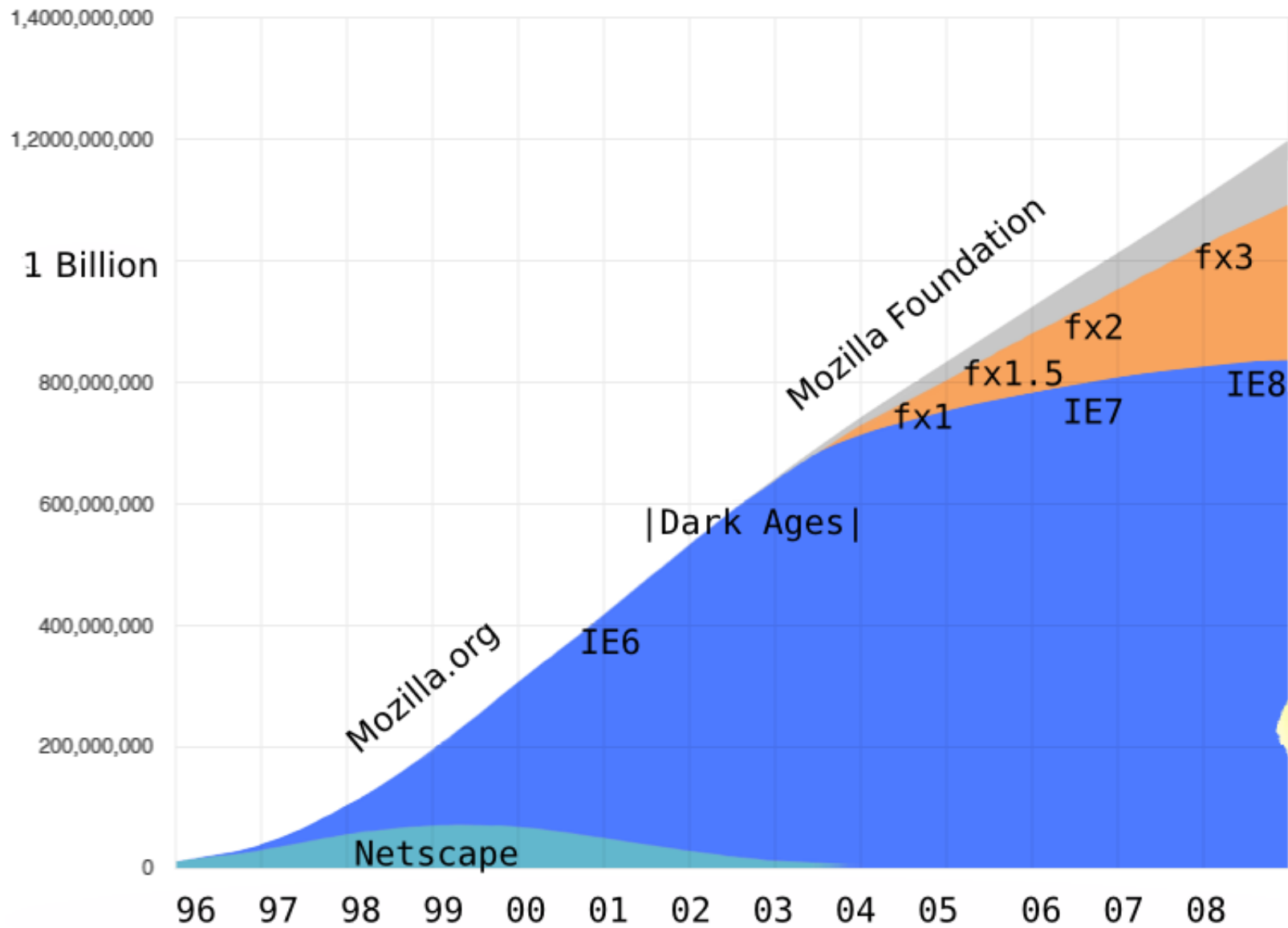


The Mozilla Project:
Standards, Innovation, The Future, and The Road Ahead

Chris Hofmann
Brazil June 2009
chofmann@mozilla.org

Influencing Standards Requires Reach and Impact

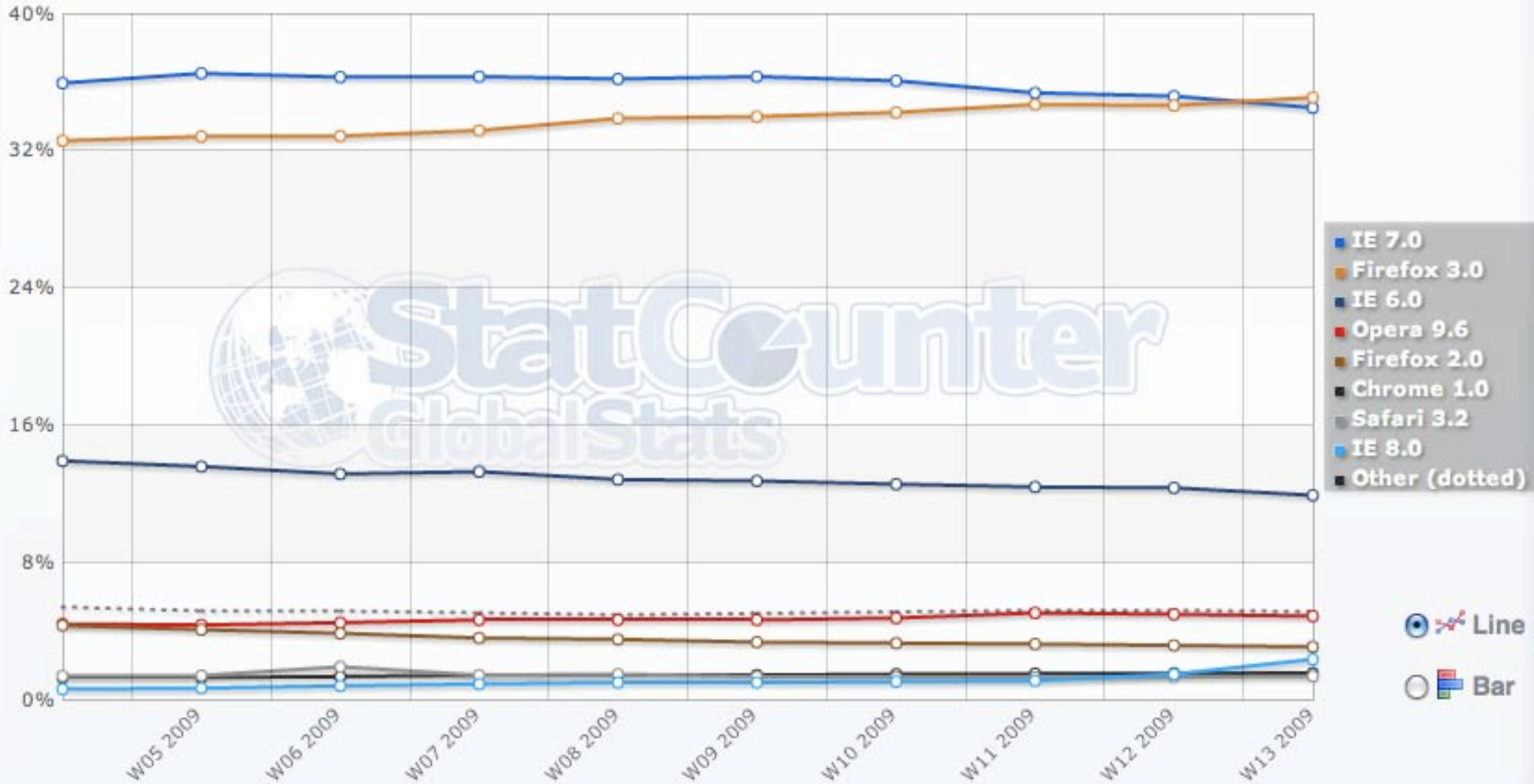
