

free.  
open.  
future?





free.  
open.  
future?

stuff i've been  
thinking about

**<context>**

**stuff i've been  
thinking about**

# what is mozilla for?

**<context>**

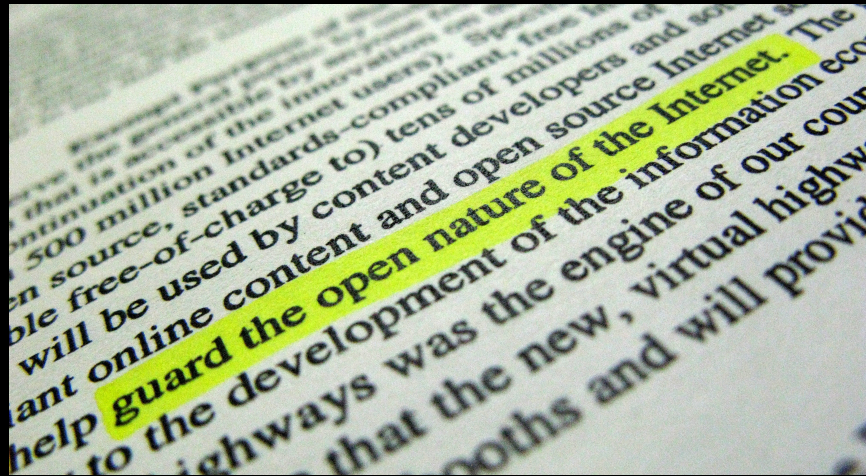
stuff i've been  
thinking about



# what is mozilla for?

...serve the general public by...  
...that is accessible by...  
...continuation of the Internet...  
...500 million Internet users). Spec...  
...en source, standards-compliant, free...  
...ble free-of-charge to) tens of millions of...  
...ant will be used by content developers and so...  
...help guard the open nature of the Internet. The...  
...to the development of the information econo...  
...highways was the engine of our coun...  
...that the new, virtual highwa...  
...roads and will provid

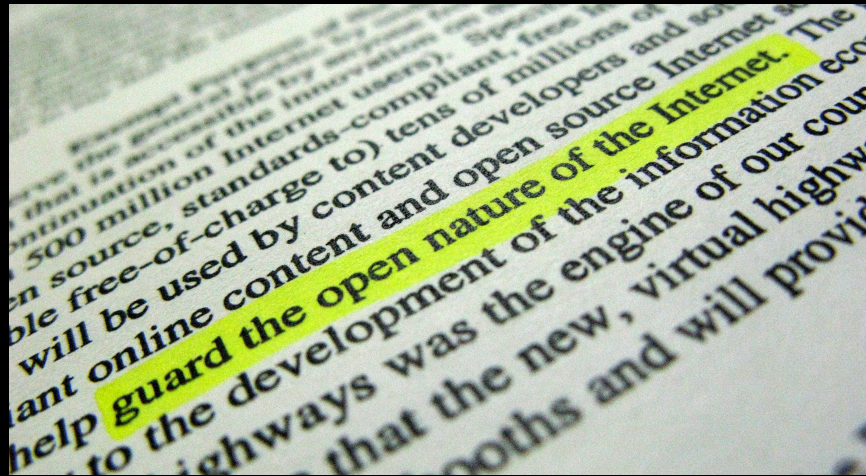




## 2010

1. openness and participation
2. data safer and more useful
3. open, unified mobile web
4. firefox





**2060**

1. openness and participation
2. ???
3. ???
4. ???



**</context>**





**<a point>**

**free and open source software  
= huge success story.**

**<and two questions>**

**<a point>**

**free and open source software  
= huge success story.**

**<and two questions>**

**how far can free and open go?**

**<a point>**

**free and open source software  
= huge success story.**

**<and two questions>**

**how far can free and open go?  
what's next?**

**<a point>**

**free and open source software  
= huge success story.**

2008



# 2008

stock markets crash  
obama elected  
beijing olympics  
int'l year of the potato  
spice girls reunion tour

