

free.  
open.  
future?





free.  
open.  
future?

stuff i've been  
wondering about

<my point>





**<my point>**

**free and open software  
have had a huge impact.**



**<my point>**

**free and open software  
have had a huge impact.  
but it's not enough.**



**<my point>**

**free and open software  
have had a huge impact.  
but it's not enough.  
think bigger.**

**i've been wondering**

**what is mozilla for?**  
i've been wondering



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

what is mozilla for?



...the general public by...  
...million, standards-compliant, free...  
...500 million Internet users). Spec...  
...source, standards-compliant, free...  
...able free-of-charge to) tens of millions of...  
...ant online content and open source and so...  
...help guard the open nature of the Internet. The...  
...to the development of the information eco...  
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...that the new, virtual highwa...  
...roads and will provid

what is mozilla for?

2010?



...the general public by...  
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...highways was the engine of our coun...  
...that the new, virtual highwa...  
...roads and will provid

what is mozilla for?

2060?



**what is mozilla for?**  
that's the context of this talk





**<point #1>**

**free and open software  
have had a huge impact.**

2008



# 2008

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



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apache hosts at 51%



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apache hosts at 51%  
200 million firefox users



# 2008

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

apache hosts at 51%  
200 million firefox users  
4.5 million linux netbooks

**so what?**

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

many more  
millions can

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



a world that is

**hackable**

a world that is

**generative**

**who?**



fosdem 2008

you

**celebrate**





**<point #2>**

**software is not enough.**

**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%

```
Source of: http://espn.go.com/swf/mlb/anniversary/worldseries_100.html - v ^ x
File Edit View Help
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  <TD COLSPAN=3><IMG SRC="images/topper.gif" WIDTH="760" HEIGHT="10" BORDER="0" HSPACE="0" VSPACE="0">
</TD>
</TR>
<TR ALIGN=LEFT VALIGN=TOP>
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  <TD bgcolor="#333333">
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<!--
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" BORDER="0" HSPACE="0" VSPACE="0">
</TD>
</TR>
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</TR>
</TABLE>
<MAP NAME="footer_Map">
<AREA SHAPE="rect" ALT="" COORDS="32,6,145,64" HREF="javascript:esphome();">
</MAP>

</BODY>
```

Line 48, Col 24

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
<BODY BGCOLOR=#333333 LEFTMARGIN=0 TOPMARGIN=0 MARGINWIDTH=0 MARGINHEIGHT=0>
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<MAP NAME="footer_Map">
<AREA SHAPE="rect" ALT="" COORDS="32,6,145,64" HREF="javascript:esphome();">
</MAP>