- 100 Million Active Daily Users
- 300 Total World Wide Users
- About 22% Browser Marketshare
- Influence of market share on standards use, development, and implementation



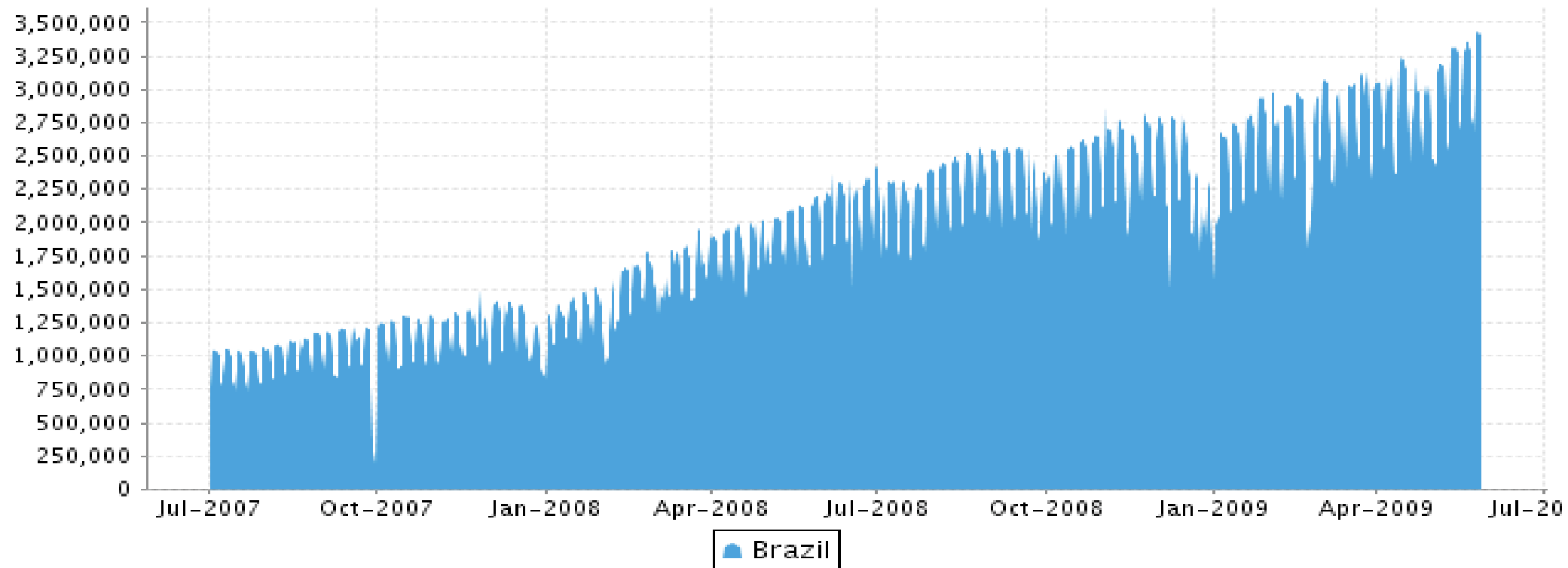
http://gs.statcounter.com/#browser_version-eu-weekly-200904-200913

