





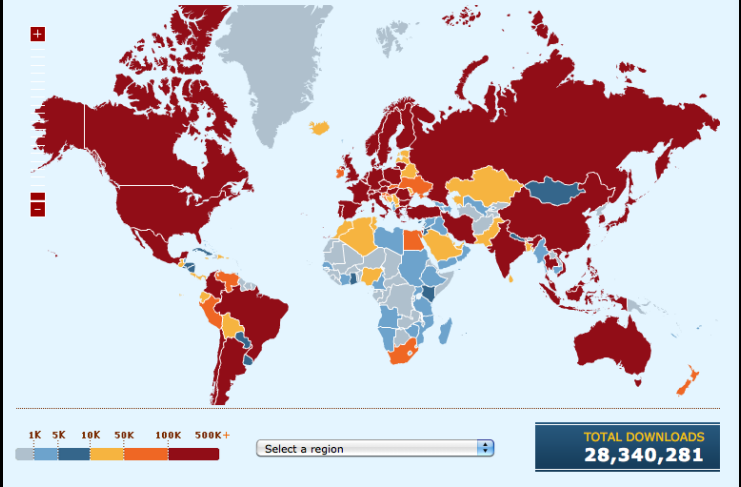
June 19, 2008

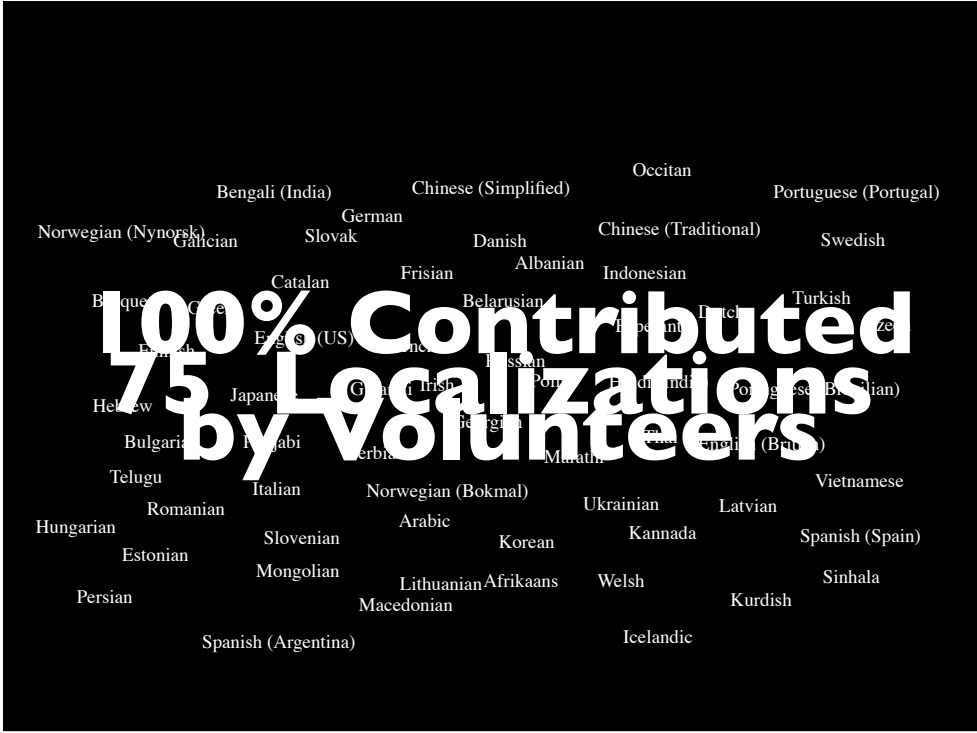
The best thing about the software that  
most people will overlook

“The fact Firefox is available in 46 languages and dialects at  
launch, with more on the way. Few will notice that the  
software is available in a language they will never speak,  
only that it's available in their own.”

