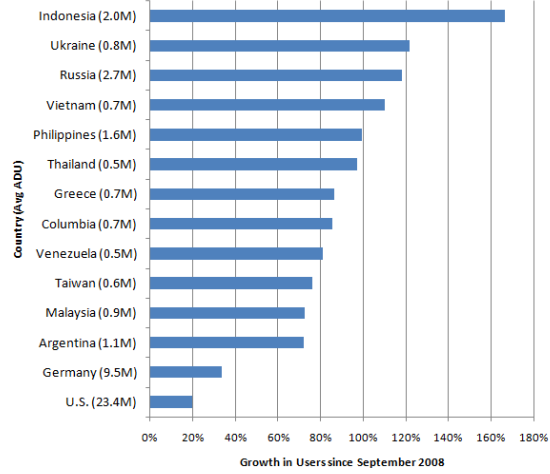
Firefox

- Leading free, open source web browser
- 23% market share
- 300 million+ users globally
- Offered in 75 languages

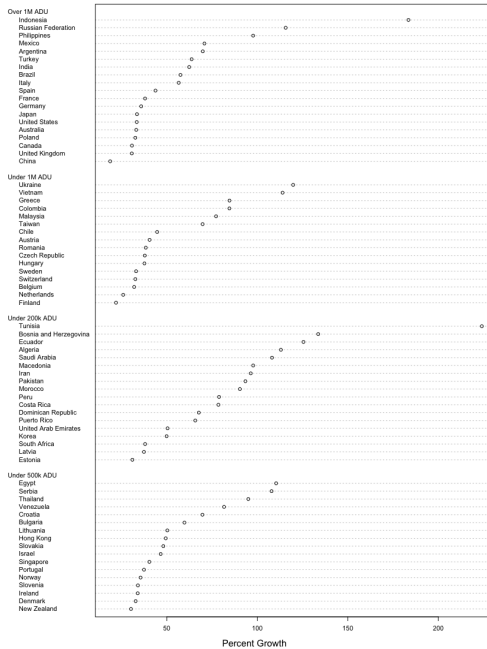




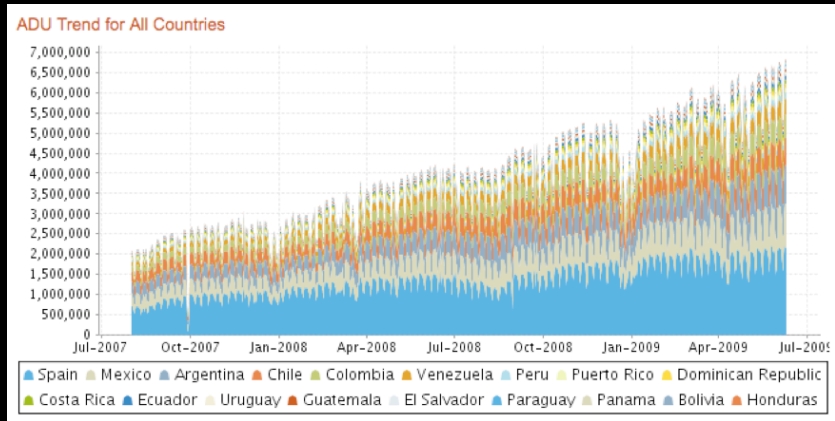
Where is Firefox Usage Growing Rapidly?



YoY Growth in Top 70 Countries



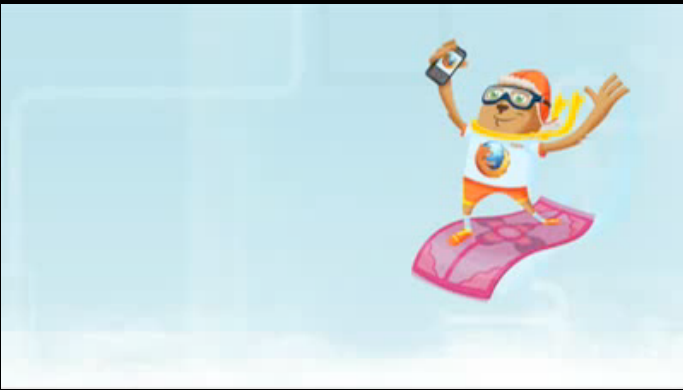
Firefox usage in the South America



Firefox.next

- Electrolysis
- Out-of-process plugins
- Security
- Continued performance improvements to JIT
- UI enhancements
- Get Personas
- Jet Packs
- 100 languages?