StatCounter Global Stats

Top 8 Browser Versions in Europe from W04 to W13 09

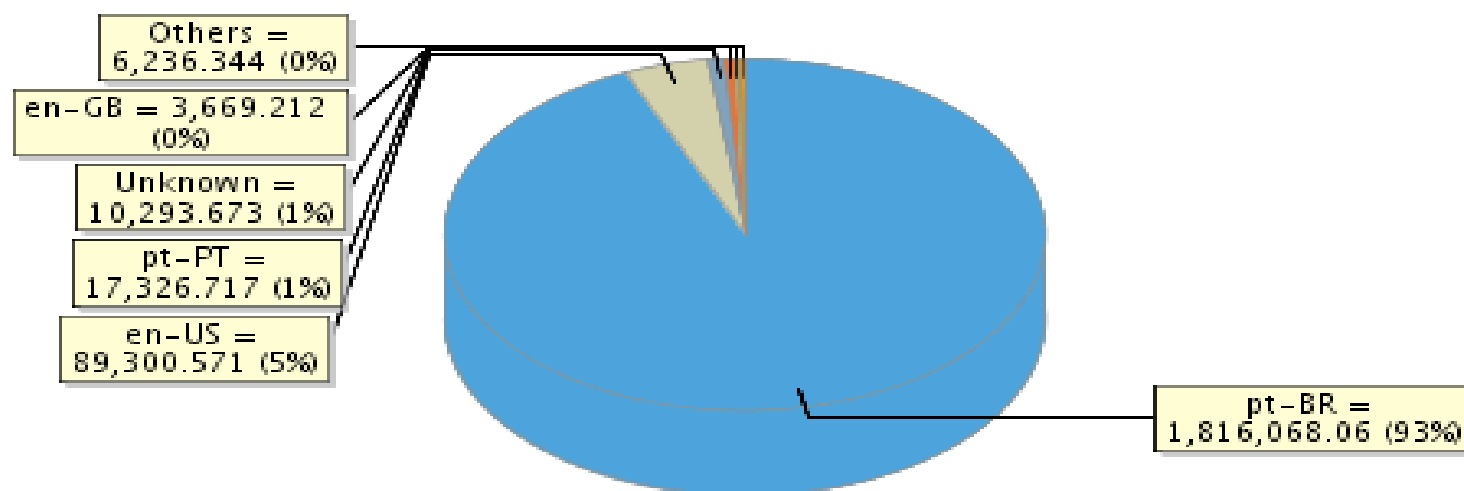


ADU Trend for All Countries



[Details...](#)

Locales Distribution



- Not only Many Users,
- Many Participants and Contributors
- Activist Approach to Changing the Web

275M Total Users 70+ languages
100 M Active Daily Users
8M Download Day Participants

3M Beta Testers
100k Alpha Testers

20K Active Bugzilla Accounts
15k NY Times Ad Accounts

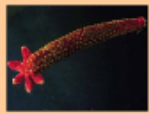
10k Nightly QA Testers
8k Addon Contributors

1k Localizers
400 Developers

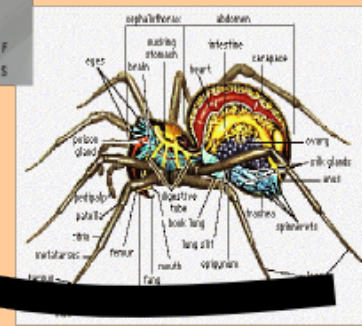
QA Testers
Addon Contributors

- Mozilla is a different kind of organization
- Our main goal is to influence choice, openness and innovation on the web
- Driven by creating trust, engagement, and participation driven by passion