John Lilly

Firefox 3 downloads worldwide as of July 2, 2008





# 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*

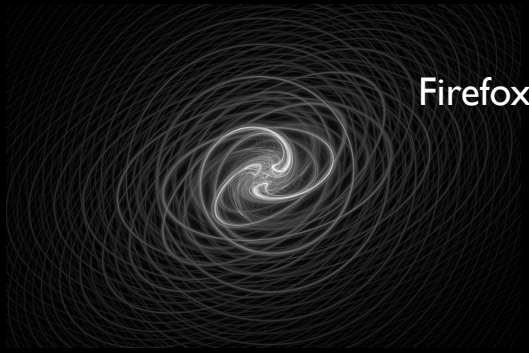
Mozilla asks localizers to make strategic decisions for the localized version of Firefox

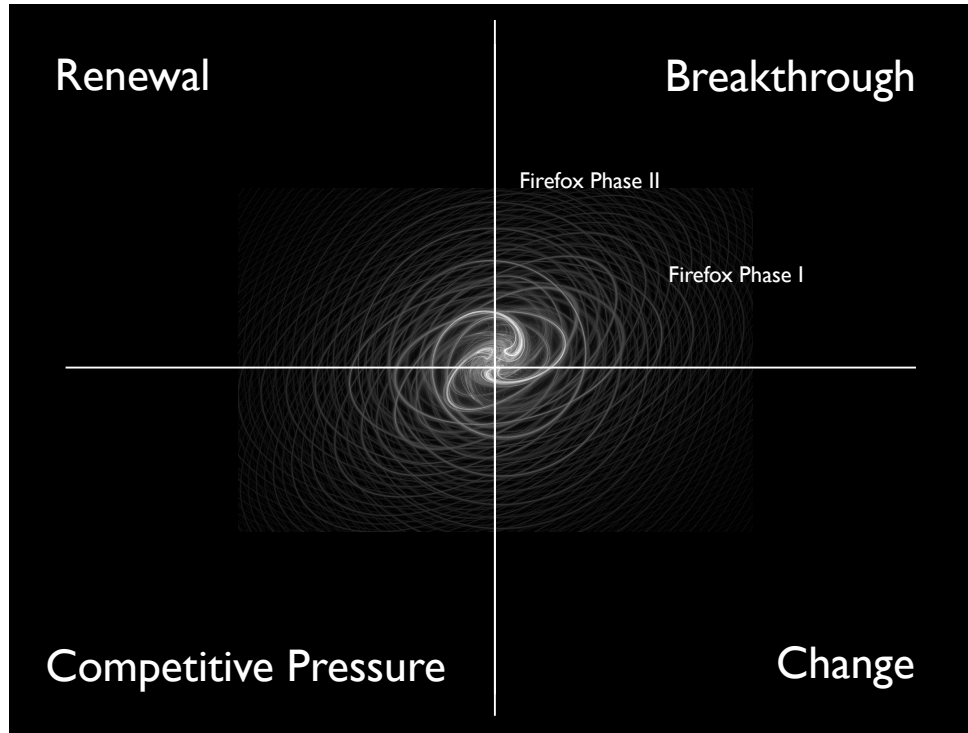
### *Full-transparency*

Strive to have open lines of communication at all times!

Firefox Phase II

Firefox Phase I





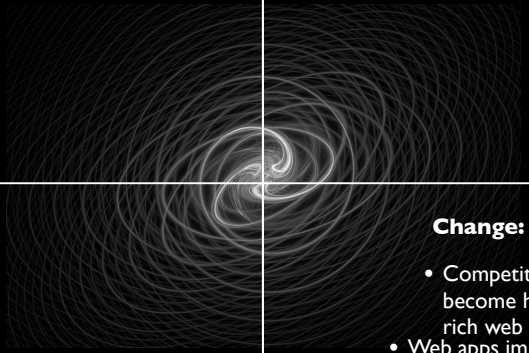




### **Breakthrough Phase I:**

#### **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**

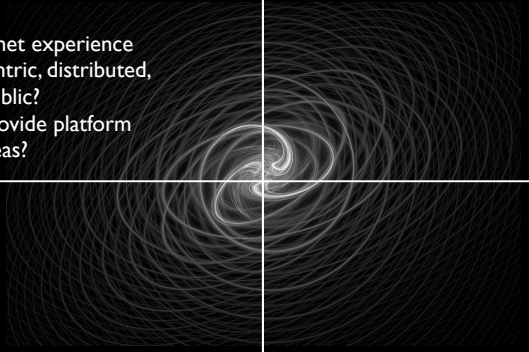
- Technology: browser as runtime for web apps is new competitive baseline (Chrome, Safari)
- Integrated stacks (Microsoft, Chrome OS?)
- Exciting, but closed new possibilities such as:
  - Closed mobile model
- -Web app + core web services