Mobile



Mobile

Mobile Firefox 1.0
for Maemo OS
expected this
December



Services

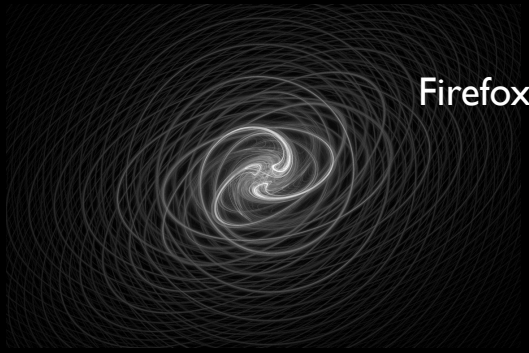
Services

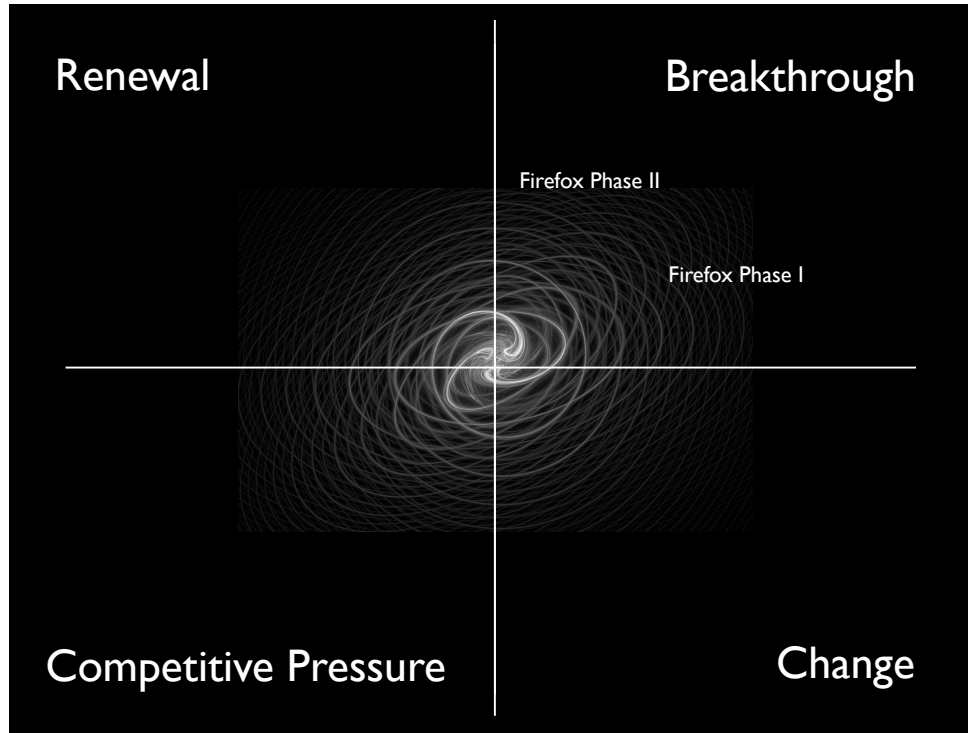


The Open Web

Firefox Phase II

Firefox Phase I



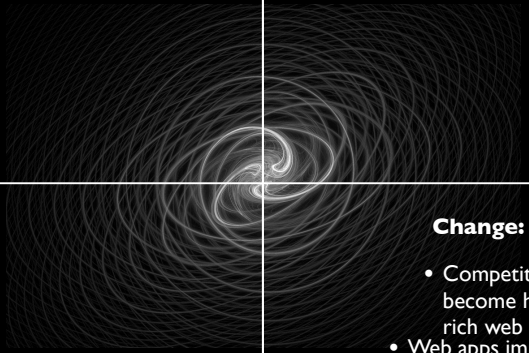




Breakthrough Phase I:

Firefox Makes New Possibilities Real

- Firefox improves internet experience in ways people couldn't imagine beforehand: Safe(r), fast, fun, More useful (tabs, awesome bar, video)
- Browser becomes customizable, reflects an individual person
 - Firefox becomes a platform, offers capabilities that others use to innovate
 - Firefox gains users, becomes relevant



Change:

- Competition: browsers become high quality runtime for rich web apps
- Web apps improve dramatically; we live on the Web more
- Mozilla/Firefox taken as natural
- “Open” meme gains traction



**Competitive Pressure:
Mission at Risk**

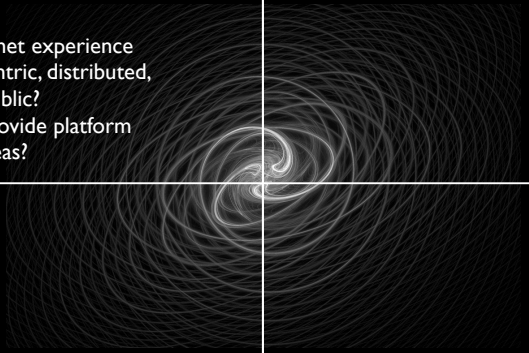
- Technology: browser as runtime for web apps is new competitive baseline (Chrome, Safari)
- Integrated stacks (Microsoft, Chrome OS?)
- Exciting, but closed new possibilities such as:
 - Closed mobile model
- -Web app + core web services

Renewal:
Mozilla Possibilities in Today's Context

- The browser as runtime remains fundamental
- Recognize that the browser can improve life in new ways that we haven't explored yet

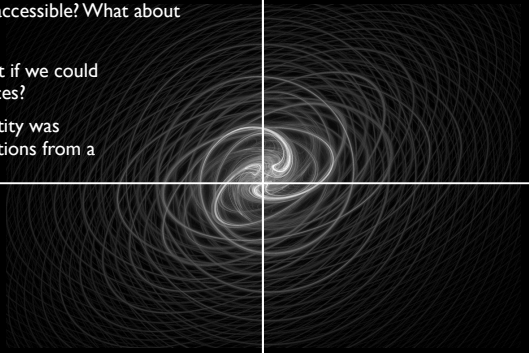
Ask ourselves:

- What parts of Internet experience aren't open, user-centric, distributed, participatory and public?
- Can the browser provide platform services in these areas?

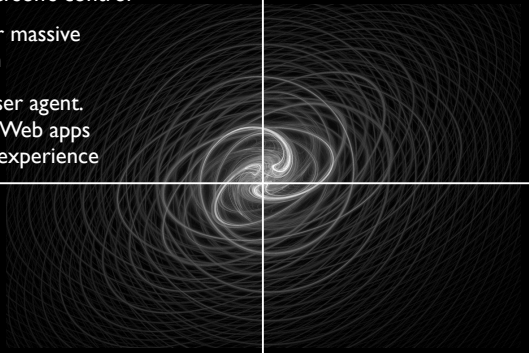


Renewal: Some possibilities where increased openness and user-centricity are needed:

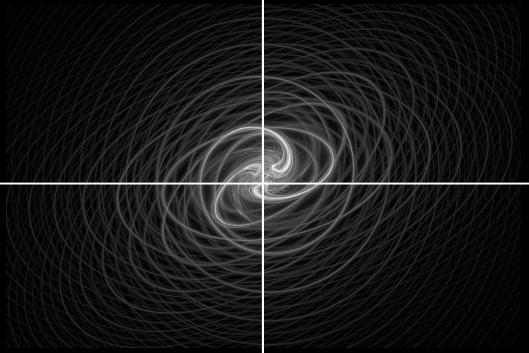
- The “social” aspect is web-app centric (“silo-centric”):
What if our contacts were accessible through the browser and shared with various web applications?
- Other forms of data: What if our search history across all websites was accessible? What about similar types of data?
- Mobile Experience: What if we could move easily among devices?
- Identity: What if my identity was provided to Web applications from a neutral source?



Renewal:
Mozilla Possibilities in Today's Context

- Expose “social” and other data to Web applications as a browser-based platform-like service
 - Increase individual person's control
 - Increase potential for massive developer innovation
 - Make Firefox “my” user agent. Move identity out of Web apps and into a unit wide experience
- 

