

# how the **web** was won

some inspiration from history

Mark Surman  
Mozilla

USI 2010  
Paris

hi



hi  
mark surman



hi  
mark surman  
mozilla





my point:



my point:

**openess** and **participation**

= core logic of the web



my point:

openness and participation  
= core logic of the web  
it's **not everybody's logic**



my point:

openness and participation  
= core logic of the web  
it's not everybody's logic  
but **it's the logic that wins**  
in the digital world

point #1

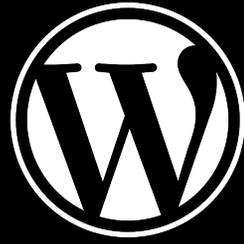
**openess** and **participation**

= the core logic of the web

I  OPEN  
WEB

the web we love

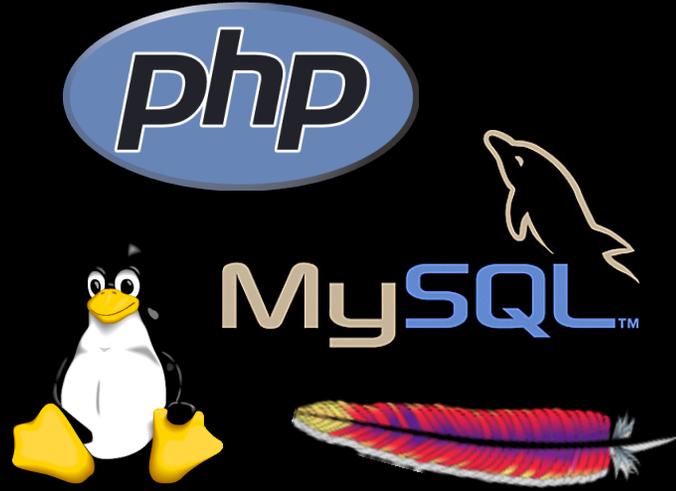
the web we love



flickr™



the web we love



the web we love

## What's a "Better" Internet?

There are a few key characteristics:

transparent vs. unknowable

open vs. closed

shared control vs. central control

international vs. international

---

participatory vs. manipulative



the web we love



**you  
make  
this  
web**

point #2

it's **not everybody's** logic

2003



# 2003

chirac still president  
human genome completed  
int'l year of freshwater  
australia wins cricket cup  
second iraq war starts



# 2003

chirac still president  
human genome completed  
int'l year of freshwater  
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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 declined to 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%

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6. Netscape Navigator 4	0.51%
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<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>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 Law Enforcement Ordinance Article 44</li> <li>Immigration Law Enforcement Regulation Article 49 Section 2</li> </ul>
<b>Phone number</b>	
<b>Miscellaneous</b>	...one 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

**KOTPA**  
Korea Trade-Investment Promotion Agency

**Human Resources Development Service Of Korea**

**KBS WORLD**

**HRD-Net**

Migrant Women's Hot-line  
1577-1366

**Contact KOREA**

**RESERVE** **APPLICATION (PRINCIPLE)** LIST



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• Reception time

Korea Trade-Investment  
Promotion Agency



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



Online application is only available for Internet Explorer



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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 run on base in Game 6 and 6 2/3 innings of one-run relief in Game 7.

1 2 3 4 5 6 7 8 9

Send This Page



THE WORLDWIDE LEADER IN SPORTS

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SOB.height = "460";
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the web was becoming less

**transparent**

**innovative**

**diverse**

**open**

the web was becoming less

transparent  
innovative  
diverse  
open

it wasn't the web we love

the web was becoming less

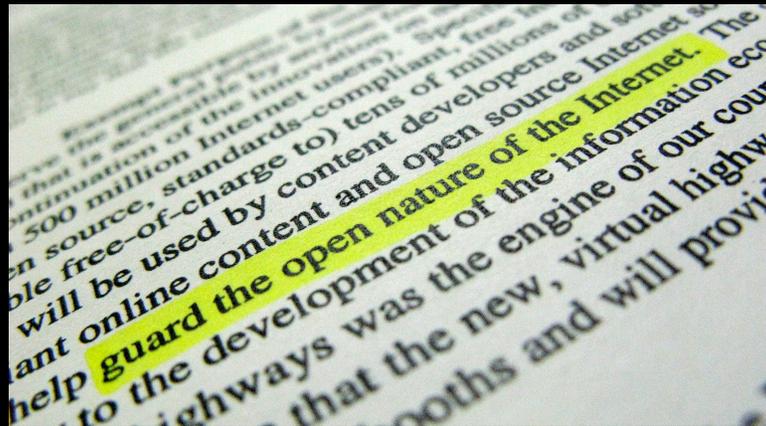
transparent  
innovative  
diverse  
open