# 2008

**stock markets crash**

**obama elected**

**beijing olympics**

**int'l year of the potato**

**spice girls reunion tour**



**32% top blogs on wordpress**



# 2008

stock markets crash

obama elected

beijing olympics

int'l year of the potato

spice girls reunion tour



32% top blogs on wordpress

200 million firefox users

# 2008

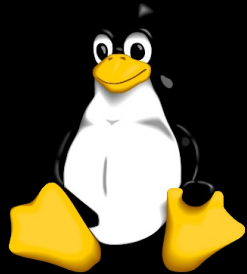
stock markets crash

obama elected

beijing olympics

int'l year of the potato

spice girls reunion tour



32% top blogs on wordpress

200 million firefox users

4.5 million linux netbooks

**a clear  
conceptual  
map**

**study**  
**copy**  
**modify**  
**share**

**a clear  
conceptual  
map**

many more  
millions can

**study**  
**copy**  
**modify**  
**share**



**moved the market**

moved the market = a more

**hackable**

world

**who?**





fosdem 2008

you

**celebrate**





**<first question>**

**how far can we take free + open?**

**2003**



# 2003

**concorde makes final flight**  
**europaen constitution drafted**  
**human genome completed**  
**int'l year of freshwater**  
**australia wins cricket world cup**



# 2003

concorde makes final flight  
european constitution drafted  
human genome completed  
int'l year of freshwater  
australia wins cricket world cup

and

**the web is in danger**

## Microsoft's IE 6 global usage share continues to rise

Amsterdam - July 28 2003 - OneStat.com ( <http://www.onestat.com> ) today reported that Microsoft's IE6 global usage share continues to rise with a global usage share of 66.3 percent.

Microsoft's Internet Explorer has a total global usage share of 95.4 percent in the global browser market. Netscape's total global usage share has decreased to 2.5 percent. Netscape's global usage share is 2.5 percent at the moment.

The global usage share of Apple's Safari browser has increased with 0.4 percent in 2003. The global usage share of Mozilla has increased with 0.4 percent in 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%



## Microsoft's IE 6 global usage share continues to rise

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4. Mozilla	0.51%
5. Microsoft IE 4.0	0.51%
6. Netscape Navigator 4	0.51%
7. Opera 6.0	0.51%

**monopoly**

<b>Time received (Time processed)</b>	<ul style="list-style-type: none"> <li>Reception time <ul style="list-style-type: none"> <li>e-Application : Available on weekdays from 07:00 to 18:00 (Not available on Saturdays, Sundays and holidays)</li> </ul> </li> <li>Process time <ul style="list-style-type: none"> <li>e-Application : within 3 days</li> </ul> </li> </ul>
<b>Administrative organization</b>	Local immigration office or branch office
<b>Competent department</b>	Residence policy division of the immigration bureau.
<b>Related laws and regulations</b>	<ul style="list-style-type: none"> <li>Immigration Laws Article 35</li> <li>Immigration Laws Enforcement Ordinance Article 44</li> <li>Immigration Laws Enforcement Regulation Article 49 Section 2</li> </ul>
<b>Phone number</b>	
<b>Miscellaneous</b>	...the change.

\* Confirm this application article 1.

The page at <http://www.hikorea.go.kr> says:

Online application is only available for Internet Explorer

OK



RESERVE APPLICATION (PRINCIPLE) LIST



Copyright © 2007 Hi KOREA. All Rights Reserved.  
 \*join, Reserve Visit, Immigration Related Information : 1345 (FAX : (02)6908-1399)  
 \*Recruitment / Employment Related Information(Ministry of Labor) : 02-2629-7000

<b>Time received (Time processed)</b>	<ul style="list-style-type: none"> <li>Reception time <ul style="list-style-type: none"> <li>e-Application : Available on weekdays from 07:00 to 18:00 (Not available on Saturdays, Sundays and holidays)</li> </ul> </li> <li>Process time <ul style="list-style-type: none"> <li>e-Application : within 3 days</li> </ul> </li> </ul>
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<b>Phone Number</b>	
<b>Miscellaneous</b>	... change.

\* Confirm this application article 1...

ation required for process of Government Law, section 21,

The page at <http://www.hikorea.go.kr> says:

Online application is only available for Internet Explorer

OK



Copyright © 2007 Hi KOREA. All Rights Reserved.