**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

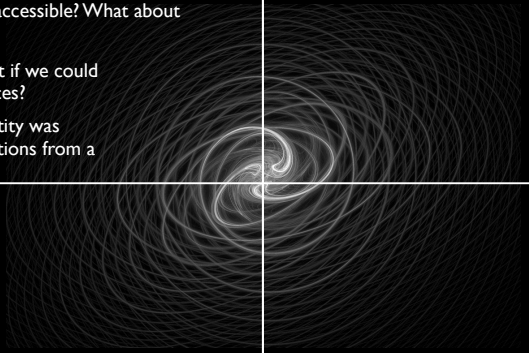
Ask ourselves:

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

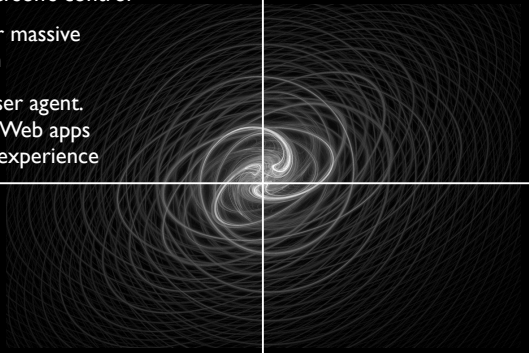


**Renewal: Some possibilities where increased openness and user-centricity are needed:**

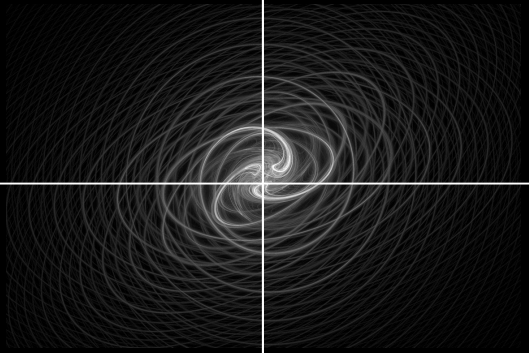
- The “social” aspect is web-app centric (“silo-centric”):  
What if our contacts were accessible through the browser and shared with various web applications?
- Other forms of data: What if our search history across all websites was accessible? What about similar types of data?
- Mobile Experience: 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



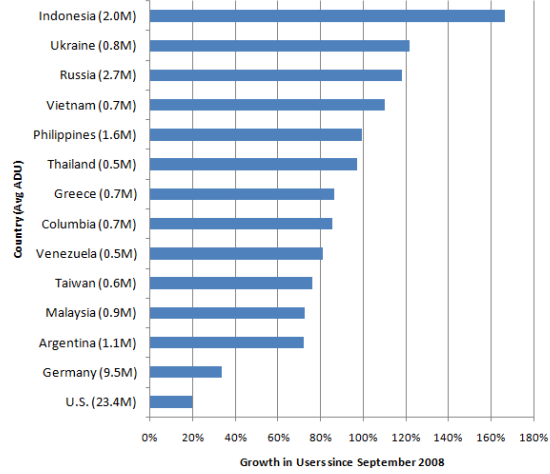
A black square with a white fractal-like pattern in the center. The pattern consists of many overlapping, concentric, swirling lines that create a sense of depth and complexity. Overlaid on this pattern is the text "How we got from Phase I to Phase II" in a white, sans-serif font.

How we got from Phase I to Phase II





### Where is Firefox Usage Growing Rapidly?



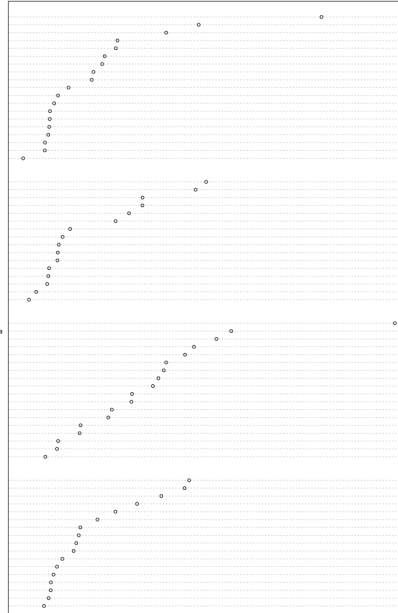
YoY Growth in Top 70 Countries

Over 1M ADU  
 Indonesia  
 Russian Federation  
 Philippines  
 Mexico  
 Argentina  
 Turkey  
 India  
 Brazil  
 Italy  
 Spain  
 France  
 Germany  
 Japan  
 United States  
 Australia  
 Poland  
 Canada  
 United Kingdom  
 China

