MOZILLA KEY MESSAGES
The goal of this document is to empower people who want to tell the Mozilla story.
With this in mind, here are some commonly asked questions about Mozilla,
accompanied by (hopefully) useful responses. Feel free to say these in your own
words, and to use them in ways that reflect your experience with the project.

WHAT IS MOZILLA?
• Mozilla is a public benefit organization dedicated to improving the Internet
experience for people everywhere
• Mozilla is a community of tens of thousands of passionate people who have
joined together to create, share and improve great software
• Mozilla believes that free and open source software is fundamental to
maintaining the Internet as a global public resource

WHAT DOES MOZILLA DO?
• Mozilla is the home of the award-winning Web browser, Firefox
• Mozilla provides a secure Web experience users can trust
• Mozilla makes free, open source software and nurtures a community where
people around the world are encouraged to participate
• Mozilla provides a platform that enables software developers and entrepreneurs
to create new applications and businesses

WHAT IS THE PUBLIC BENEFIT MOZILLA PROVIDES?
• Mozilla builds social and civic value into the Internet to complement economic
value.
• Mozilla runs a transparent business, making public information regarding its
product roadmap, security issues, and community involvement.
• Mozilla advocates for users on the Web, leading and applying pressure on other
actors to do good.
• By cultivating an open, free and participatory Internet, Mozilla:
    - Provides people with world-class, open software for browsing the Internet
    - Provides a platform for software developers to build new applications
    - Organizes a community that participates in making the Internet the best it
can be
    - Invigorates industry-wide innovation

WHO IS THE MOZILLA COMMUNITY?
• Mozilla is a community of tens of thousands of people, including both employees
and volunteers. The Mozilla community includes:
    - Entrepreneurs
    - Academics
    - Employees
    - Technologists
    - Students
• The Mozilla community contributes time and work to:
    - Identify and help fix security bugs
    - Contribute millions of lines of code
    - Translate Mozilla products into almost 75 languages
    - Create new add-ons for Firefox and Thunderbird
    - Market and spread Firefox

- Mozilla is one of the largest open-source software development projects in existence
- The Mozilla community consists of 126 global contributor communities, which vary in size. There are an estimated 3 to 5 volunteers at minimum in each locale.
- Mozilla has approximately 500 very active volunteers in its localization community.
- The Mozilla community has more than 1000 code contributors and tens of thousands of testers, designers, writers, and more

HOW DOES MOZILLA PROVIDE A SECURE WEB EXPERIENCE?
- Mozilla has an unrelenting focus on security based on open source principles, ensuring that security bugs are quickly identified and fixed
    - Mozilla has a vast community of security experts who advocate for general consumers. These experts design, develop, review, test and deploy security features and fixes.
    - With a community dedicated to keeping Firefox secure, Mozilla is able to find and fix bugs faster
    - Users get patches faster: 90% of active users updated within six days

FIREFOX
- Firefox is the revolutionary, open source browser that has changed the Web by making it safer for everyone and providing a platform for mass innovation
- Keeps you secure on the Web, protecting you from online scams
- Allows you to personalize your browser with thousands of useful add-ons
- Firefox stands for openness, innovation and freedom on the Internet
- Delivers the best browsing experience to the widest set of people

COMPANY TIMELINE
- The Mozilla Project traces its roots to Netscape where the open source project was formed in February 1998; the source code was released on March 31, 1998
- The Mozilla Foundation was founded as a nonprofit organization in July 2003, with approximately $3 million from a variety of sources, to guide and foster the various Mozilla project
- On November 9, 2004, Mozilla Firefox 1.0 was released
- Firefox downloads surpassed 50 million in April 2005, 400 million in September 2007, one billlion in August 2009, 1.3 billion in April 2010

FAST FACTS
- Current market share: 23% worldwide (Net Applications, October 2010); 35.04% in Europe (Net Applications, July 2010)
- Number of active Firefox users: nearly 400 million
- Number of languages Firefox is currently translated into: approx 75
- Firefox is currently used in every country in the world
- Number of people that download Mozilla's nightly build every day: 20,000
- Number of full time Mozilla employees: 300 employees
- Number of free, community contributed Firefox Add-ons: More than 12,000 (more than any other browser)
- Students from more than 1400 institutions in 77 countries spread Firefox as Mozilla Student Representatives
- Offices: Mountain View, Toronto, Paris, Tokyo, Beijing, Auckland