"Love Index"
Engagement
Trust
Empowerment
Contribution
Driven
by Passion



Starfish
 &
 Spider
 Organizations



organization openness index



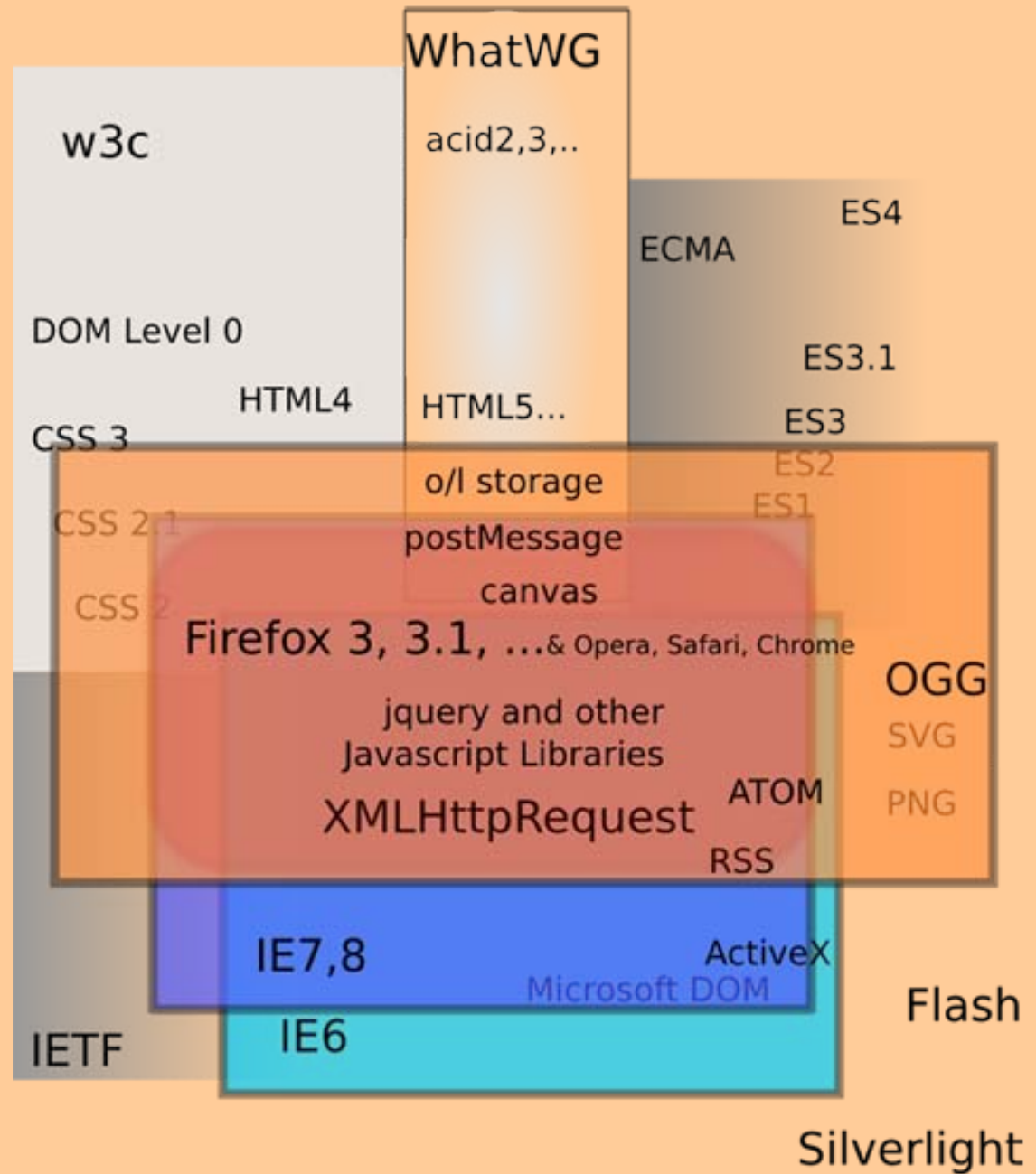
Great Product Distribution	Hot _____ < _____ Not
	Grass Roots _____ < _____ Conventional
Product as Platform	Open _____ < _____ Closed
Product as PublicAsset	Open Source _____ < _____ Proprietary
Decison Making	Distributed _____ < _____ Centralized
Development Approach	Participatory/ _____ < _____ Exclusive
	Peer Review
Communication Style	Open _____ < _____ Secretive
Product Planning	Open/RFC's _____ < _____ Closed
Org Structure	Starfish _____ < _____ Spider

Keep asking the tough questions

- Is the web and the browser fast enough?
- Is it secure and safe enough?
- Is it “interoperable / compatible” enough?
- Does it reach enough people, on enough devices, and in enough languages?
- Is it easy to use?
- Is it useful?