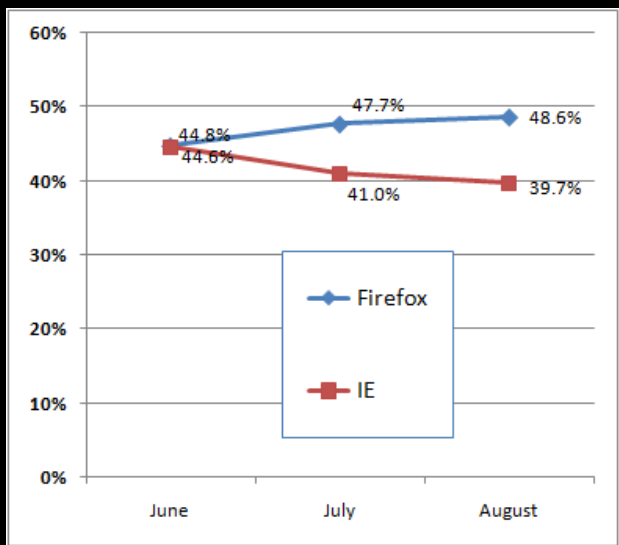
Under 1M ADU  
 Ukraine  
 Vietnam  
 Greece  
 Colombia  
 Malaysia  
 Taiwan  
 Chile  
 Austria  
 Romania  
 Czech Republic  
 Hungary  
 Sweden  
 Switzerland  
 Belgium  
 Netherlands  
 Finland

Under 200k ADU  
 Tunisia  
 Bosnia and Herzegovina  
 Ecuador  
 Algeria  
 Saudi Arabia  
 Macedonia  
 Iran  
 Pakistan  
 Morocco  
 Peru  
 Costa Rica  
 Dominican Republic  
 Puerto Rico  
 United Arab Emirates  
 Korea  
 South Africa  
 Latvia  
 Estonia

Under 50k ADU  
 Egypt  
 Senegal  
 Thailand  
 Venezuela  
 Croatia  
 Bulgaria  
 Lithuania  
 Hong Kong  
 Slovakia  
 Israel  
 Singapore  
 Portugal  
 Norway  
 Slovenia  
 Ireland  
 Denmark  
 New Zealand



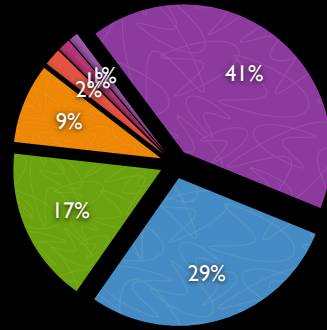
Percent Growth



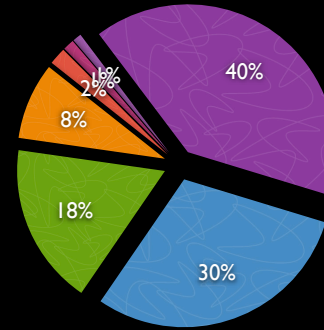
Gemius data for Czech Republic, Estonia, Hungary, Lithuania, Latvia, Poland and Ukraine.

