NAME: Sudhanshu Kumar Singh

ENROLLMENT NO.: A7605219021

Description of Class Case Study:

* Mozilla Firefox is a Free/Libre/Open Source (FLOSS) browser supported by the Mozilla Foundation. This browser was recently released and has met with considerable success- it has been downloaded more than 20 million times and has already taken considerable market share from its prime competitor- Microsoft’s Internet Explorer. Further, I discussed how the efforts of 63000 volunteers led to a community successfully competing with a powerful corporation.

I identify four factors as the key facilitators to Firefox’ success- complacent competition, product superiority, presence of marketing leader and volunteer support. This is a work in progress. Mozilla Firefox is a FLOSS product supported by the Mozilla Foundation.

* It faces considerable competition from Microsoft’s Internet Explorer (IE). IE has a massive distribution advantage- IE comes pre-installed on every computer that runs Microsoft Windows while users have to download Firefox from a web site and install it on their computers. Despite these odds, the community has launched an exemplary marketing campaign that has led to 20 million downloads of the Firefox browser at the time of writing. The upward download trajectory since the official launch is shown in Figures 1a and 1b and tells an impressive story. This success of the Firefox browser flies in the face of the views of some that FLOSS products are suited only to technically oriented audiences. The community is already setting its vision at 100 million downloads.