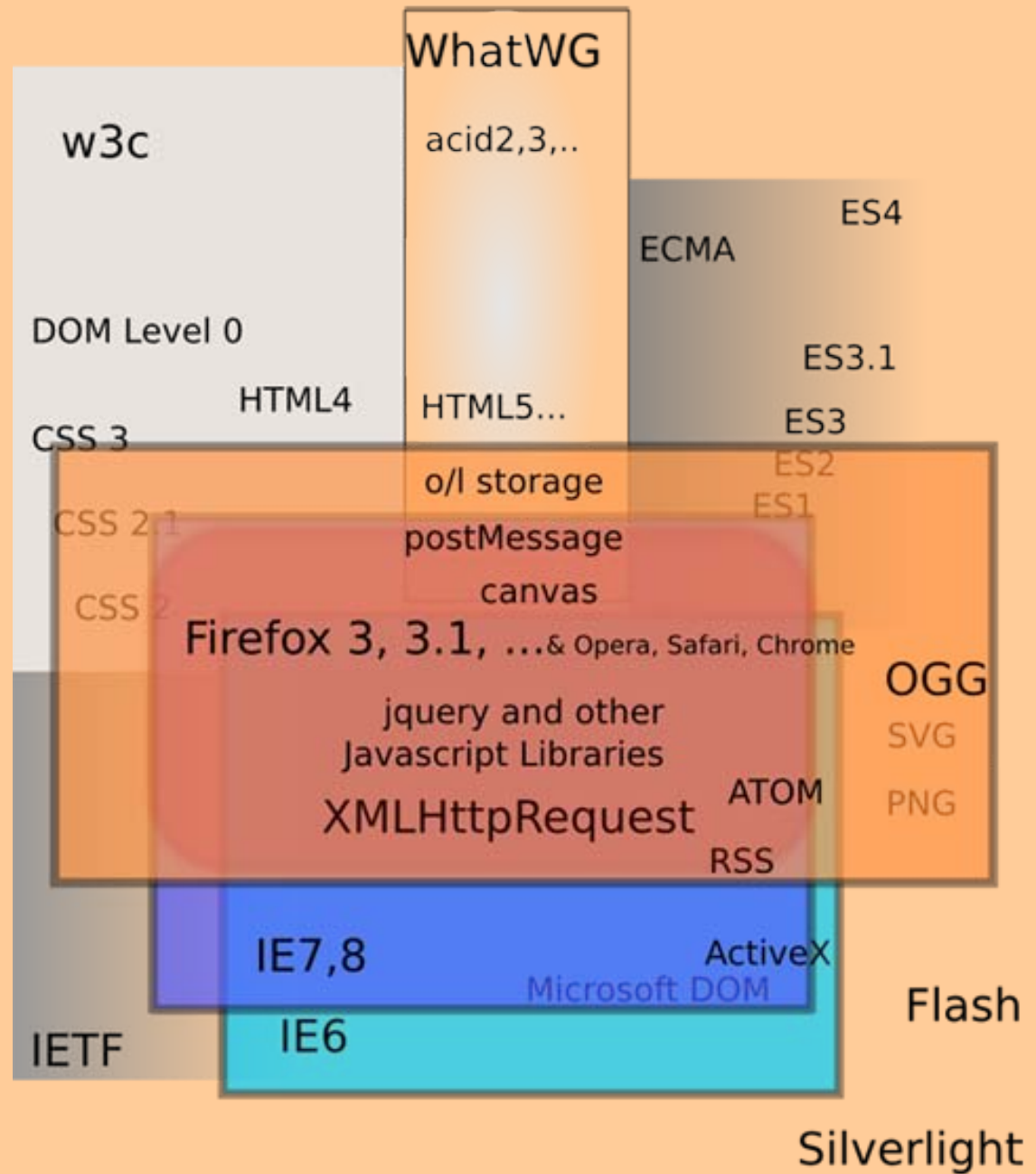
- Lets find answers to these questions and more.

- Complex Landscape
- Expand the Union or “Sweetspot”



Towards an Expanding Open Web Sweetspot

- Develop Reference Implementations Along with the Specs



Towards an Expanding Open Web Sweetspot

- Balancing Standards & Innovation & Security & Performance & Quality & ...