\*join, Reserve Visit, Immigration Related Information : 1345 (FAX : (02)6908-1399)

\*Recruitment / Employment Related Information(Ministry of Labor) : 02-2629-7000

**also**

# THE WORLD SERIES 100th Anniversary

PAGE 2

1-9

10-19

20-29

30-39

40-49

50-59

60-69

70-79

80-89

90-100

full list



## 7 1958 New York Yankees 4 Milwaukee Braves 3

Summary: Braves win opener 4-3 in 10 as Warren Spahn goes the distance. Yankees rally from 3-1 Series deficit, including a 4-3 win in 10 innings in Game 6 (beating Spahn with two runs in the 10th). Game 7 was 2-2 in 8th when Yankees score four runs off Lew Burdette, including Bill Skowron's 3-run HR.

The year before, Burdette had defeated the three times, including a Game 7 shutout. Braves' manager Fred Haney went with Burdette again (and on two days' rest once again). It almost worked as the game was tied 2-2 in 8th before Burdette finally tired, allowing four runs with two outs, capped by Skowron's homer into the left-center bleachers at County Stadium. For the Yankees, Bob Turley was the Series hero -- a shutout in Game 5, a final out with the winning runs on base in Game 6 and 6 2/3 innings of one-run relief in Game

1 2 3 4 5 6 7 8 9

Send This Page



THE WORLDWIDE LEADER IN SPORTS

```
Source of: http://espn.go.com/swf/mlb/anniversary/worldseries_100.html - v ^ x
File Edit View Help
<BODY BGCOLOR=#333333 LEFTMARGIN=0 TOPMARGIN=0 MARGINWIDTH=0 MARGINHEIGHT=0>
<TABLE BORDER="0" CELLPADDING="0" CELLSPACING="0" WIDTH="760">
<TR ALIGN=LEFT VALIGN=TOP>
  <TD COLSPAN=3><IMG SRC="images/topper.gif" WIDTH="760" HEIGHT="10" BORDER="0" HSPACI
</TR>
<TR ALIGN=LEFT VALIGN=TOP>
  <TD><IMG SRC="images/left_col.gif" WIDTH="20" HEIGHT="460" BORDER="0" HSPACE="0" VSI
  <TD bgcolor="#333333">
<script language="javascript">
<!--
var SOB=new flashObj();
SOB.flashFile ="http://espn.go.com/swf/mlb/anniversary/worldseries_100.swf"
SOB.width = "720";
SOB.height = "460";
SOB.wmode = "transparent"; // Window Mode
SOB.DenyIEDl = "TRUE";
SOB.altTxt = "<img src=http://msn.espn.go.com/swf/mlb/anniversary/no_flash.gif>";
document.write(SOB.render());
//-->
</script>
</TD>
  <TD><IMG SRC="images/right_col.gif" ALT="rightcolumn" WIDTH="20" HEIGHT="460" BORDEI
</TR>
<TR ALIGN=LEFT VALIGN=TOP>
  <TD COLSPAN=3><A HREF="#"><IMG SRC="images/footer.gif" ALT="ESPN Logo, click here fo
</TR>
</TABLE>
<MAP NAME="footer_Map">
<AREA SHAPE="rect" ALT="" COORDS="32,6,145,64" HREF="javascript:espnhome();">
</MAP>

</BODY>
Line 48, Col 24
```

```
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SOB.height = "460";  
SOB.wmode = "transparent"; // Window Mode
```



people  
couldn't  
study  
copy  
modify  
share  
the web

```
Source of: http://espn.go.com/swf/mlb/anniversary/worldseries_100.html - v ^ x
File Edit View Help
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</BODY>
Line 48, Col 24
```

**study** **freedoms matter**  
**copy**  
**modify**  
**share**

study  
copy  
modify  
share

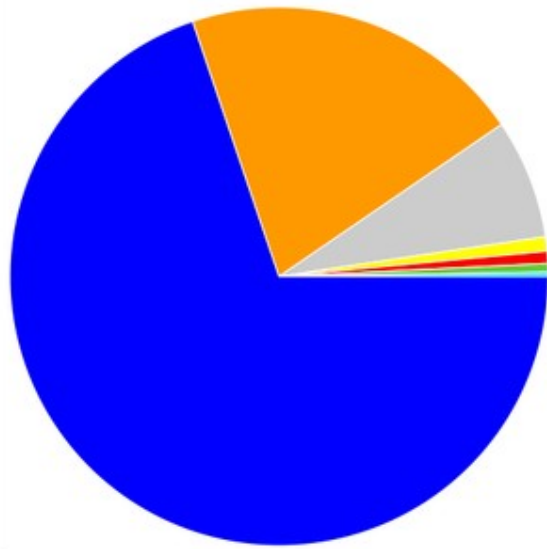
**freedoms matter**  
**not just for software**

