Mozilla Firefox

Idea:

**Firefox** , in full **Mozilla Firefox**, free [open-source](https://www.britannica.com/topic/open-source) Web [browser](https://www.britannica.com/technology/browser) created by the American [software](https://www.britannica.com/technology/software) company Mozilla Corporation.

*“We’re building a better Internet”*

“Our mission is to ensure the Internet is a global public resource, open and accessible to all. An Internet that truly puts people first , where individuals can shape their own experience and are empowered, safe and independent.

At Mozilla, we’re a global community of technologists, thinkers and builders working together to keep the Internet alive and accessible, so people worldwide can be informed contributors and creators of the Web. We believe this act of human collaboration across an open platform is essential to individual growth and our collective future.”

The Mozilla project was [created in 1998](https://air.mozilla.org/code-rush/) with the [release of the Netscape browser suite source code](https://web.archive.org/web/20021001071727/wp.netscape.com/newsref/pr/newsrelease558.html). It was intended to harness the creative power of thousands of programmers on the internet and fuel unprecedented levels of innovation in the browser market. Within the [first year](http://www-archive.mozilla.org/mozilla-at-one.html), new community members from around the world had already contributed new functionality, enhanced existing features and became engaged in the management and planning of the project itself.

What Problem does it solve:

* [New Tab page: great content at your fingertips](https://support.mozilla.org/en-US/kb/get-started-firefox-overview-main-features#w_new-tab-page-great-content-at-your-fingertips)
* [Search everything with the unified search/address bar](https://support.mozilla.org/en-US/kb/get-started-firefox-overview-main-features#w_search-everything-with-the-unified-searchaddress-bar)
* [Page Actions menu: Bookmark, snap, save or share](https://support.mozilla.org/en-US/kb/get-started-firefox-overview-main-features#w_page-actions-menu-bookmark-snap-save-or-share)
* [Bookmark a page](https://support.mozilla.org/en-US/kb/get-started-firefox-overview-main-features#w_bookmark-a-page)
* [Private Browsing with Enhanced Tracking Protection: Browse fast and free](https://support.mozilla.org/en-US/kb/get-started-firefox-overview-main-features#w_private-browsing-with-enhanced-tracking-protection-browse-fast-and-free)
* [Keep your Firefox in sync](https://support.mozilla.org/en-US/kb/get-started-firefox-overview-main-features#w_keep-your-firefox-in-sync)
* [Customize the menu or the toolbar](https://support.mozilla.org/en-US/kb/get-started-firefox-overview-main-features#w_customize-the-menu-or-the-toolbar)
* [Add features to Firefox with add-ons](https://support.mozilla.org/en-US/kb/get-started-firefox-overview-main-features#w_add-features-to-firefox-with-add-ons)
* [Get help](https://support.mozilla.org/en-US/kb/get-started-firefox-overview-main-features#w_get-help)

Licensing Model:

# Mozilla Public License

Mozilla is the custodian of the [Mozilla Public License](https://www.mozilla.org/en-US/MPL/2.0/) ("MPL"), an [open source](http://www.opensource.org/licenses/MPL-2.0)/[free software](http://www.gnu.org/licenses/license-list.html#MPL-2.0) license.

The current version of the license is MPL 2.0 ([html](https://www.mozilla.org/en-US/MPL/2.0/) | [plain text](https://www.mozilla.org/media/MPL/2.0/index.48a3fe23ed13.txt)). If you want to use or distribute code licensed under the MPL 2.0 and have questions about it, you may want to read the [FAQ](https://www.mozilla.org/en-US/MPL/2.0/FAQ/).

## Mozilla Licensing Information

The Mozilla Project is only one of many users of the MPL, but because many people come to this page looking for information about Mozilla's open source licensing policies and practices, we've provided the information below as a reference.

Intention behind making it Open Source:

By creating an open community, the Mozilla project had become [larger than any one company](http://www-archive.mozilla.org/stevecase.html). Community members got involved and expanded the scope of the project’s [original mission](http://www-archive.mozilla.org/mission.html) — instead of just working on Netscape’s next browser, people started creating [a variety of browsers](http://www.oreillynet.com/pub/a/mozilla/2002/09/12/mozilla_browsers.html), [development tools](https://www.bugzilla.org/) and a range of other [projects](https://www.mozilla.org/en-US/firefox/). People contributed to Mozilla in different ways, but everyone was passionate about creating free software that would enable people to have a choice in how they experienced the internet.

After several years of development, [Mozilla 1.0](http://www.mozillazine.org/articles/article2278.html), the first major version, was released in 2002. This version featured many improvements to the browser, email client and other applications included in the suite, but not many people were using it. By 2002, [well over 90% of internet users](http://www.onestat.com/html/aboutus_pressbox4.html) were browsing with Internet Explorer. Not many people noticed at the time, but the first version of Phoenix (later renamed to Firefox) was also released by Mozilla community members that year with the goal of providing the [best possible browsing experience](https://www-archive.mozilla.org/projects/firefox/charter.html) to the widest possible set of people.