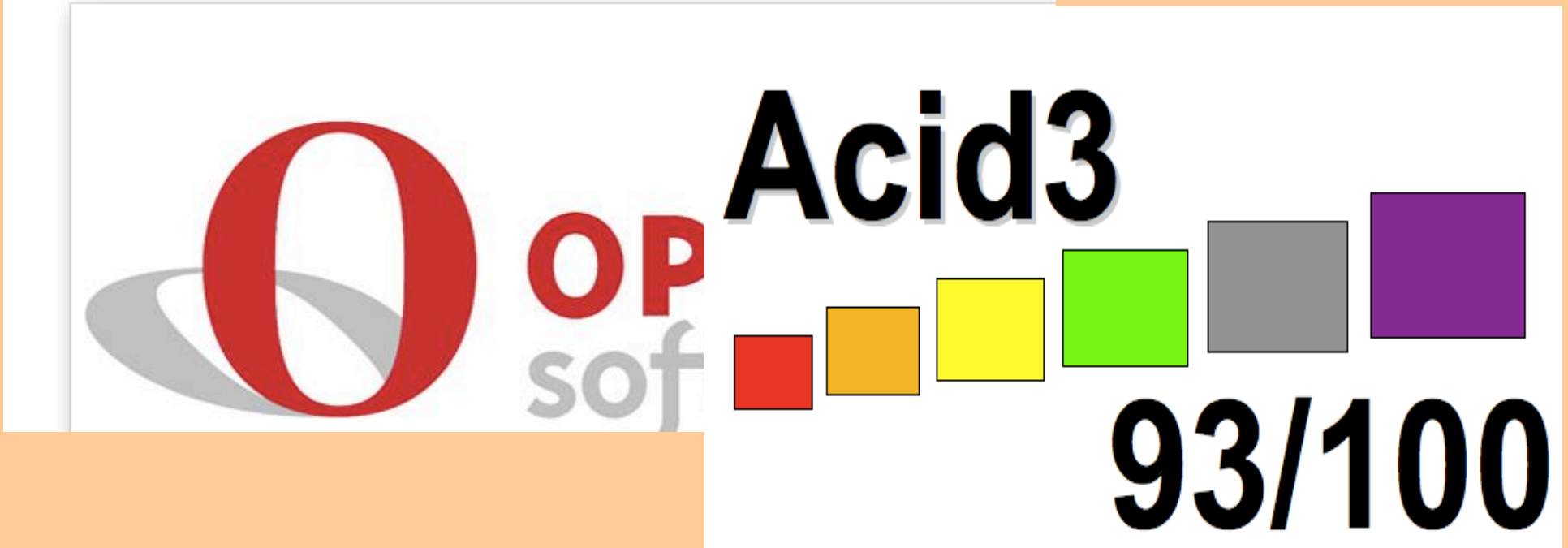


The Tech Herald

Home Business Hardware Software Security Internet Networking Gadgets Games

Have you been a de

Opera Unite: A Great idea or horrible security risk?
by Steve Ragan - Jun 17 2009, 17:40



OP soft

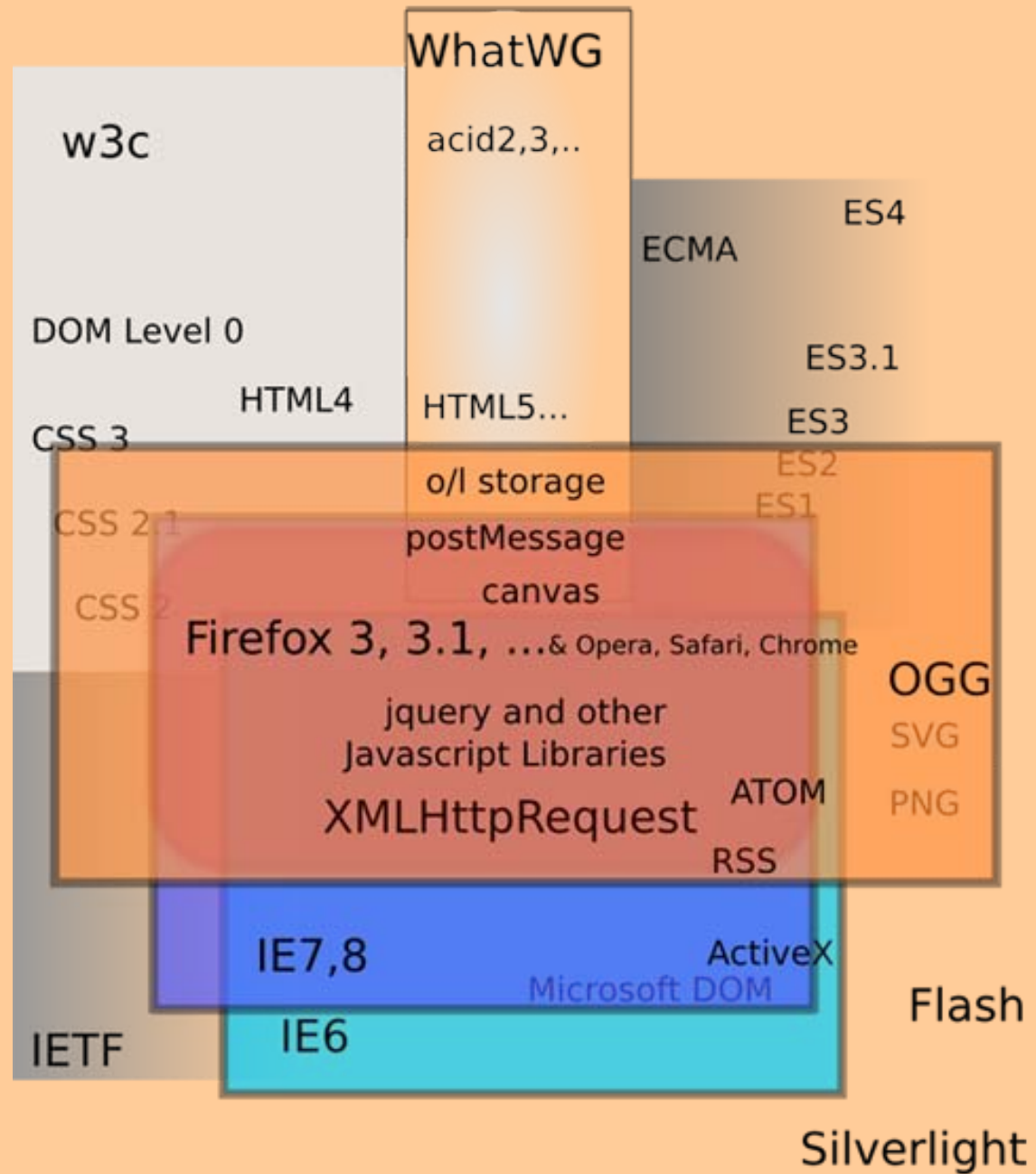
Acid3

93/100

Red	Orange	Yellow	Green	Grey	Purple
-----	--------	--------	-------	------	--------

Strategies for Dealing with Complexity

- Stay Close to the Sweetspot
- Be Careful with New & Emerging Standards
- Think About the Long Term & Support