study freedoms matter  
copy also for the web  
modify  
share

study  
copy  
modify  
share

conceptual map  
**also for the web?**

Usage share of web browsers - Q4, 2008



The usage share of web browsers described in this chart. Source from Net Applications<sup>[1]</sup>

- Internet Explorer (68.15%)
- Mozilla Firefox (21.34%)
- Safari (7.93%)
- Google Chrome (1.04%)
- Opera (0.71%)
- Netscape (0.57%)
- Other (0.24%)

things getting better

mozilla



## Firefox Add-ons

Add-ons extend Firefox, letting you personalize your browsing experience. Take a look around and make Firefox your own.

► Categories

search for add-ons

within all add



### NoScript 1.9

by Giorgio Maone

Web Development | Privacy & Security

The best security you can get in a web browser!  
Allow active content to run only from sites you trust, and protect yourself against XSS and Clickjacking attacks.

Updated January 31, 2009

Add to Firefox



408 reviews

921,785 weekly downloads

41,530,931 total downloads

things getting better

even your  
grandmother  
can hack  
firefox

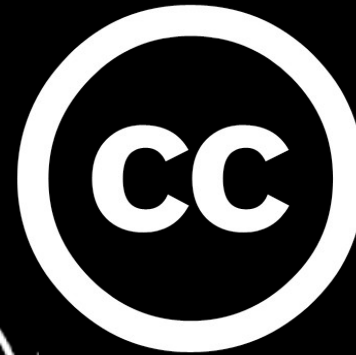


The screenshot shows the Mozilla Firefox Add-ons website. At the top left is the Mozilla logo. To its right is the heading "Firefox Add-ons" and a sub-heading "Add-ons extend Firefox, letting you personalize your browsing experience. Take a look around and make Firefox your own." Below this is a green navigation bar with a "Categories" button and a search bar labeled "search for add-ons" with a dropdown menu set to "all add-ons". The main content area features a card for the "NoScript 1.9" add-on by Giorgio Maone. The card includes a logo with a red "No" symbol over a blue "Script" character, a 5-star rating with "408 reviews", and download statistics: "921,785 weekly downloads" and "41,530,931 total downloads". A green "Add to Firefox" button is at the bottom right of the card. The add-on description states: "The best security you can get in a web browser! Allow active content to run only from sites you trust, and protect yourself against XSS and Clickjacking attacks." It also notes it was "Updated January 31, 2009" and lists categories "Web Development" and "Privacy & Security".

things getting better



even your  
grandmother  
can hack



flickr™

things getting better

**things getting better**  
**free + open = far**



**<second question>**

**what's next?**

2009



# 2009

european elections  
guantánamo bay shut down  
1 million english words  
int'l year of natural fibres  
the smiths reunion tour