In 2003, the Mozilla project created the Mozilla Foundation, an [independent non-profit organization](https://blog.mozilla.org/press/2003/07/mozilla-org-announces-launch-of-the-mozilla-foundation-to-lead-open-source-browser-efforts/) supported by individual donors and a variety of companies. The new Mozilla Foundation continued the role of managing the daily operations of the project and also officially took on the role of promoting [openness, innovation and opportunity](https://www.mozilla.org/en-US/about/manifesto/) on the internet. It did this by continuing to release software, such as Firefox and Thunderbird, and expanding to new areas, such as providing [grants](https://www.mozilla.org/en-US/moss/) to support accessibility improvements on the web.

[Firefox 1.0](https://blog.mozilla.org/press/2004/11/mozilla-foundation-releases-the-highly-anticipated-mozilla-firefox-1-0-web-browser/) was released in 2004 and became a big success — in less than a year, it was downloaded [over 100 million times](https://blog.mozilla.org/press/2005/10/firefox-surpasses-100-million-downloads/). New versions of Firefox have come out regularly since then and keep setting new records. The popularity of Firefox has helped bring choice back to users. The renewed competition has [accelerated innovation](https://blog.mozilla.org/press/2006/12/the-world-economic-forum-announces-technology-pioneers-2007-mozilla-selected/) and improved the internet for everyone.

In 2013, we launched [Firefox OS](https://support.mozilla.org/products/firefox-os) to unleash the full power of the web on smartphones and once again offer control and choice to a new generation of people coming online.

Mozilla also celebrated its 15th anniversary in 2013. The community has shown that commercial companies can benefit by collaborating in open source projects and that great end user products can be produced as open source software. More people than ever before are using the internet and are experiencing it [in their own language](https://www.mozilla.org/en-US/firefox/all/#product-desktop-release). A sustainable organization has been created that uses market mechanisms to support a public benefit mission and this model has been reused by others to create open, transparent and collaborative organizations in a [broad range](https://www.wikipedia.org/) [of areas](https://creativecommons.org/).

The future is full of challenges and opportunities equal to those of our past. There’s no guarantee that the internet will remain open or enjoyable or safe. Mozilla will continue to provide an opportunity for people to make their voices heard and to shape their own online lives. Of course, we’re not alone in doing this. The Mozilla community, together with other open source projects and other public benefit organizations, exists only because of the people who are engaged in making our common goals a reality. If you want to join us in our mission, please [get involved](https://www.mozilla.org/en-US/contribute/).

Popularity:

Firefox usage share grew to a peak of 32.21% in November 2009,with [Firefox 3.5](https://en.wikipedia.org/wiki/Firefox_3.5) overtaking [Internet Explorer 7](https://en.wikipedia.org/wiki/Internet_Explorer_7), although not all versions of Internet Explorer as a whole; its usage then declined in competition with [Google Chrome](https://en.wikipedia.org/wiki/Google_Chrome). As of December 2021, according to [StatCounter](https://en.wikipedia.org/wiki/StatCounter" \o "StatCounter), Firefox has 8.34% usage share as a desktop web browser, making it the fourth-most popular desktop web browser after Google Chrome (66.35%), [Safari](https://en.wikipedia.org/wiki/Safari_(web_browser)) (9.82%), and [Microsoft Edge](https://en.wikipedia.org/wiki/Microsoft_Edge) (9.53%),while its [usage share across all platforms](https://en.wikipedia.org/wiki/Usage_share_of_web_browsers) is lower at 3.91% in fourth place, after Google Chrome (64.06%), Safari (19.22%), and Edge (4.19%).

* Worldwide Firefox 3.6 downloads so far: **126.5 million**
* Countries where Firefox 3.6 has been downloaded more than 1 million times: **26**
* Top 5 countries in terms of download: **United States, Germany, Poland, Russia** and **Brazil.**
* Top 5 countries (out of the ones with 1M+ downloads) when you count downloads per Internet user, i.e. “popularity”: **Finland, Poland, Romania, Germany** and **Australia.**
* The United States accounts for **15.7%**  of all Firefox 3.6 downloads. Germany accounts for **9.2%.**

Impact:

The Mozilla marketing team is always looking for new ways to involve other community members (and the outside world more generally) in our marketing efforts and our decision making.  With that in mind, today we launched a marketing challenge – [Impact Mozilla](http://impactmozilla.com/) – with the following goals considered:

* Solve a key Mozilla marketing problem
* Provide an additional open avenue for participation in our marketing efforts
* Create a forum for shared learnings across similar hybrid organizations

The specific “marketing problem” we’re hoping to address is retention marketing.  For example, over time we know that tens of millions of people have downloaded Firefox, but don’t continue to use it today.  How do we either win some of these users back or how do we reduce this attrition rate with future new users?

We’re open to other ideas as well.  If you feel particularly inspired by another area of Mozilla’s marketing efforts – e.g., acquisition marketing, social media marketing, international marketing – we’re open to suggestions and submissions in those areas as well.