it wasn't the web we love  
nor the web we have today

# 2003

the web is in danger  
mozilla foundation is born

# 2003



the web is in danger  
mozilla foundation is born



**together we**

rebuilt the platform,  
rebuilt the browser,  
improved the web,  
got things moving



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rebuilt the browser,  
improved the web,  
got things moving



open source

together we

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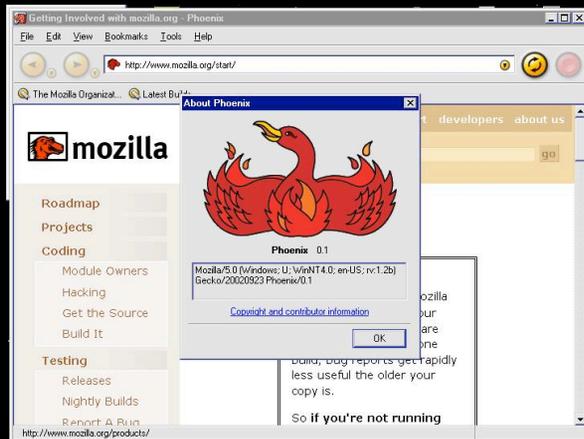
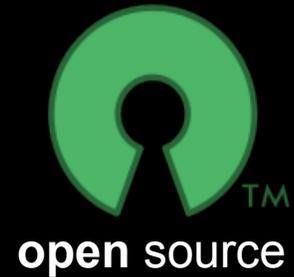


open source

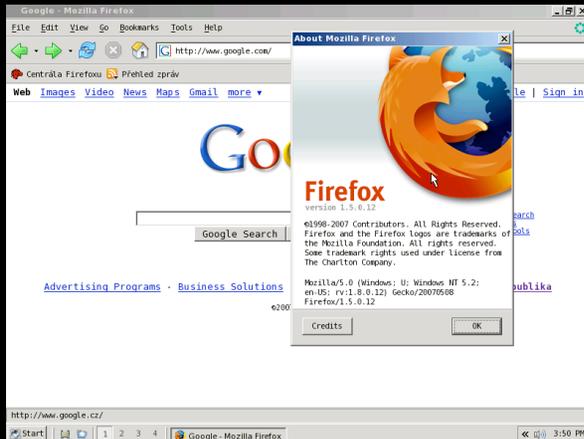


# together we

rebuilt the platform,  
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improved the web,  
got things moving



together we  
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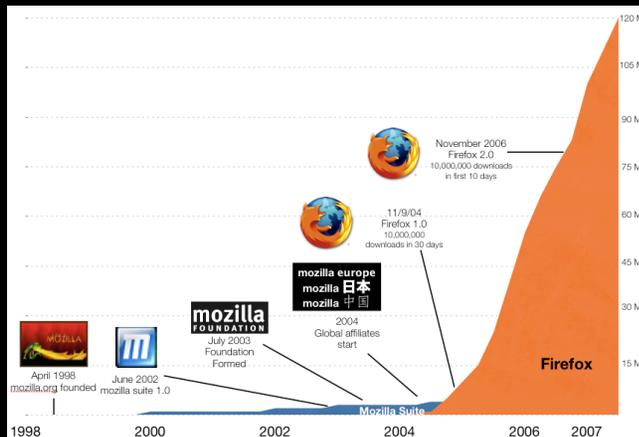