</BODY>
```

Line 48, Col 24

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

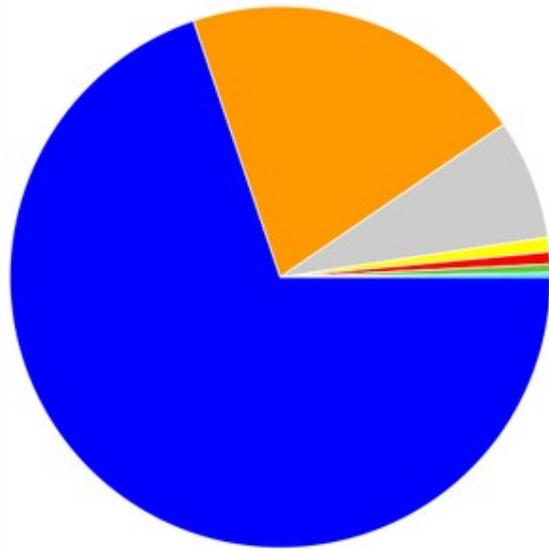
study  
copy  
modify  
share

freedoms matter  
not just for software

study  
copy  
modify  
share

freedoms matter  
also for the web

Usage share of web browsers - Q4, 2008

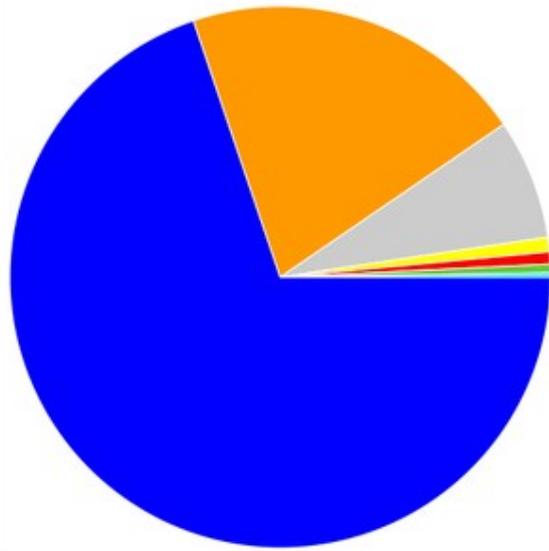


The usage share of web browsers described in this chart. Source from Net Applications<sup>[1]</sup>

- 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

Usage share of web browsers - Q4, 2008



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- Opera (0.71%)
- Netscape (0.57%)
- Other (0.24%)

**things getting better**  
**but we have no maps**



**<point #3>**

**we all need to think bigger.**

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 mobile

**bigger  
battle**



**bigger  
battle**



**VS.**





**VS.**



**how can open win?**

**how can open win?**



**how can open win?**



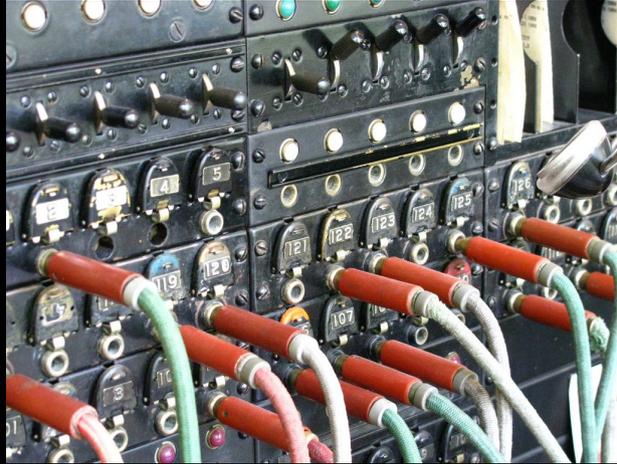
**hardware**



**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  
billing

212 NYC WIRELESS

Key note to iPhone



1-PHONE  
3G

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



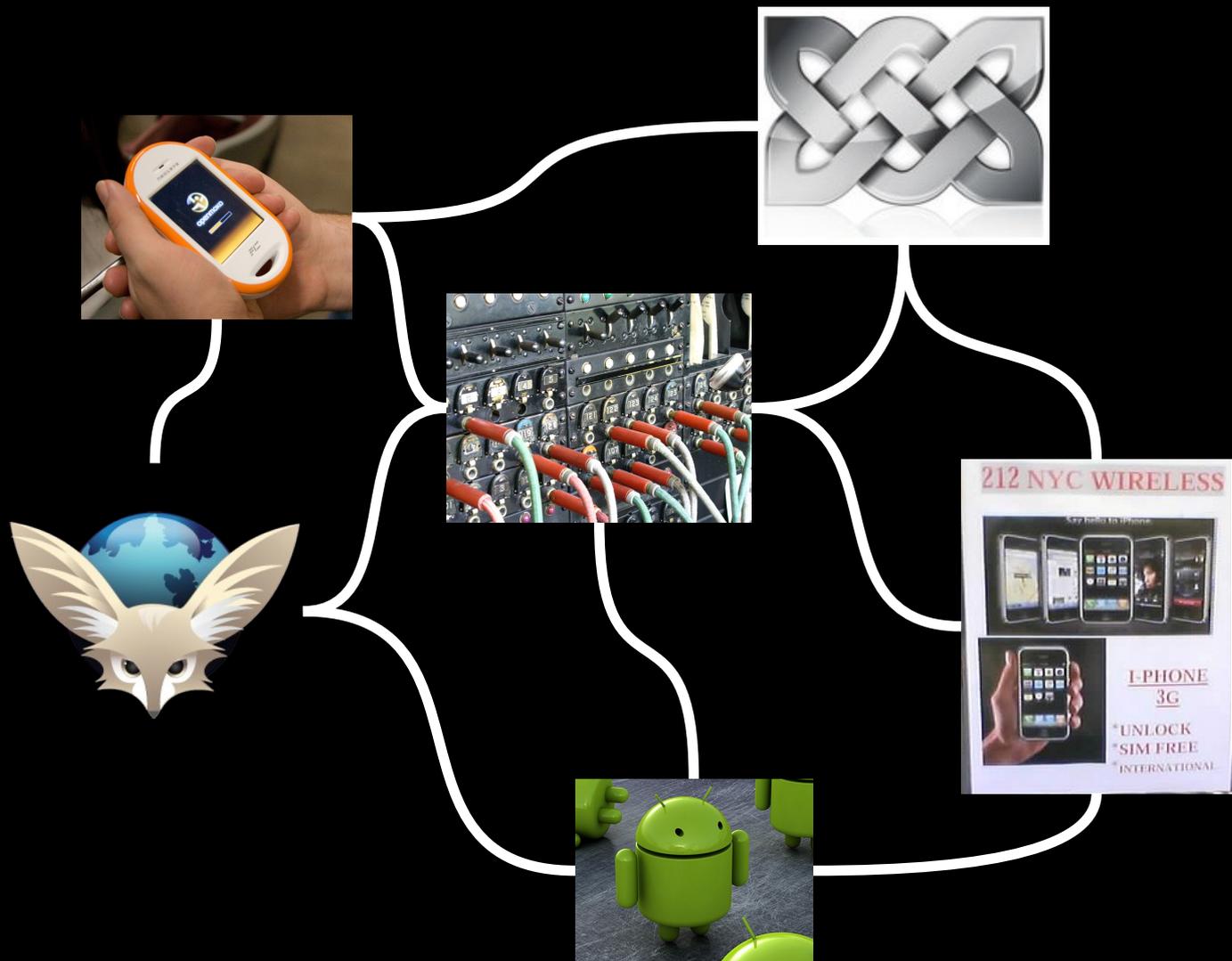
hardware  
software  
web  
network  
cloud  
billing  
permissions



hardware  
software  
web  
network  
cloud  
billing  
permissions

open mobile ecosystem

**open mobile ecosystem**



**open mobile ecosystem**

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

what conceptual  
frameworks do we  
need to free mobile?

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