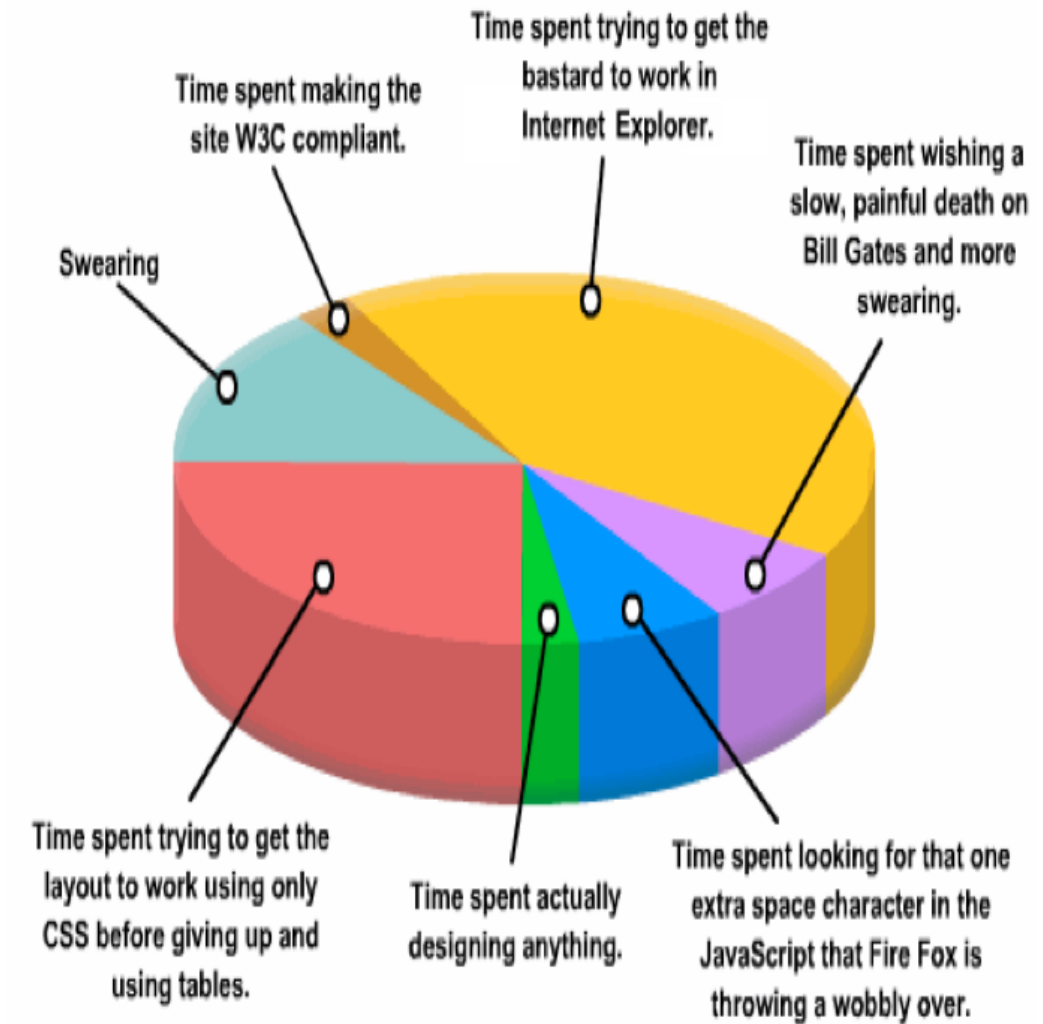


Towards an Expanding Open Web Sweetspot

Involve Web Developers, Not Just the Vendors

- Follow or Get Involved with Mozilla and Our Standards Work.
- blog.mozilla.org/standards
- Forum/Newsgroup/Mail List on the Way
- community-web-standards@lists.mozilla.org
- <http://groups.google.com/group/mozilla.community.web-standards/>
- <http://hacks.mozilla.org/> - 35 days of Blogging about Web Technology Advancement in Firefox 3.5

- Strategies for Dealing with Complexity
- Too Many Browsers?
- What Do the Big Content Providers Do?
- Develop with Firefox
- Leverage Firebug, and Web Developer Addons
- Test and Fix in IE and Other Browsers



©2006 Alan "IE users must DIE" Foreman poisonedminds.com

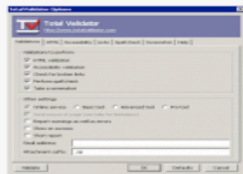
Web Development

Total Validator

by Andy Halford

Perform multiple validations and take screen shots in one go. This...

★★★★☆



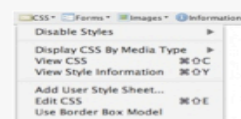
+ Add to Firefox

Web Developer

by Chris Pederick

Adds a menu and a toolbar with various web developer tools.

★★★★★



+ Add to Firefox

docked JS-Console

by Raik Jürgens

docks the JS-Console to the Bottom of the Browser feel free...

★★★★☆



This add-on is for older versions of Firefox

Live HTTP Headers

by Daniel Savard, Nikolas Coukouma

View HTTP headers of a page and while...