# 2009

european elections

guantánamo bay shut down

1 million english words

int'l year of natural fibres

the smiths reunion tour

and

free software goes big in mobile

**epic  
battle**





**epic  
battle**



**VS.**





**VS.**



**how can open win?**

**how can open win?**



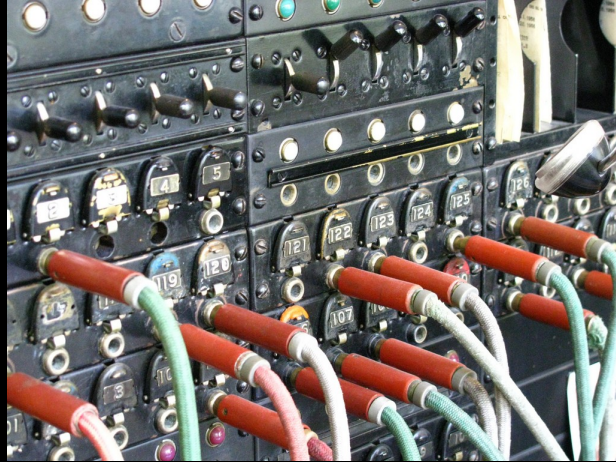
**hardware**



**hardware**  
**software**



hardware  
software  
web



hardware  
software  
web  
network





hardware  
software  
web  
network  
cloud

Your 3 bill for Talk & Text 900	
<b>Total monthly charges</b>	£28.08 ex VAT
<b>Total usage summary</b>	£4.83
<b>Total charges before VAT</b>	£32.91
VAT at 17.5% on £32.911	5.76
<b>Total charges after VAT</b>	£38.67
Previous balance	37.87
Payments received	£38.67
<b>Total due by 31 August 2007</b>	

hardware  
software  
web  
network  
cloud  
pricing

212 NYC WIRELESS

Key hello to iPhone



1-PHONE  
3G

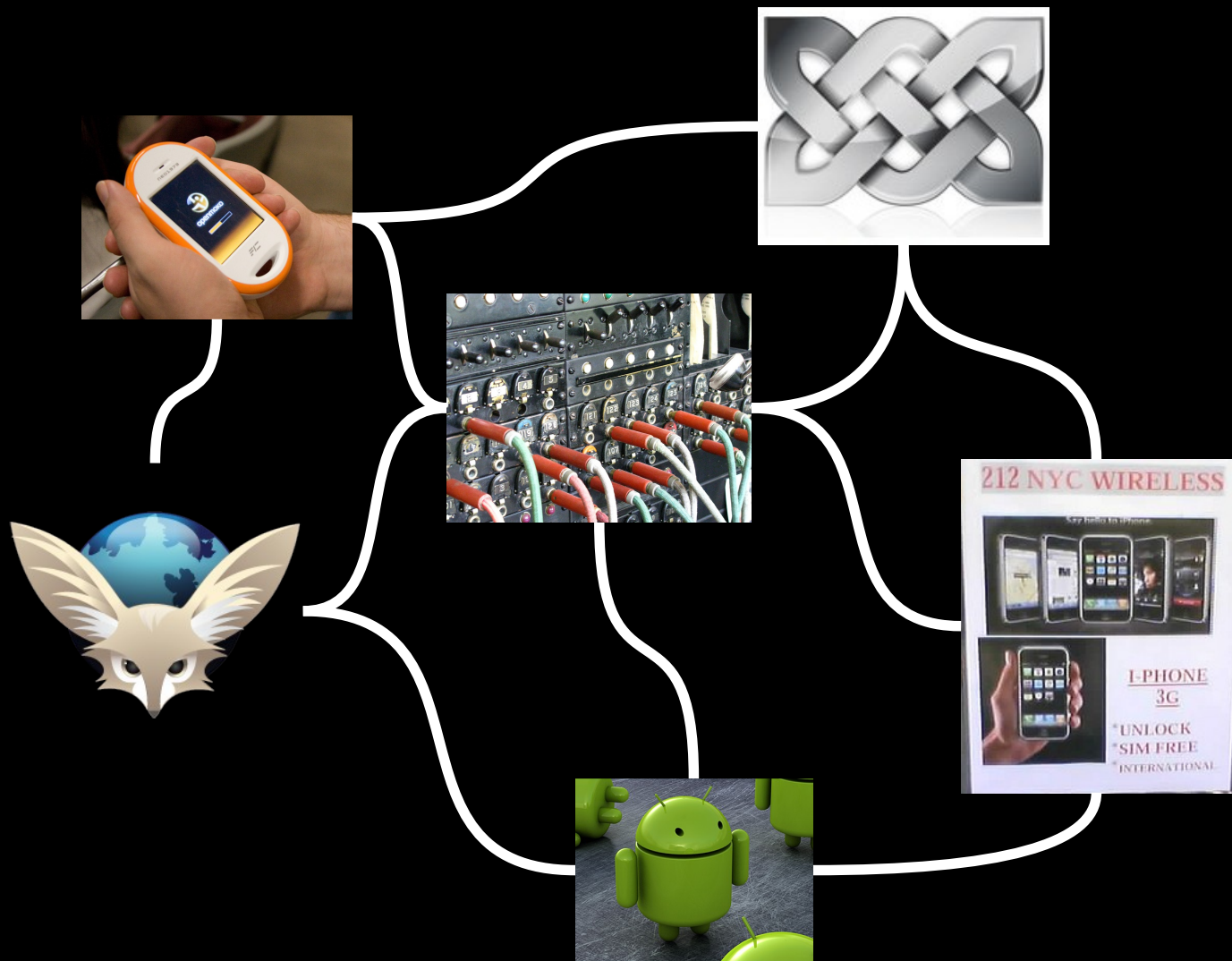
- \* UNLOCK
- \* SIM FREE
- \* INTERNATIONAL