# Firefox Users by Continent

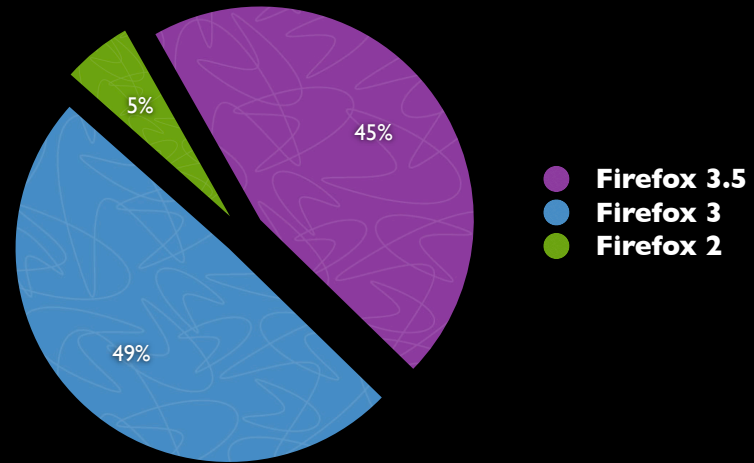
Firefox User Agent ADUs



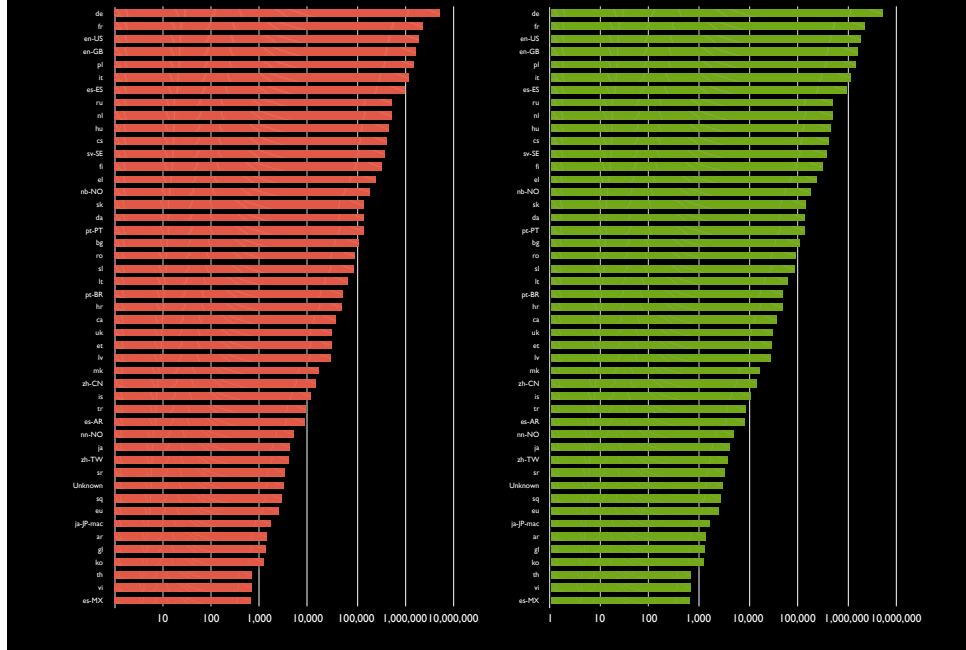
Firefox 3.5 ADUs



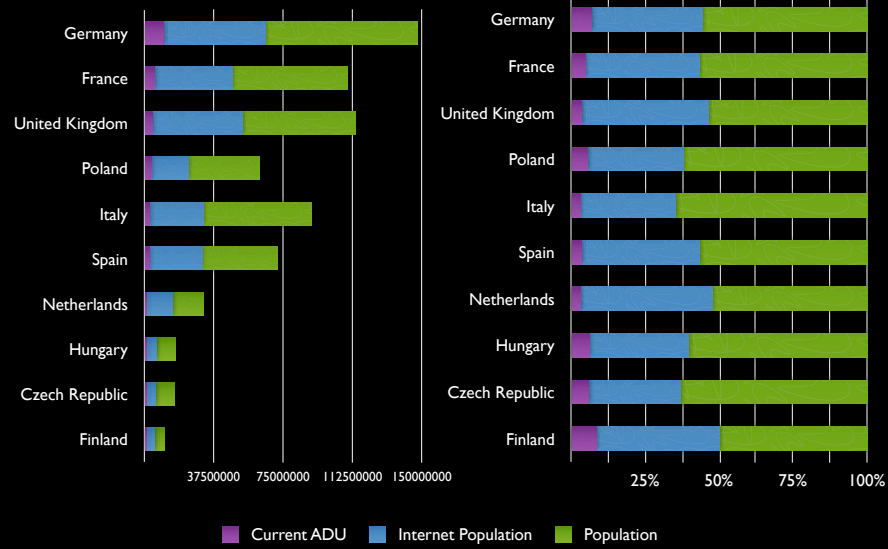
# Firefox Versions Used in Europe



# Firefox ADUs by Locale in Europe

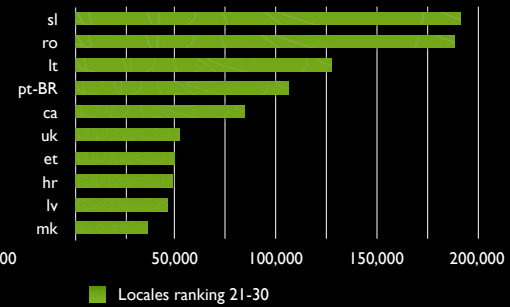
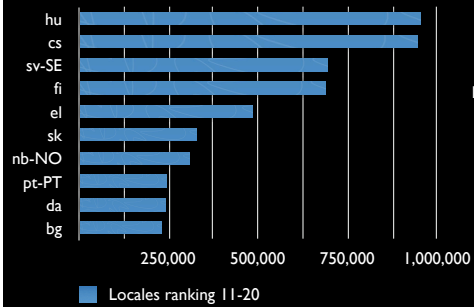
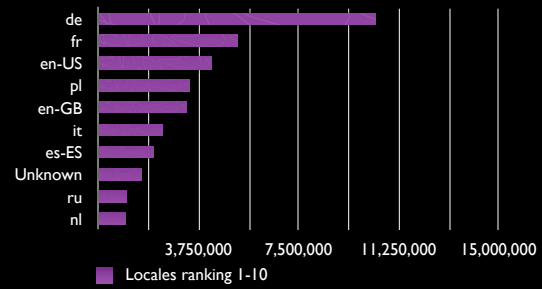