together we

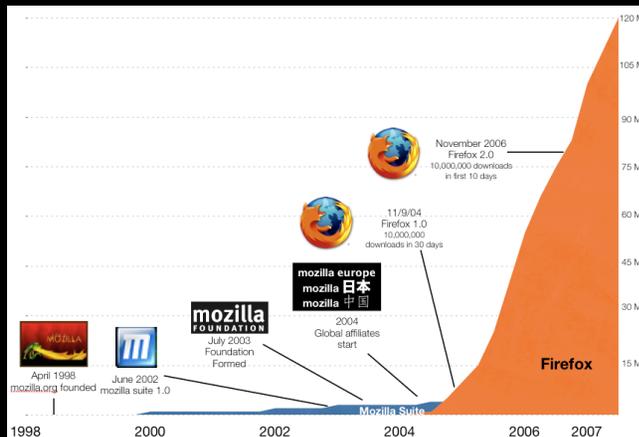
rebuilt the platform,  
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open source



together we  
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rebuilt the browser,  
improved the web,  
got things moving



using  
openness  
and participation

Mike Connor,  
Developer

|

Mike Connor,  
Developer

Firefox  
dev team

120

Mike  
Cor  
De

Firefox  
dev r

Daily  
contributors

100s



Mike  
Conr  
Dev

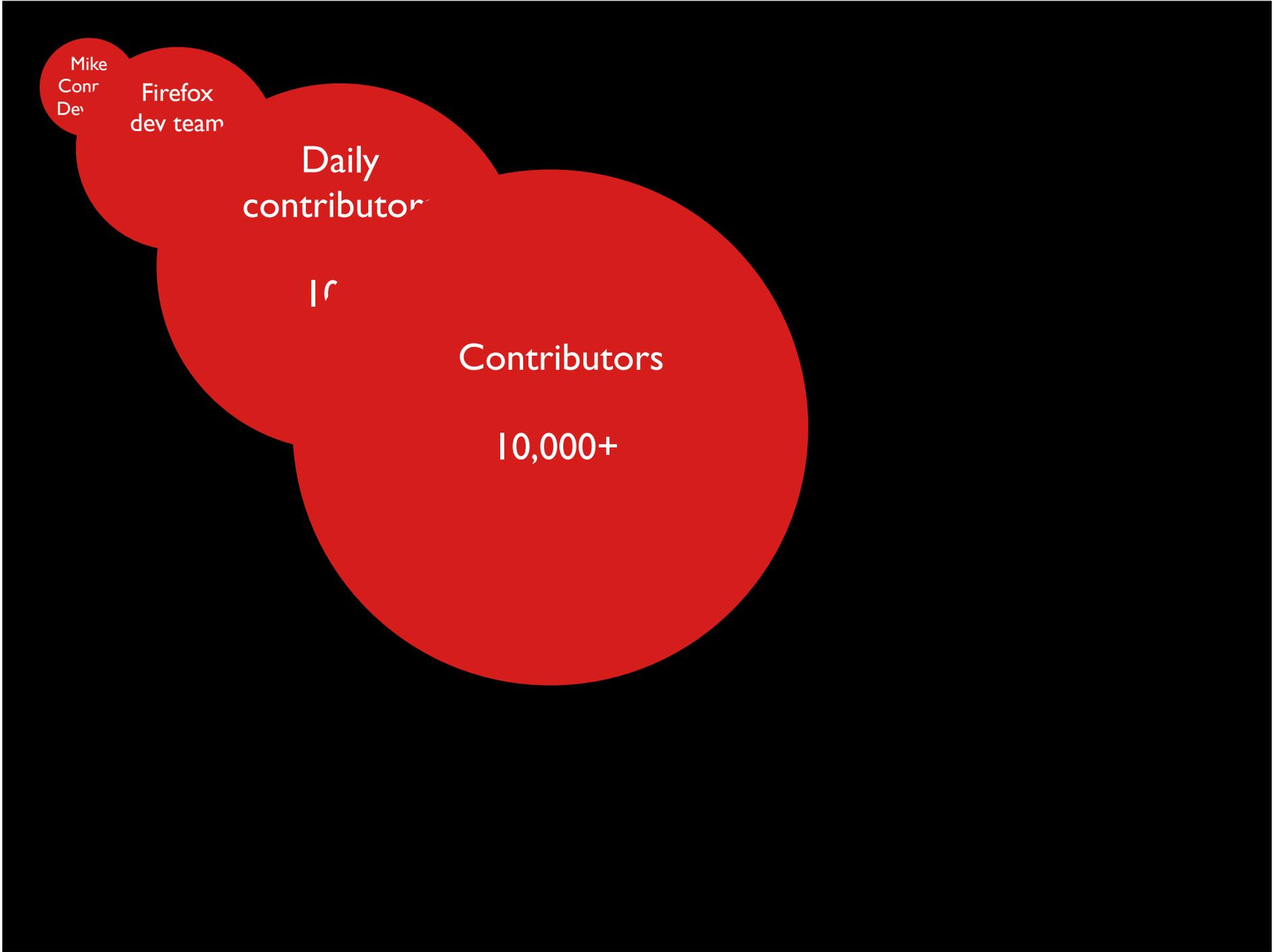
Firefox  
dev team

Daily  
contributors

10

