

How we're going to **ROCK** in 2011

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Mozilla
Firefox[™]

2011 is going to be...

Special

- Competition
- Firefox 4 release
- Different release model
- Contributor engagement
- Branding



Competition

- Two major competitors turning the heat on :
 - IE9: less bad than before, huge distribution channel
 - Chrome: Strong, fast, huge marketing \$\$\$



Firefox 4

- To be released... when it's ready (hopefully very soon)
- Last « big release » : moving to smaller, more frequent releases
- Time lapse between releases : 3 months.



New Contributor Engagement Team

- 5 people, led by Mary Colvig (California)
- With William Quiviger (Somewhere in Europe)



The rest of Engagement Team

- Engaging with :
 - Web Developers (Chris Heilman)
 - Open Web aficionados : Drumbeat
 - End users



Work on branding

- How do we consistently express to the World what Mozilla is about, and how we're different?
- How are we perceived in the world?
- Branding guide
- *"Firefox reports to no-one but you"*





Have an
amazing &
productive
FOSDEM!