Breakthrough
It's ours to create

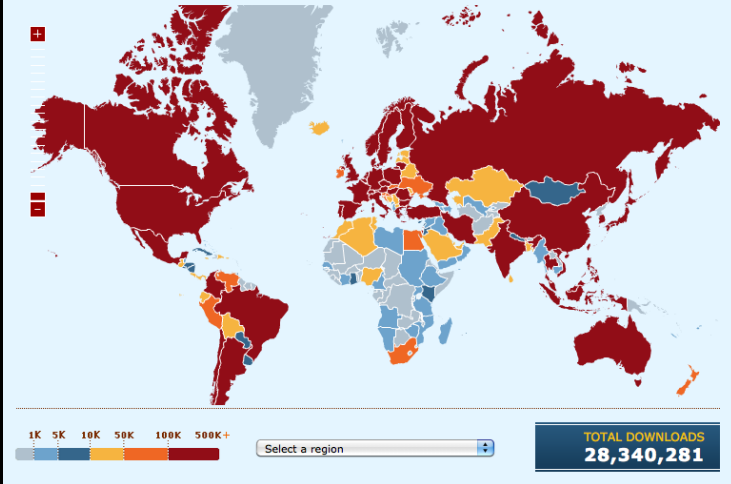




How did we get from Phase I to Phase II?

**Mozilla
Community
through the lens of
localization**

Firefox 3 downloads worldwide as of July 2, 2008





**Localized versions of Firefox
covers over 97% of the
world's Internet population
with a language option
those users speak natively**

**How do we
accomplish this?**

Strategy to Scale

Engage Empower

Clearly defined roles

Successful I10n teams in the Mozilla community have mapped out specific roles and task for their team members (i.e. products, web, special projects, QA, etc.)

Explicit outline of tasks to complete

Clearly defining tasks so no confusion exists on how to participate

Deadlines

We release software and set specific timelines so volunteers know when to contribute

Create opportunities for participation

Newcomers are often set to new, untouched tasks that need a team leader -- *always* something to be localized

Trust

Mozilla asks localizers to make strategic decisions for the localized version of Firefox

Full-transparency

Strive to have open lines of communication at all times!

Communication

Provide multiple communication channels for participation

- IRC server
- email
- Bugzilla
- Newsgroups
- Twitter
- etc.

Mozilla's localization-drivers are available around the clock to support our community

Tools

Infrastructure

- Compare-locales & Dashboards

Translation

- Narro, Translate Toolkit, Silme, Koala and Verbatim

Testing

- Litmus

Community management

- Mozilla Community Sites



Documentation

Mozilla Wiki

- <https://wiki.mozilla.org/L10n>

Mozilla Developer Center

- <https://developer.mozilla.org>

Mercurial

- <http://hg.mozilla.org/releases/l10n-mozilla-1.9.2>

In summary...

support

developer

localizer

anyone can start contributing

marketing

testing

add-ons

**85% current users hear about Mozilla
through word of mouth or buzz
generated by our community**

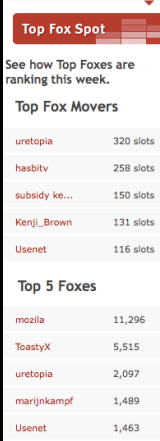


Become a voice

- Join the Mozilla Community in South America
- Localize
- Develop code
- Schedule events
- Join campus reps
- Spread Firefox
- Take part in the Affiliates Program

Firefox Affiliates Program

- 43M impressions around Firefox 3 Download Day!
- Include a button or banner on your website
- Help drive Firefox adoption!

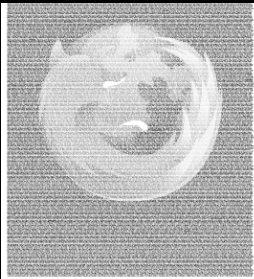


The screenshot shows a website titled "Top Fox Spot" with a red header. Below the header, it says "See how Top Foxes are ranking this week." There are two tables: "Top Fox Movers" and "Top 5 Foxes".

Top Fox Movers	
uretopia	320 slots
hasbitv	258 slots
subsidy ke...	150 slots
Kenji_Brown	131 slots
Usenet	116 slots

Top 5 Foxes	
mozilla	11,296
ToastyX	5,515
uretopia	2,097
marijnkampf	1,489
Usenet	1,463





Are you fed up with your web browser?
You're not alone. We want you to know that there is an alternative...

Firefox



Introducing Mozilla
Firefox 1.0

"I've used a lot of web browsers, but Firefox is the only one that's fast, secure, and easy to use. It's a real relief to have a browser that doesn't slow down my computer or crash every time I click on a link." — *John Doe, Software Engineer*

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Download today from
GetFirefox.com







Questions?

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