Contributors

10,000+



Mike Connor  
Developer

Firefox  
dev \*

Daily  
contributors

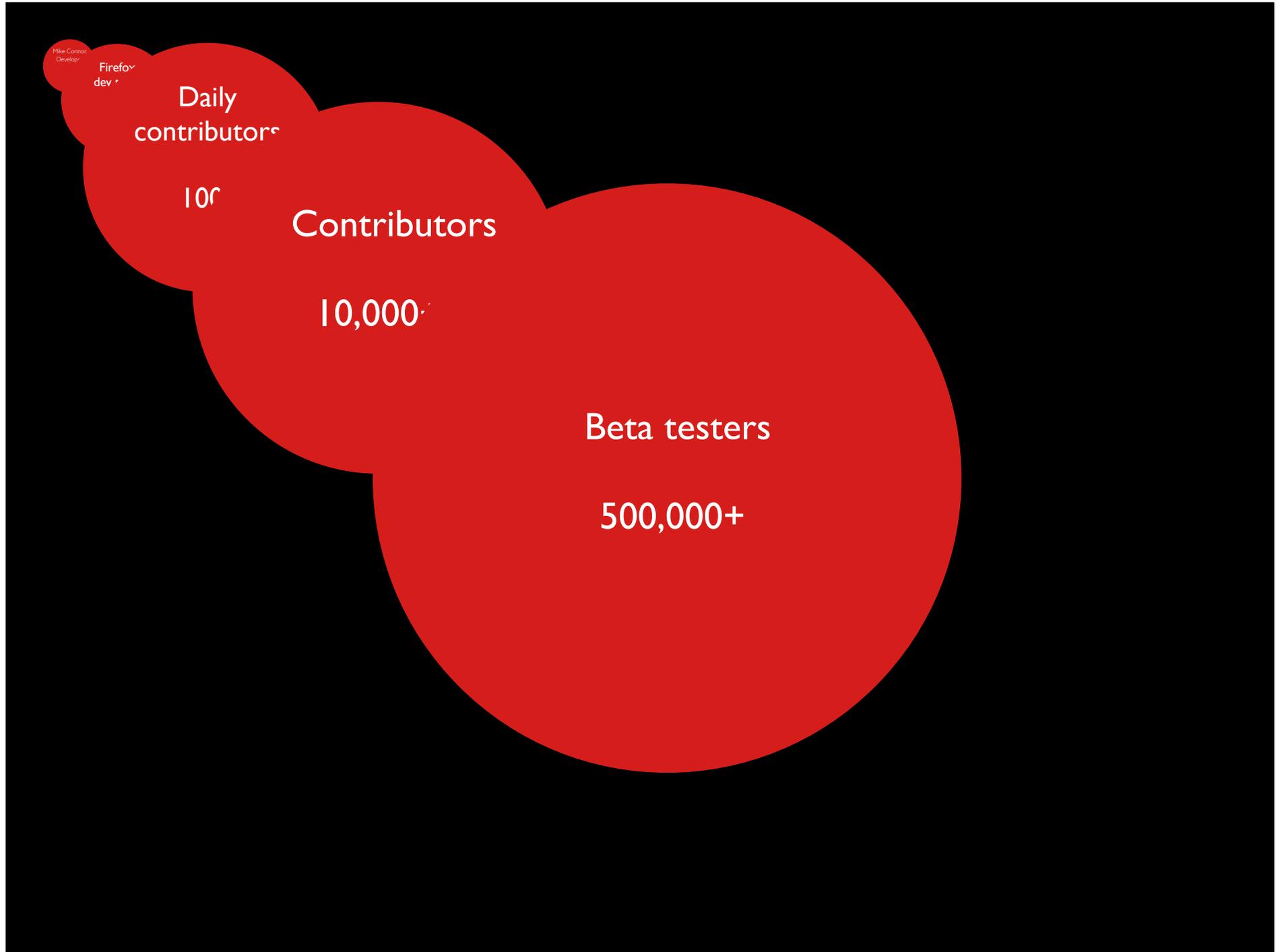
100

Contributors

10,000+

Beta testers

500,000+



Mike Connor  
Developer

Firefox  
dev r

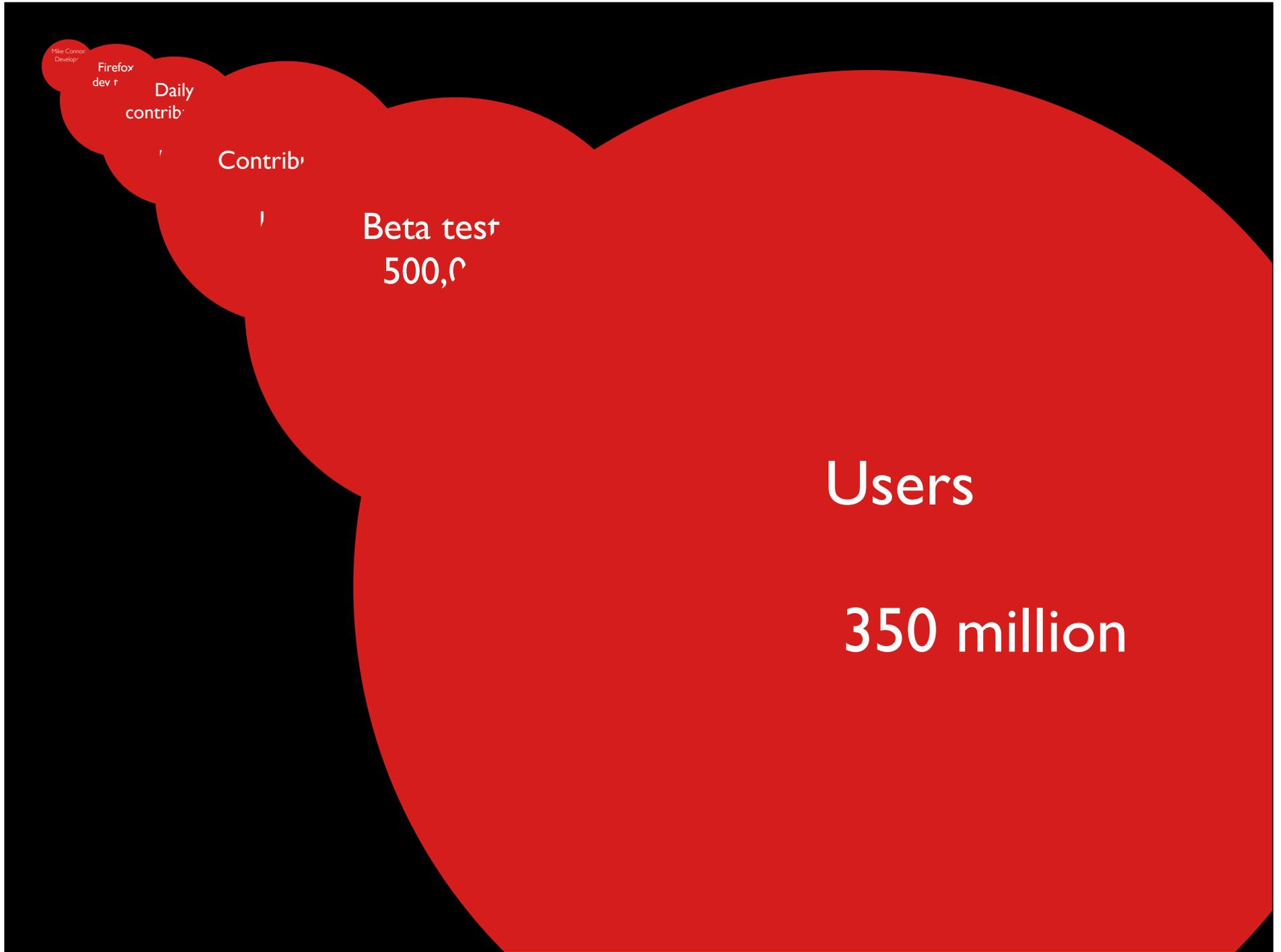
Daily  
contrib'