# Population Statistics

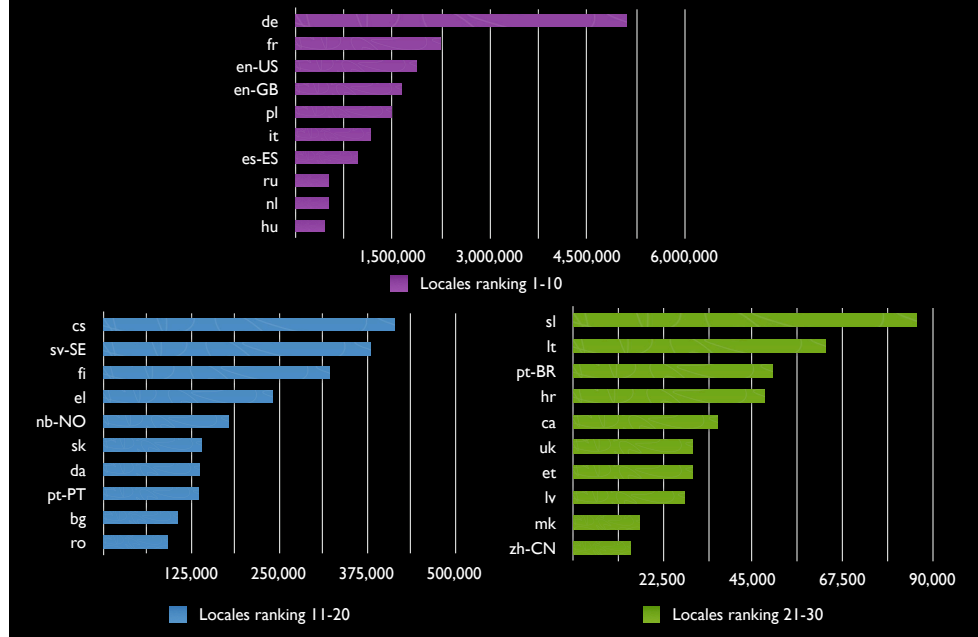




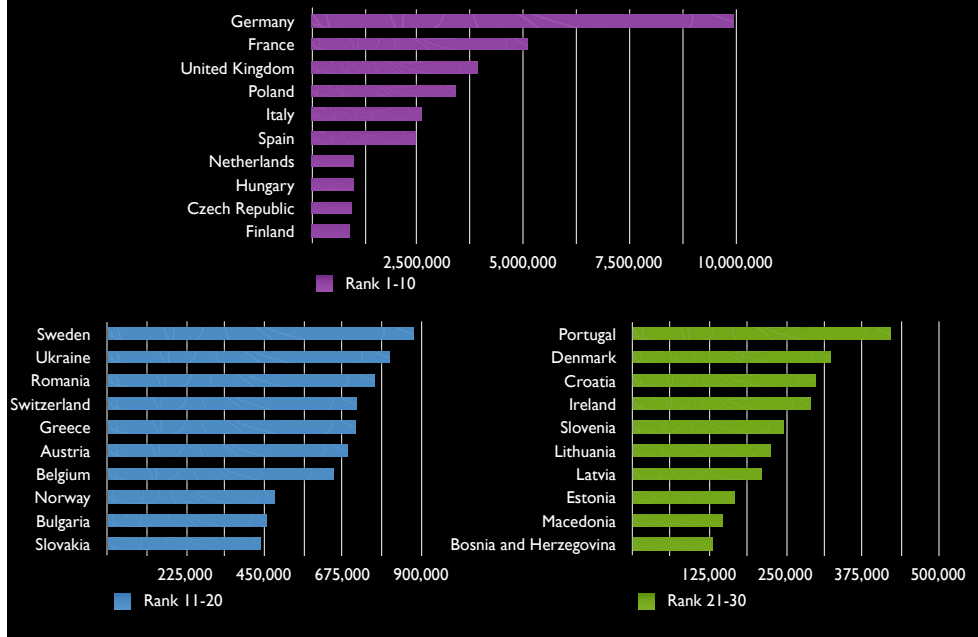
# Locale Rankings Ranking Firefox ADUs



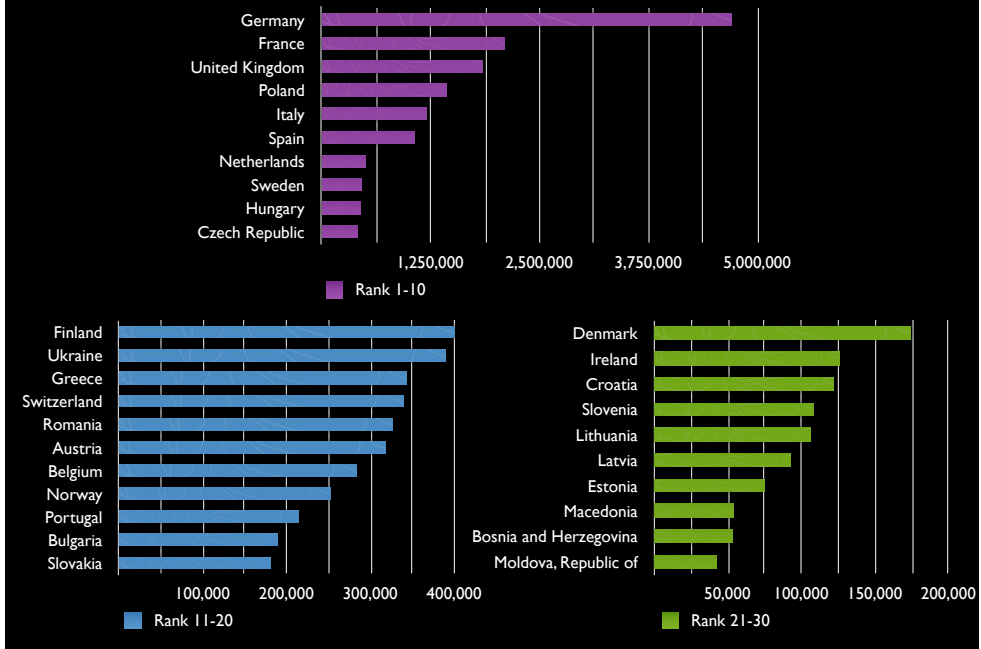
# Locale Rankings Firefox 3.5 ADUs



# Country Rankings of Firefox ADUs



# Country Rankings of Firefox 3.5 ADUs



Ready for a present?

Weekly Report for pt-PT:

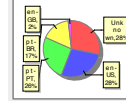
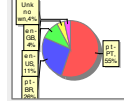
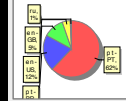
Week: 2009-09-14 : 2009-09-20

Blocklist for pt-PT

Release	Blocklist	% of total	% w/w	Daily Evolution (last 60 days)
Firefox	233,894	98.2%	2.5%	
3.5	125,641	53.7%	6%	
3.0	103,773	44.4%	-1.1%	
2.0	4,478	1.9%	2.2%	

Blocklist for Top Localizations in country where locale is most prominent

Firefox 3.5			Firefox 3.0			Firefox 2.0		
Portugal	Blocklist	% total	Portugal	Blocklist	% total	Portugal	Blocklist	% total
pt-PT	111,514	54.2%	pt-PT	90,966	44.2%	Unknown	3,629	38.2%
pt-BR	37,395	45%	pt-BR	43,525	52.4%	en-US	3,558	8.4%
en-US	21,242	50%	en-US	17,587	41.4%	pt-PT	3,316	1.8%
en-GB	8,155	52.8%	en-GB	7,038	45.6%	pt-BR	2,123	2.6%
ru	1,303	56%	Unknown	5,803	61.1%	en-GB	240	1.6%

