

How to innovate with open source: Lessons from Mozilla

MSC Malaysia

**OPEN SOURCE
CONFERENCE 2009**



Gen Kanai

Director, Asia Business Development

<http://blog.mozilla.com/gen/>

gen at mozilla dot com

Mozilla's Mission:



Mozilla's Mission:
To promote
choice,
innovation and
participation
on the Internet



Mozilla's Mission:
To promote
choice,
innovation and
participation
on the Internet

How?

**People,
Having Fun,
Building a Better Internet**

What's a Better Internet?

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There are a few key characteristics:

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There are a few key characteristics:

transparent vs. unknowable

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transparent vs. unknowable

hackable vs. immutable

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open vs. closed

Our **open Internet** is made by all of us, you and me and everyone else:

Wikipedia

Wordpress

Creative Commons

Flickr

Personal weblogs

etc.

The closed Internet is made up of plugins:

ActiveX

Flash

Silverlight

etc.

Browser plugins are:

Closed source

Centrally controlled

Not hackable

Opaque

Often buggy...

etc.

Do you remember 2003?

Do you remember 2003?

Second Iraq war

Human genome completed

Last flight of Concorde

and...

Do you remember 2003?

Second Iraq war

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Last flight of Concorde

Microsoft IE: over 95% share of browsers

News and press releases

Microsoft's IE 6 global usage share continues to rise according to OneStat.com

Amsterdam - July 28 2003 - OneStat.com (<http://www.onestat.com>), the number one provider of browser usage statistics today reported that Microsoft's IE6 global usage share continues to rise. Internet Explorer 6 has surpassed Internet Explorer 5.5 with a global usage share of 66.3 percent.

Microsoft's Internet Explorer has a total global usage share of 95.4 percent. Microsoft's Internet Explorer continues to dominate the global browser market. Netscape's total global usage share has decreased 0.4 percent the last month. Netscape's current global usage share is 2.5 percent at the moment.

The global usage share of Apple's Safari browser has increased with 0.14 percent from 0.11 to 0.25 percent since January 2003. The global usage share of Mozilla has increased with 0.4 percent from 1.2 to 1.6 percent since January 2003.

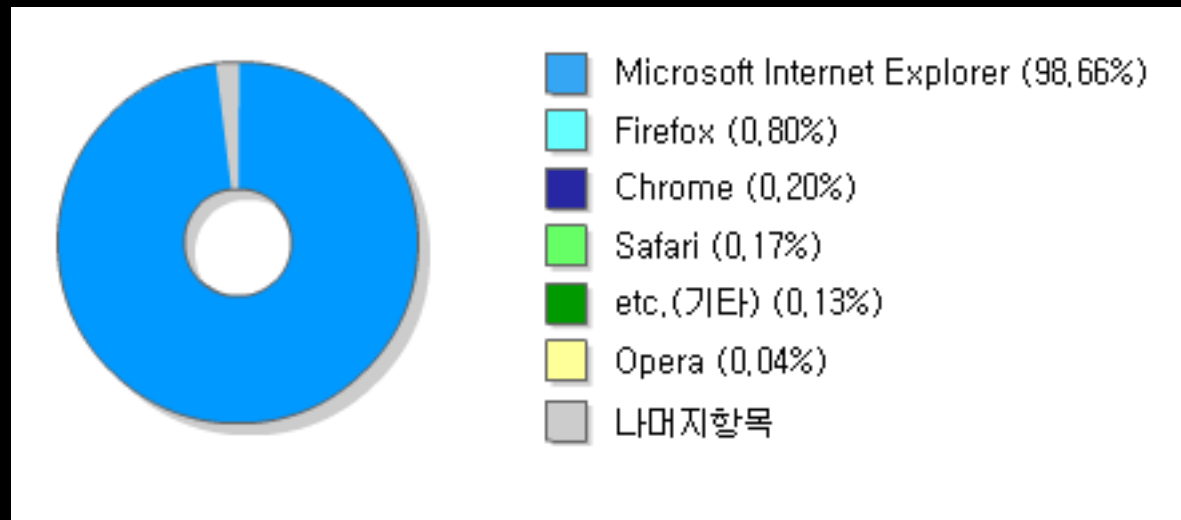
The most popular browsers on the web are:

- | | |
|-------------------------|--------|
| 1. Microsoft IE 6.0 | 97.34% |
| 2. Microsoft IE 5.5 | 1.49% |
| 3. Microsoft IE 5.0 | 0.51% |
| 4. Mozilla | 0.51% |
| 5. Microsoft IE 4.0 | 0.51% |
| 6. Netscape Navigator 4 | 0.51% |
| 7. Opera 6.0 | 0.51% |

**In 2009, another
country has over 95%
share of Microsoft IE...**

South Korea

98.66% Microsoft IE



Source: logger.co.kr (Sept. 2008)

Visit South Korea to understand the dangers of browser plugins. Only Microsoft IE for secure transactions in Korea.

<http://blog.mozilla.com/gen/2007/02/27/the-cost-of-monoculture/>

How does Mozilla innovate

True open source project

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True open source project

Not all OSS projects are truly open

Undocumented APIs

Unscheduled code dumps

Only some portions OSS; other parts
proprietary

How does Mozilla innovate

True open source project

Only open standards

How does Mozilla innovate

True open source project

Only open standards

W3C

ECMA

IETF

How does Mozilla innovate

True open source project

Only open standards

HTML 5, CSS, JavaScript

How does Mozilla innovate

True open source project

Only open standards

HTML 5, CSS, JavaScript, and Canvas

Mozilla Labs Bespin

<https://bespin.mozilla.com>



mozilla LABS

Bespin

How does Mozilla innovate

True open source project

Only open standards

HTML 5, CSS, JavaScript, and Canvas

First to natively support HTML 5

`<video>` `<audio>` (OGG Theora/Vorbis)

How does Mozilla innovate

True open source project

Only open standards

First to natively support HTML 5

`<video>` `<audio>` (OGG Theora/Vorbis)

Now audio and video are first class citizens on the web alongside text and images. Searchable, downloadable, and you can view source!

How does Mozilla innovate

True open source project

Only open standards

First to natively support HTML 5

<video> <audio> (OGG Theora/Vorbis)

Available at:

Wikipedia

The Internet Archive

Daily Motion (new!)

<http://www.dailymotion.com/openvideodemo>

How does Mozilla innovate

True open source project

Only open standards

Extensible platforms

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Extensible platforms

Firefox Add-Ons (6000 and counting)

<https://addons.mozilla.org>

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Only open standards

Extensible platforms

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Made with only HTML, JavaScript and XUL
(XML-based UI language)

Web technology = Firefox Add-ons

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Extensible platforms

Mozilla Labs Jetpack

<https://jetpack.mozillalabs.com>



mozilla LABS
Jetpack

How does Mozilla innovate

True open source project

Only open standards

Extensible platforms

Localized

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Firefox 3.5 in over 70 languages

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No Bahasa Malaysia (later in '09?)

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Open, participatory process

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Localized

Open, participatory process

Not just development but also

Support

<http://support.mozilla.com>

How does Mozilla innovate

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Only open standards

Extensible platforms

Localized

Open, participatory process

Not just development but also

Testing/QA

<http://quality.mozilla.org>

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Extensible platforms

Localized

Open, participatory process

Marketing, Labs, governance, security,
etc.

Every aspect of Mozilla is open

How does Mozilla innovate

Key characteristics

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- public benefit organization, non-profit

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Key characteristics

- public benefit organization, non-profit
- open source project, open participatory processes

How does Mozilla innovate

Key characteristics

- public benefit organization, non-profit
- open source project, open participatory processes
- **community required for innovation**

How does Mozilla innovate

ONLY WITH

YOUR CONTRIBUTIONS

Thank you:

**Mitchell Baker, Mark Surman
Chris Blizzard, John Lilly
Frank Hecker,
and everyone from
the OSS and Mozilla
communities world-wide.**

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These slides will be available for download:

<http://blog.mozilla.com/gen/>

