2015 Marketplace & Content Ecosystem

draft

Vertical Partner FxOS Integration

- Mapping
- Storage
- Social API
- Wikipedia
- Weather

Primarily driven by FxOS API integration but also Fx and Fennec considers

Developer Monetization

- In-App Payments
- In-App Ads
- Enhanced Payment options in target markets

Laying the foundation also for how Mozilla to monetize

Deliver Xross-platform Xperience

- X-device discovery, inter-connectivity and experience for Open Web Apps

- Marketplace-as-a-Service

- Improved Desktop experience

- Enabling TVs and other form-factors

Community Engagement

- Community Curation of Feeds (and possible user-curated)

- Localization and enablement of new markets

Pillar stone for entering new markets

Firefox OS