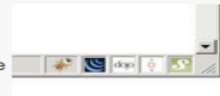


Library Detector

by pbakaus

Detects what javascript libraries are being used on the current...

★★★★★

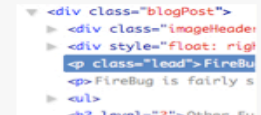


Firebug

by Joe Hewitt, Rob Campbell

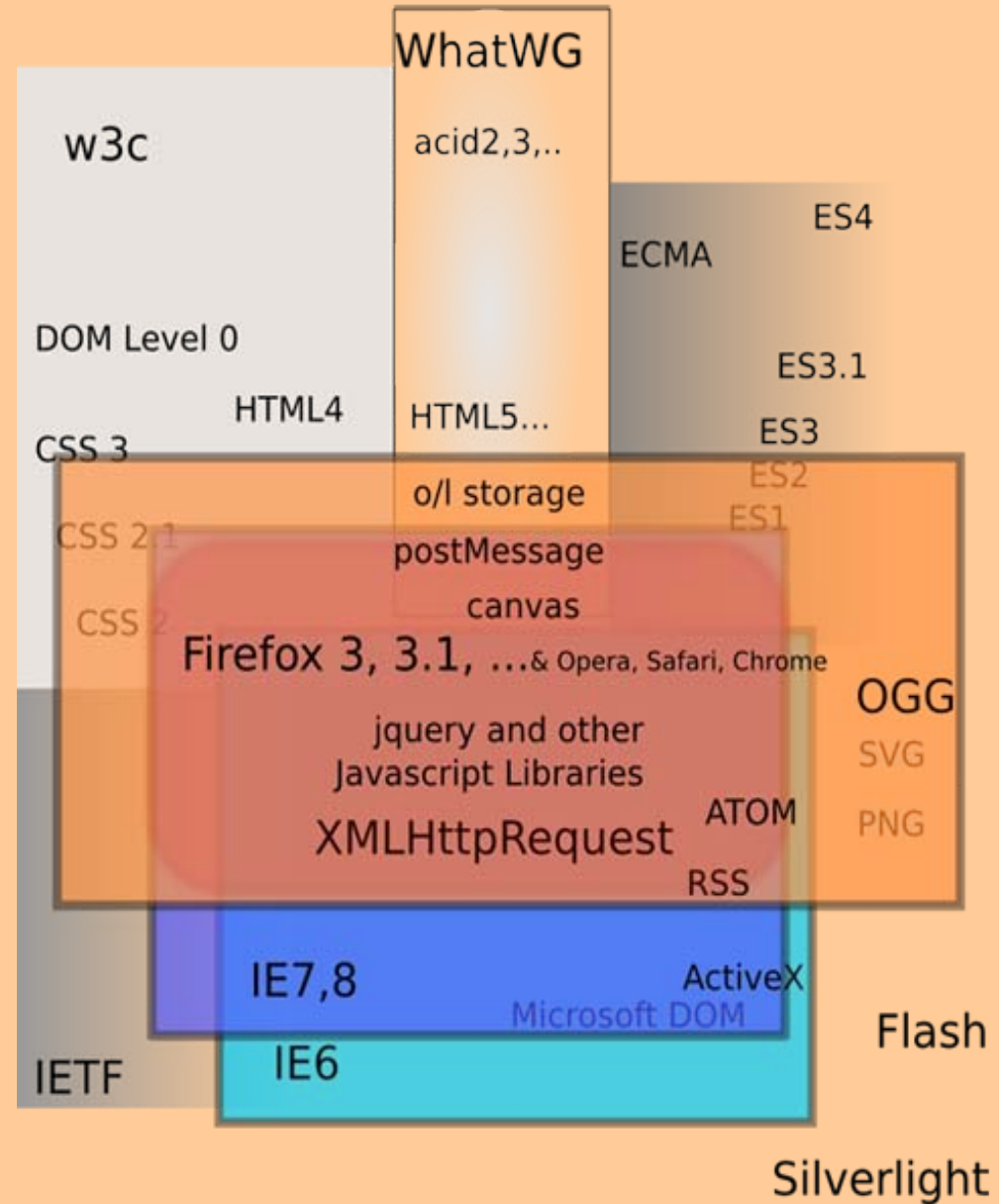
Firebug integrates with Firefox to put a wealth of development...

★★★★★



Fixing Problems with the Sweetspot

- Defining the Sweetspot
- Information Scattered and Poorly Maintained.
- <http://www.w3.org/> - specs are not web developer tools
- <http://www.webdevout.net/>
- <http://w3cschools.com/>
- Let's Centralize and Optimize – SEO for “XMLHttpRequest”
- Ben and Dion's “Tools Directory” Project



Towards an Expanding Open Web Sweetspot

More Problems with the Sweetspot

- Better Tools for Better Productivity
- Bepin
- <https://labs.mozilla.com/projects/bepin/>
- Web Based Collaborative Web Development
- Simple, Discoverable, Standards Based
- Written By Web Developers, For Web Developers
- Make a Tool That Web Developers Will Love
- Get Involved
- <http://groups.google.com/group/bepin>

Where Are New Standards Needed?

- Around Security Mechanisms
 - Content Security Policy
- Video Subtitles
- ...
- ...