Contrib'

Beta test  
500,0

Users

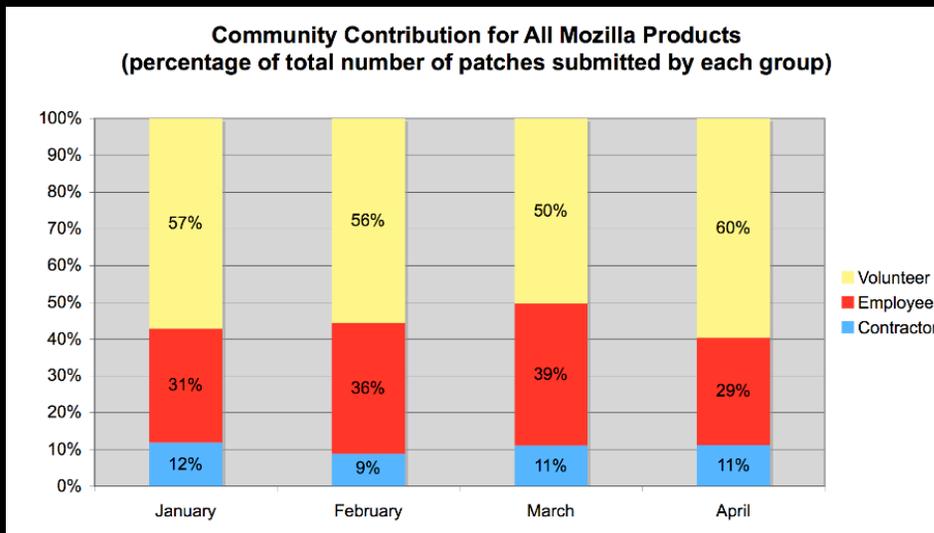
350 million



we encouraged people to

**participate**

we encouraged people to  
**participate**



we encouraged people to  
**participate**



we encouraged people to  
**participate**

1000s of people

we encouraged people to  
**participate**



we encouraged people to  
**participate**



**a bet on openness**

we encouraged people to  
**participate**



this is **the logic of the web**

we encouraged people to  
**participate**



this is **how the web thinks**

participate

this is how we won back the web

point #3

open is **the logic that wins**  
in the digital world

the web is **healthy** now!

but are still threats ahead



network **throttled**, sliced up

mobile web still thinks like a phone



**identity** and **data** locked up in silos



the good news:

openness and participation  
= massive models that work

consumer-focused  
non-profit  
one central org  
individuals as contributors



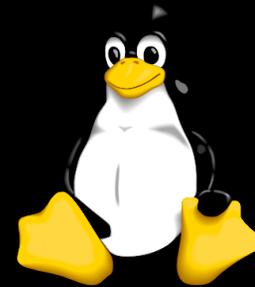


content creator focus  
private company  
web service plus open source  
web devs as contributors

the (other) good news:

you can get involved

infrastructure-focused  
many .orgs and companies  
the real pipes of the internet  
companies pay staff to contribute



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many .orgs and companies  
the real pipes of the internet  
companies pay staff to contribute



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the (other) good news:



you can be a part of it



**you can be a part of it**  
this can help your company

parting thought:  
it's time to **think like the web**

it's time to think like the web

radical

# radical

"... use cutting-edge technologies to create a new level of transparency, accountability, and participation for citizens."

# radical



"... use cutting-edge technologies to create a new level of transparency, accountability, and participation for citizens."

[http://change.gov/agenda/technology\\_agenda/](http://change.gov/agenda/technology_agenda/)

# mainstream



"... use cutting-edge technologies to create a new level of transparency, accountability, and participation for citizens."

[http://change.gov/agenda/technology\\_agenda/](http://change.gov/agenda/technology_agenda/)

# awesome



"... use cutting-edge technologies to create a new level of transparency, accountability, and participation for citizens."

[http://change.gov/agenda/technology\\_agenda/](http://change.gov/agenda/technology_agenda/)



**mark surman**

executive director  
mozilla foundation  
mark@mozillafoundation.org

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

