\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*CONTENT\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*

Landing Page 1: Introduction/Welcome
(ASSET: Mitchell Introduction Video: [files.me.com/rainercv/3mcnwt.mov)](http://files.me.com/rainercv/3mcnwt.mov%29)

CONTENT:
Mozilla’s mission is to ensure that the Internet remains open, interoperable and respects user sovereignty. We do this by building software that puts people in control of their digital lives,  like Firefox. We do this by empowering a global community of people who volunteer to champion these efforts.

Internet life is changing. We are connecting through more devices. We are living in apps as well as browsers. We are interacting with friends and followers and acquaintances.  We can experience the Web through a highly personal, highly customized lens.

The challenges ahead of us are very real.  Mobile platforms are more closed and more centralized than we have seen in decades. As individuals, we are losing the ability to act on the Web without permission from large, centralized gatekeepers. We are all being tracked, logged, cataloged, monetized and turned into products to be sold.  We're seeing the universal platform of the Web fragmenting back into multiple different worlds.

As the Internet experience is changing, Mozilla, too, is changing. The products and tools that we use to advance our mission are expanding and evolving. A browser is necessary but not sufficient. Equally important is expanding the number of people who understand our values and identify as Mozillians.  Mozilla has both the challenge and the opportunity to expand our reach dramatically.  We have the ability to bring our values to life in new ways.  Embracing these opportunities means embracing change, embracing hope and embracing determination.  This is how we will continue to give people  ultimate authority over their digital lives.

I am pleased to share with you this year’s annual State of Mozilla report.  It details our opportunities, our community and our expanding set of initiatives. I invite you to learn more about the Mozilla Project and join us in our ongoing efforts to build a better Internet.

\*\*\*\*\*\*NOT FINAL\*\*\*\*\*\*\*\*\*\*

***PAGE 2:***
***ASSET: Project Press graphic***
***More Mozilla Offerings - Projects***
The end of  2010 was a challenging time for Mozilla. We were working on Firefox 4, but we didn't know when it would ship. It had been almost a year in the making and we had a ways to go.

We changed that. We changed it by an act of will, backed up by great talent and new thinking and focus.  We shipped Firefox 4 in March 2011.  We began including Android as a standard platform along with our desktop platforms.  We shipped Firefox 5 three months later, just like we said we would. Six weeks later we shipped the next release of Firefox.  We changed our development process to meet the changing market.  We did this in a workmanlike, precise and focused way. It wasn't easy.  And of course, there's more to be done, such as make the experience better with add-ons and for Firefox users for whom quick cycles are difficult.   But we're now able to deliver important new capabilities to the Web quickly.  We're able to deliver Firefox on a stable, consistent schedule.  The same is true of Thunderbird.

Privacy and Do Not Track
Firefox 4 was a great achievement for us. Today’s Web is evolving at a rapid pace and people are putting more and more information about themselves online.  We believe it’s crucial to put people in control of their personal Web interactions and experiences. In an effort to give users more control we developed the Do Not Track feature in Firefox, both on desktop and mobile. Industry support quickly followed. Apple and Microsoft implemented the same solution into their browsers. The United States Federal Trade Commission publicly supported Do Not Track and the Vice President of the European Commission called for adoption of Do Not Track by 2012. But Do Not Track is only a first step in terms giving users more control over their online privacy. We will continue to act as an advocate for the user and explore more ways to bring transparency to online user data collection methods. LINK: PRIVACY BLOG POST

Firefox Sync is integrated into Firefox and allows users to sync their Firefox history, bookmarks, open tabs, passwords and form data across multiple computers and mobile devices, providing a seamless and secure Web experience, wherever they are. In addition, there has been a modernization of our add-on ecosystem. The new Firefox Add-ons Manager to make it easy for users to manage and discover add-ons  and the Add-ons builder makes it easier for developers to create awesome add-ons.

Apps
In the last year we've also invested in a set of new initiatives.  [Our open Web apps ecosystem](https://apps.mozillalabs.com/) charts a course for integrating some of the exciting traits of "apps" with the richness and empowerment of the Web.  With our app ecosystem, we are aiming to provide alternatives to the current app model that aren’t so open to interoperability and user sovereignty and incorporate all of the characteristics that are important about the Web..This new system will let users to take their apps cross-platform and cross-device. It would bridge our contacts and social graph from different providers and do things like share “leader boards” and other multi-player game elements across the Web, rather than application to application. It will allow users to  discover apps in open and flexible ways just as we discover other content on the Web. In this world both the browser and apps connect us to a universally accessible, interoperable Internet that encourages innovation without censorship.

