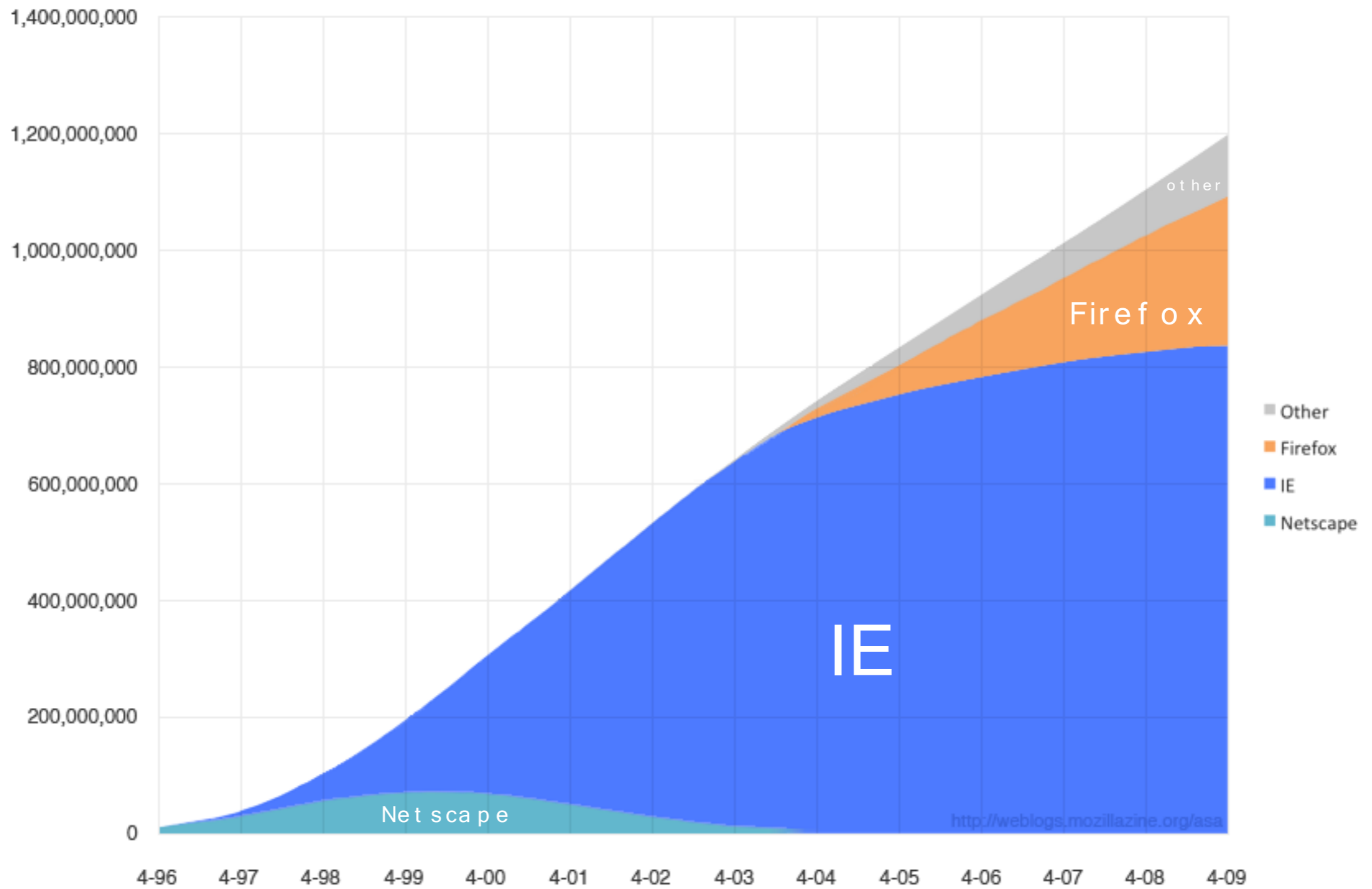


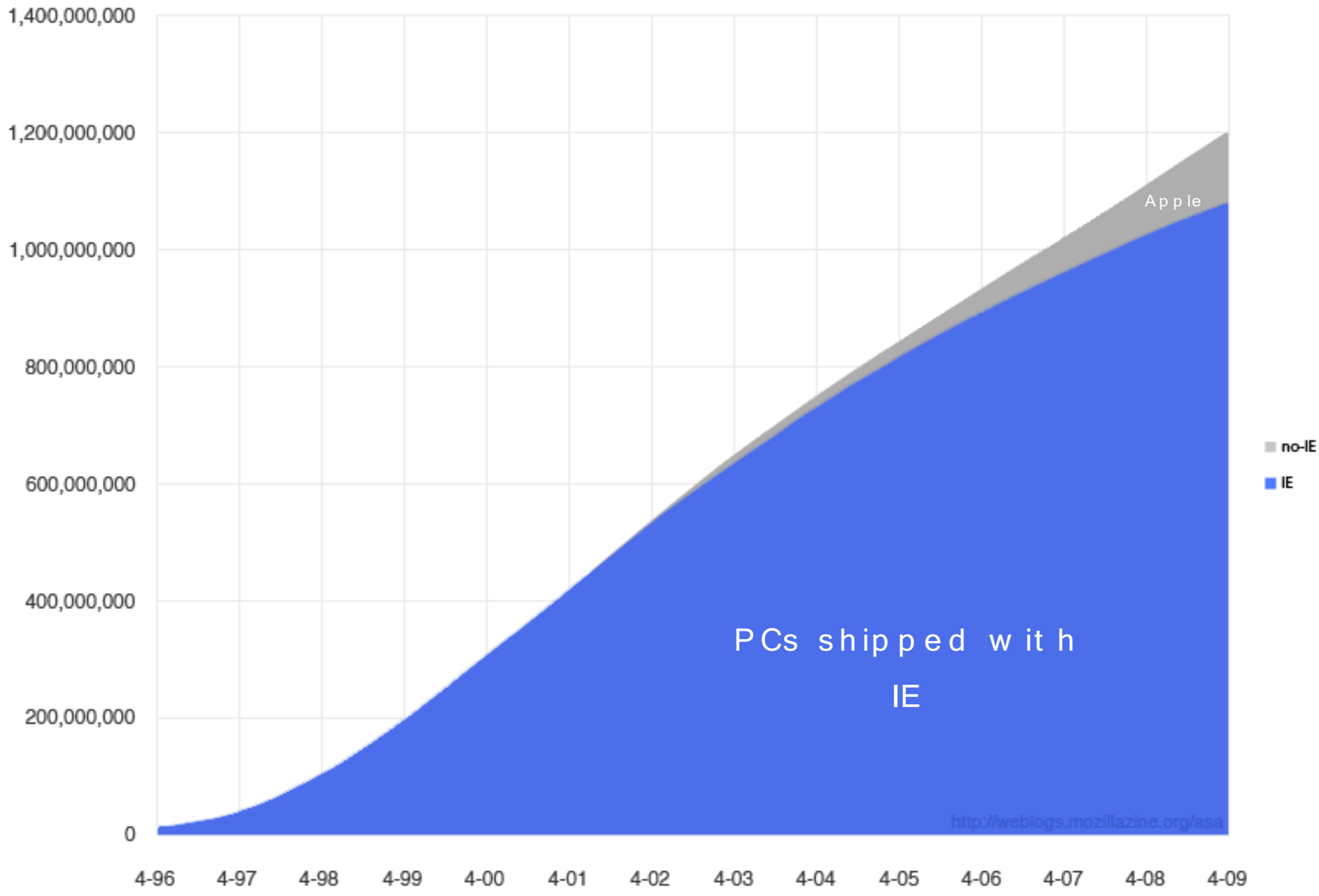


M i t c h e l l B a k e r

M o z i l l a F o u n d a t i o n

Browser Market Share Trends





IE – Windows Integration

Means:

- Competition for browser ubiquity does not exist *at all*
- Each person must choose to replace IE *over and over again*
- Choice is now dependent on special characteristics beyond quality and cost

Special Characteristics of Mozilla

- Non-profit, public benefit organization
- Mission-based: building an Internet based on innovation, participation and choice
- Financial return on investment NOT a goal
- Social movement relying on many thousands of volunteer participants
- Unique hybrid leadership: product and mission

Distribution Channels More Critical than Ever

- No competition based on price
- Sustainability is dependent upon scale
- Scale requires massive distribution
- Mozilla's distribution channel
 - Outside the traditional market
 - Can't duplicate the automatic ubiquity

Thank you