study  
copy  
modify  
share

**we don't know**

study  
copy  
modify  
share

**we don't know**

**we have no maps**

**known**

**we don't know**

**we have no maps**

**known =**  
**complexity**

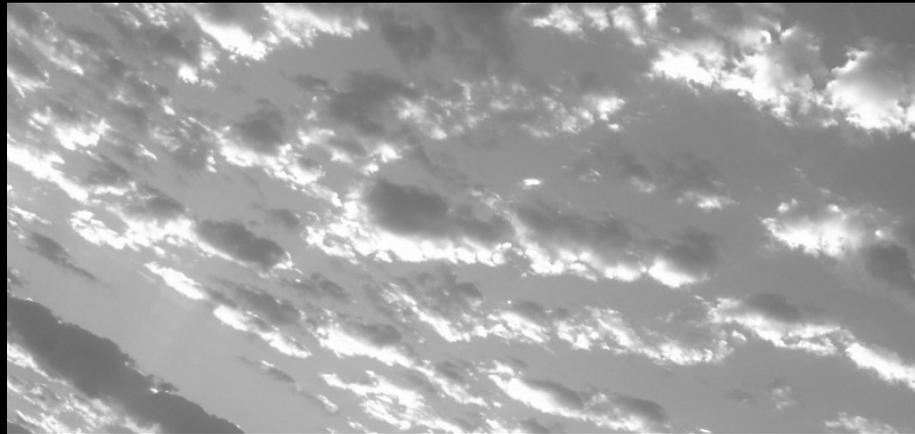
**we don't know**  
**we have no maps**

**complexity**

**also**

**complexity**

**also**  
**cloud**



**complexity**

**also**  
**video**



# complexity

also  
data



**complexity**

**also**

**???**



**<conclusion>**

**hard work, and hope, ahead.**

good news ->

good news ->

**people here**

are already having this conversation



fosdem 2008

people here  
are already having this conversation

**autonomo.us**  
*Toward Free Network Services*

---

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---

**Franklin Street Statement on Freedom and Network Services**

---

July 14, 2008 in [statements](#) by [mako](#) | [66 comments](#)

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.

---

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**ARCHIVES**

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July 14, 2008 in [statements](#) by [mako](#) | [66 comments](#)

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### ARCHIVES

first step towards making new maps

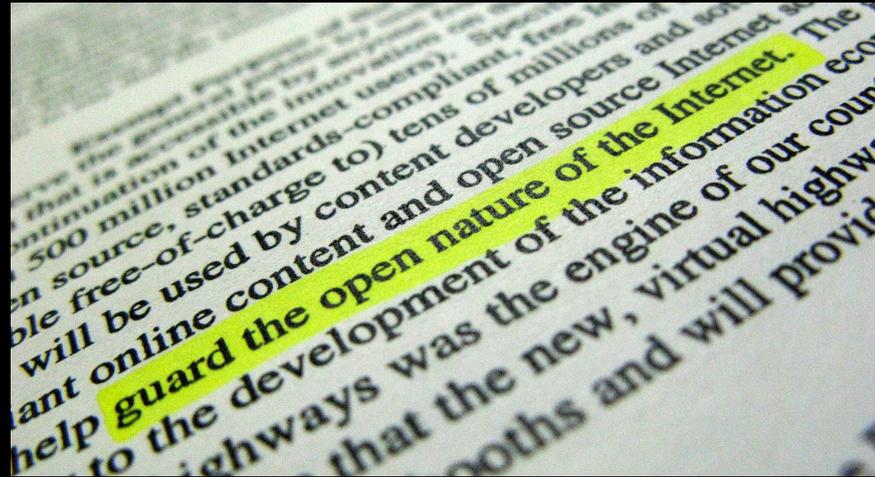
why does mozilla  
**care?**



# why does mozilla care?

... 500 million Internet users. Spec...  
... 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...

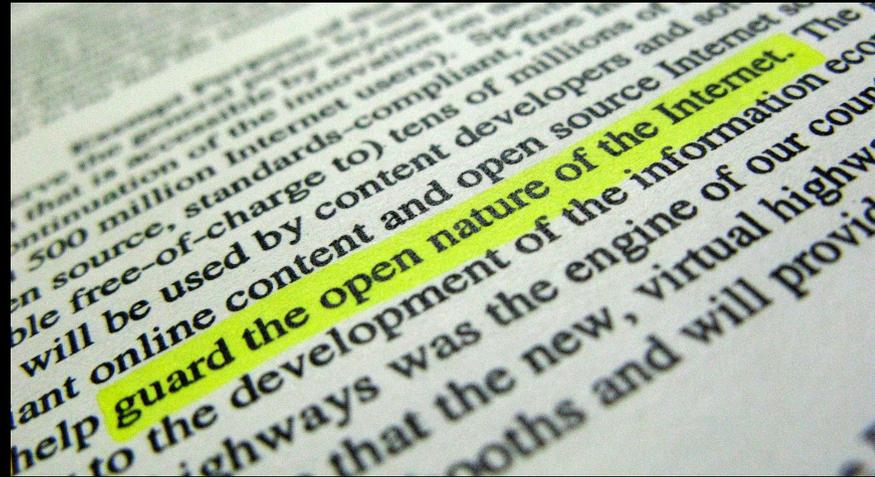




**2010**

- 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. ???



we don't know

... 500 million standards-compliant, free to be used by content developers and software companies. Specific to the Internet, the open source, standards-compliant, free to be used by content developers and software companies will be used by content developers and software companies to help guard the open nature of the Internet. The Internet was the engine of our country's economic growth. The new, virtual highways will provide the same growth and will provide...



we don't know  
we have no maps

... 500 million, standards-compliant, free Internet source, will be used by content developers and software companies to help guard the open nature of the Internet. The development of the information economy is the engine of our country's growth and will provide



**we don't know**  
**we have no maps**

**we don't know**  
**we have no maps**

**we need fellow**  
**mapmakers**



3



things  
i've been  
thinking

1. **think big** and broad and creatively about what needs to be free and open in the future.

3



things  
i've been  
thinking

3



things  
i've been  
thinking

2. **try stuff out** that concretely tests free and open in new domains. it'll take lots of tries.

**3. make maps along the way.** and then test them. and remake them. and share them with others.

**3**



things  
i've been  
thinking

**3**



**things  
i've been  
thinking**

**i hope other people might  
think about these things, too**

**i hope other people might  
think about these things, too**

**thanks**

# 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.**

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