Identity
It is important for users to have an identity on the Web that he or she controls and can use in addition to an identity controlled by a social networking or other application. This need to be an open source, standards-based platform for universally accessible, decentralized, customized identity on the Web. The BrowserID work is a first step in this direction. Browser ID is a secure, decentralized, open source, cross-browser way to sign onto websites using your email address.

Boot to Gecko
Boot to Gecko is a new project from Mozilla, intended to create an underlying platform of the Web on mobile devices. Boot to Gecko is still in its early stages, but the goal is to build a complete, standalone operating system based on open Web technologies to make them a better basis for future applications on mobile and desktop. We believe that the Web can be an equal or better alternative to proprietary, single-vendor stacks for application development.

[WebFWD](https://webfwd.org/),
More recently we launched WebFWD, [https://webfwd.org/] (Web Forward). The WebFWD program is designed to mentor groups of builders and innovators to create open solutions that push the Web forward. Web FWD supports open Web innovators by providing a space at Mozilla where they can build their products with close mentorship from many leaders in the  technology space. We are creating a workshop environment where bold ideas can be realized and bare-bones prototypes can develop and go forward as products.

Mozilla Spaces [Link to Mozilla Spaces]
Over the next year, we will be opening up Mozilla Spaces around the world to give Mozillians a space where they can come together to meet, hold events, hack, collaborate, innovate and contribute to a better Web. Mozilla Spaces are meant to foster collaboration and creativity among Mozilla’s global team of paid staff and volunteers. Currently, Mozilla  has offices in Toronto, Paris and New Zealand and we are converting these offices into Mozilla Spaces. We are also opening new spaces this year in San Francisco, London, Vancouver and Berlin with plans to expand beyond these locations.

Mozilla Drumbeat:
In 2010, Mozilla created Mozilla Drumbeat: an effort an initiative to enable more people to build and experience openness and opportunity on the Internet. More than 20,000 individuals and 630 projects have joined this initiative to date.

Education
Mozilla runs educational programs to give people skills to communicate, build and innovate using the the open technology and culture of the Web. In 2010, the Foundation created two new educational efforts. The School of Webcraft is a free, online community for learning open Web development for adults.  Students learn through a combination of free and open learning materials, online study groups and hands-on assignments that test their hacking skills. We also developed a program called Hackasaurus that teaches children ages 12 to 18  the basics of Web technology and Web development. By making it easy for youth to tinker and discover he building blocks that make up the Web, Hackasaurus helps students move from digital consumers to active producers, seeing the Web as something they can actively shape, remix and make better.

Media
Mozilla runs programs and creates tools that bring openness and innovation to the world of online media. During 2010, the Foundation created the Web Made Movies open cinema lab and started work on software called Popcorn to help filmmakers tap into the creative potential of new Web video and audio standards. The Foundation also actively worked with and supported the Universal Subtitles Project, the Open Video Alliance and the Bay Area Video Coalition in an effort to advance the creative use of open video technology on the Web.

Events
In 2010, Mozilla established an events program to grow global involvement in its community and innovation programs. The flagship event was the first annual Mozilla Festival: a 600 person hands-on workshop on educational innovation and the Web held in Barcelona, Spain. The Foundation also supported smaller, self-organized local workshops on open education, media and web in New York, Boston, San Diego, Toronto, Berlin, Sao Paulo and 15 other cities around the world.

**PAGE 3: COMMUNITY:**
**Video ASSET ON THIS PAGE:** [**http://www.mozilla.org/contribute/**](http://www.mozilla.org/contribute/) **(CONTRIBUTE VIDEO)**

**ASSET: Community Infographic**
**Mozilla Reps:**
Mozilla Reps [https://wiki.mozilla.org/ReMo] (also endearingly known as ReMo) was introduced this year as a key foundational program of Mozilla’s new Contributor Engagement [https://wiki.mozilla.org/ContributorEngagement] team.  The goal of Mozilla Reps is to inspire and empower individuals to participate in and contribute to Mozilla, and extend leadership to the edges of the Mozilla Project. By September, more than 250 core contributors joined the ranks with a goal of more than 500 by the end of 2011. Join today [<https://wiki.mozilla.org/ReMo/SOPs/Joining>]!<https://wiki.mozilla.org/ReMo/SOPs/Joining>
<https://wiki.mozilla.org/ReMo/SOPs/Joining>

**Vibrant New Regional Communities**
Over the course of the year, new Mozilla communities have sprung up in Latin America, the Middle East and Africa, further expanding the reach and diversity of Mozilla’s community. In particular, Mozilla Arabic [http://www.arabicmozilla.org/], Mozilla Kenya [<http://www.arabicmozilla.org/>
<http://www.mozilla-kenya.org/>], Mozilla Cuba and Mozilla Nicaragua were organized and launched by local volunteers.  At the same time, our Mozilla Hispano [www.mozilla-hispano.org] community has continued to thrive, expanding its ranks to 13 Spanish-speaking countries and over 100 active contributors.   Find your local community here [<http://www.mozilla.org/contribute/local/>].