hardware  
software  
web  
network  
cloud  
pricing  
**permissions**



hardware  
software  
web  
network  
cloud  
pricing  
permissions

open mobile ecosystem



**open mobile ecosystem**

**study**  
**copy**  
**modify**  
**share**

**what conceptual  
maps do we need  
for open mobile?**

**study  
copy  
modify  
share**

**what conceptual  
maps do we need  
for open mobile?**

**study  
copy  
modify  
share**



**what conceptual  
maps do we need  
for open mobile?**

**study  
copy  
modify  
share**

**we don't know**

**what conceptual  
maps do we need  
for open mobile?**

**study  
copy  
modify  
share**

**we don't know**  
**(and mobile just the start)**

**we need better (and bigger) maps**



**we don't know**  
**(and mobile just the start)**



why does mozilla  
**care?**



# why does mozilla care?

... 500 million Internet users. Spec...  
... standards-compliant, free...  
... will be used by content developers and so...  
... help guard the open nature of the Internet. The...  
... to the development of the information eco...  
... highways was the engine of our coun...  
... that the new, virtual highwa...  
... booths and will provid...





**we need a better map to do this**

# things we want on the map





# things we want on the map



Strong values

# things we want on the map



Strong **values**, freedom beyond just code

# things we want on the map



Strong **values**, freedom beyond just code  
Great **free software**

# things we want on the map



Strong **values**, freedom beyond just code  
Great **free software**, that people love to use

# things we want on the map



Strong **values**, freedom beyond just code  
Great **free software**, that people love to use  
**Users as hackers**

# things we want on the map



Strong **values**, freedom beyond just code  
Great **free software**, that people love to use  
**Users as hackers**; anyone can bend anything

# things we want on the map



Strong **values**, freedom beyond just code  
Great **free software**, that people love to use  
**Users as hackers**; anyone can bend anything

**but what else?**





my what else



connect open source and education

**another what else**

another what else

The screenshot shows the website **autonomo.us** with the tagline *Toward Free Network Services*. The navigation bar includes links for [Home](#) and [About Us](#), and a [Subscribe to feed](#) button with an RSS icon. A breadcrumb trail reads: [< First Steps Toward Free Network Services](#) • [An Open Software Services Ecology](#) [>](#). The main article is titled **Franklin Street Statement on Freedom and Network Services**, dated July 14, 2008, in the [statements](#) category by [mako](#) with [66 comments](#). The article text begins: "The current generation of **network services** or **Software as a Service** can provide advantages over traditional, locally installed software in ease of deployment, collaboration, and data aggregation. Many users have begun to rely on such services in preference to software provisioned by themselves or their organizations. This move toward centralization has powerful effects on software freedom and user autonomy." The right sidebar contains a **PAGES** section with links for [About Us](#) and [Source Code for This Site](#), a search box with the text "Search this site" and a "Search" button, and an **ARCHIVES** section.

mapping freedom + web services



**your what else**

**what's on  
your map?**

**what's on  
your map?**

**homework:** talk about it this weekend

# thanks



**mark surman**

mozilla foundation

mark@mozillafoundation.org

this deck @

[www.slideshare.net/msurman](http://www.slideshare.net/msurman)





**update this  
credits page,  
include all  
flickr photos  
plus Lilly and  
Beltzner for  
slides.**

**By Sam Javanrouh**  
**Creative Commons BY NC ND**  
<http://www.flickr.com/photos/wvs/205482483/sizes/l/>



**By Sam Javanrouh**  
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<http://www.flickr.com/photos/wvs/254666400/>



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<http://www.flickr.com/photos/radiospike/489297518/in/set-72157600190096055/>