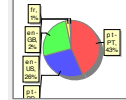
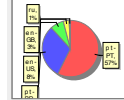
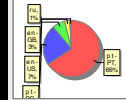


Downloads for pt-PT

Release	Downloads	% of total	% w/w	Daily Evolution (last 60 days)
Firefox	89,777	99.2%	-23%	
3.5	32,727	36.5%	-34.3%	
3.0	53,375	59.5%	-15.4%	
2.0	3,657	4.1%	17.8%	

Downloads for Top Localizations in country where locale is most prominent

Firefox 3.5			Firefox 3.0			Firefox 2.0		
Portugal	Downloads	% total	Portugal	Downloads	% total	Portugal	Downloads	% total
pt-PT	27,794	37.1%	pt-PT	44,786	59.9%	pt-PT	2,247	3%
pt-BR	9,845	27.6%	pt-BR	24,128	67.6%	pt-BR	1,416	4%
en-US	3,067	28.8%	en-US	6,015	56.4%	en-US	1,338	12.6%
en-GB	1,212	33.6%	en-GB	2,608	65.8%	en-GB	122	3.1%
ru	443	42.4%	ru	562	53.7%	ru	49	8.6%



These metrics help present why your participation is so important.

The best way we can execute our mission is to release software quickly.









**What me?**

## **Storytelling**

**Lilly asked me, “Why do you do this?”**

**Impact**

**Geek**

**Community**

**I love this community...**

**You?**

**You: For Everyone Who Uses the Web**  
**Firefox puts you in control of your online life**

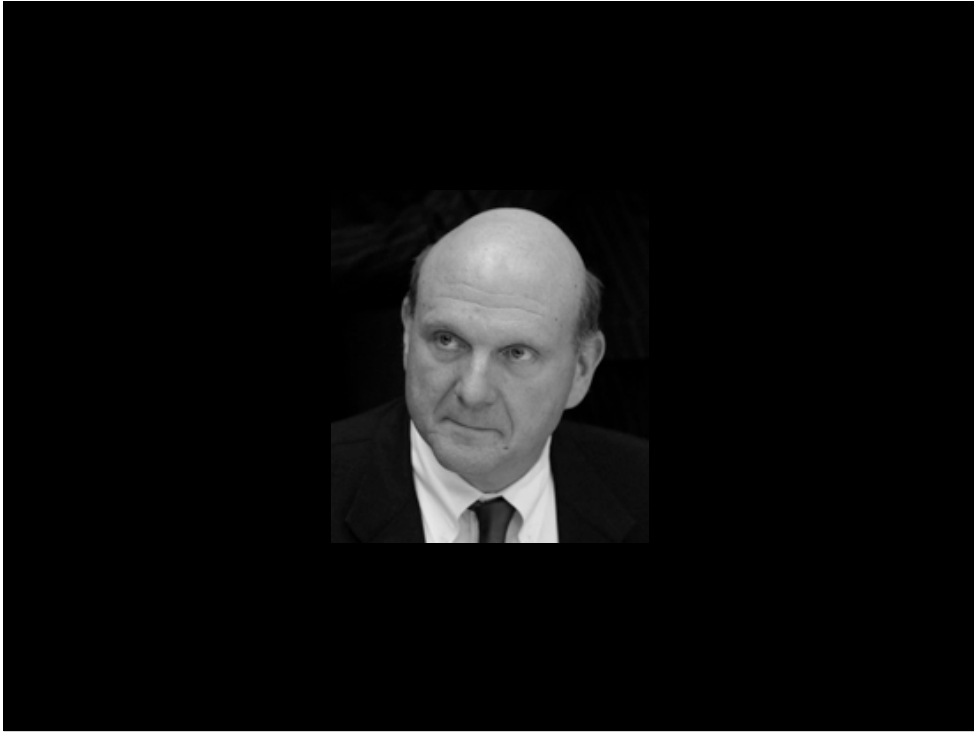
**You: For Web Developers**  
**The Web is a first-class platform for you to  
create**

**You: For Application Developers**  
**Mozilla is a solid foundation on which you can  
build upon**

**You?**



**...him?**









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