**Localization:**
Through the power and strength of our volunteer community Firefox has been localized into more than 86 languages (up nine from a year ago), and reaches as many as 130 million people outside of the United States each day in more than 242 countries around the world. These thousands of volunteers act as translators of Firefox, its add-ons, and related campaigns, as well as testers of localized versions. At the same time, they provide support to Firefox users in their native tongue.  These volunteers collectively enable people to get the most out of using Firefox and the Internet in every corner of the globe.

**Mozillian Community Directory**
This year we’ve launched the Mozillian community directory (or Phonebook) to put a face to our global community. It aims to make the Mozilla community feel smaller by creating an easy way to learn who is involved, what we all do, and how to connect with each other.  At the same time it will create a basic set of metrics for our community. Sign up here. [<http://www.mozilla.org/phonebook>].

**Community in Focus: Mozilla Arabic**
Communities and locales in the Arabic-speaking world experienced inspiring growth this year and came together to form a collective community called Mozilla Arabic.  Countries include Egypt, Jordan, Tunisia, Algeria, Lebanon, Palestine, Syria, Morocco and Sudan. In July, Mozilla Jordan hosted the region’s inaugural inter-community meetup [<http://pierros.papadeas.gr/?p=253>] in Amman, Jordan.

**Community in Focus: Ghana and Kenya**
With the release of Firefox 4 many Mozillians found the occasion to celebrate. Communities in Ghana and Kenya did their share of partying and also took the opportunity to share the Mozilla Project with students, partnering organizations, and others in their regions. Representatives from Mozilla Ghana [[http://mozilla-ghana.org](http://mozilla-ghana.org/)] participated in a symposium at the IPMC College of Technology in Accra and sponsored a Firefox booth at the National Society of Black Engineers Sci-Tech 2011 Fair. Kenya’s community coordinator Alex Wafula has started an outreach project [<http://www.mozilla-kenya.org/blog/18-road-trip>] with universities across the country.

**Community in Focus: Mozilla Hispano**
Mozilla Hispano [http://www.mozilla-hispano.org/] continues to distinguish itself by nurturing some of the most dedicated and innovative contributors [<http://www.youtube.com/watch?v=HdhwMBntEFg>] in the Mozilla Project. Mozilla Hispano’s organizational structure has evolved over the years, pioneering new ways for community groups to contribute comprehensive coverage in projects like localization, engagement [<http://www.mozilla-hispano.org/con-firefox-4-nos-comunicamos-en-htnl5>], documentation, and infrastructure. Programs such as Firefox en la Escuela (Firefox in School) and [[http://www.firefoxenlaescuela.org](http://www.firefoxenlaescuela.org/)] and the Adopta a un Novato (Adopt a Newbie) mentorship model [<http://www.mozilla-hispano.org/documentacion/Adopta_a_un_novato>] are popular as they are effective means of evangelizing Mozilla and scaling its contributors.

**Community in Focus: Mozilla Indonesia**
Mozilla's community in Indonesia [ http://www.mozilla.web.id/] has exploded this year, holding 8 events across the country and many hundreds of guests celebrating the Firefox 4 release. The community has developed an Indonesian mascot character "Kumi" which has been celebrated and distributed as a paper toy at many of this year’s events. The community now has regional leaders in the 5 largest cities in Indonesiat that have been actively promoting Mozilla and Firefox. It is partly due to the enthusiasm and passion of the Mozilla Indonesia community that Firefox enjoys the largest market share in the world in Indonesia.

**Get Involved**
Become a part of Mozilla’s fun and diverse movement today. [<http://www.mozilla.org/contribute/>] All sorts of opportunities are available by skill set, interest and time commitment.  You don’t have to be an expert Web developer – just have a passion for making the Web better.

PAGE 5

The Mission Doesn't Change - Conclusion
Some things won't change of course -- our focus on our mission, our vision of the Internet as offering opportunity for all, our open, source, public-benefit organization.