

open source business 101 (for hackers)

ross turk

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introduction



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who am I?

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double agent

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corporate listening device



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SourceForge, Inc. (the company)

SOURCEFORGE.NET®



developers

SOURCEFORGE.NET®



consumers



the FOSS community at large



(advertisers)

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SOURCEFORGE.NET®

rturk@corp.sourceforge.com
(email/jabber)



outsider's view of business

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Agenda

one: If I'm A Hacker, Why Should I Care?

two: Prerequisite Soul-Searching

three: Making Money or: How I Learned to Stop Worrying and Love the Money

four: Business-y Things That Also Apply to Open Source

one:
why should I care?



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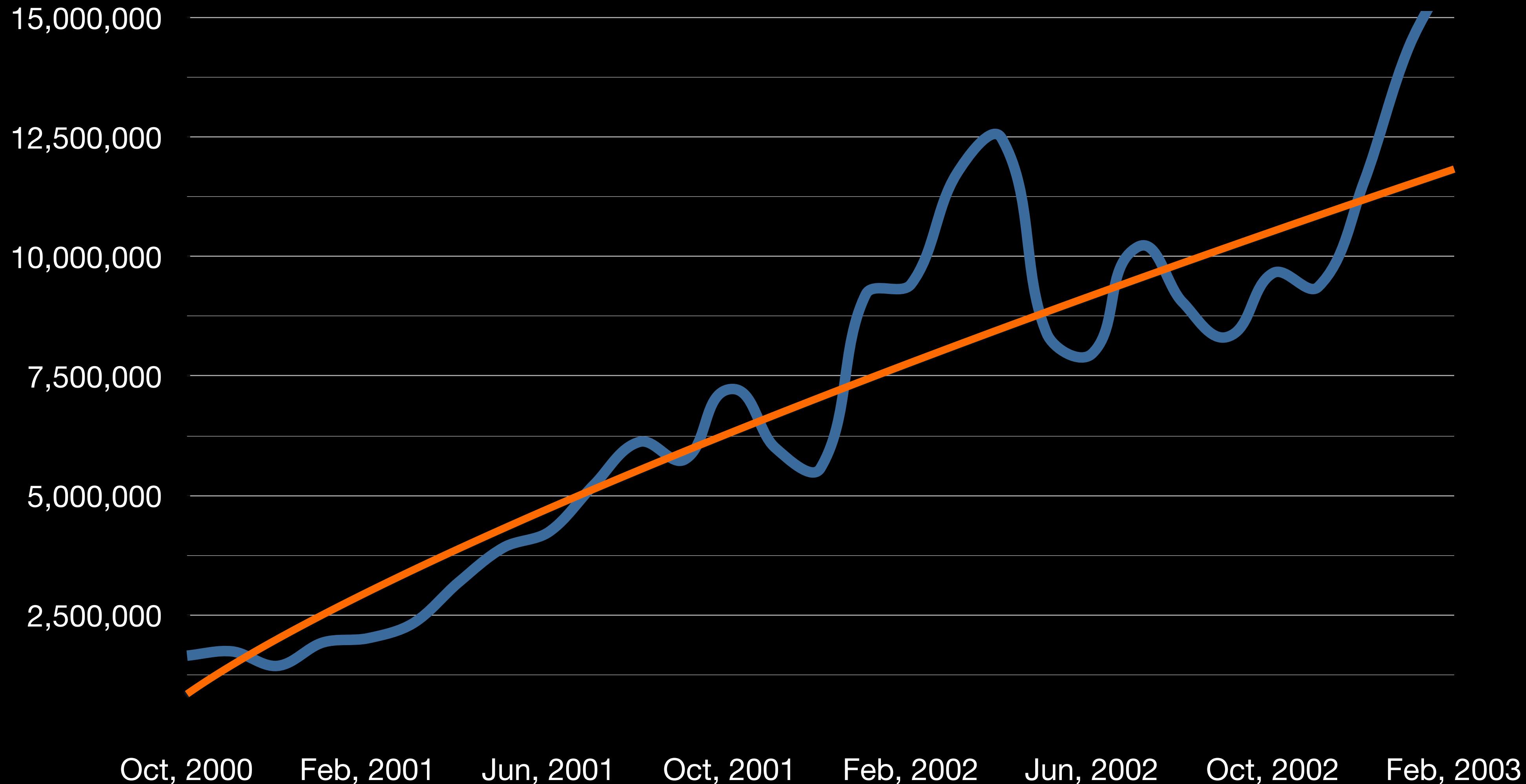
“The dot-com bubble crash wiped out \$5 trillion in market value of technology companies from March 2000 to October 2002.”

**The Los Angeles Times
Sunday, July 16, 2006**

“The tumbling Nasdaq triggered a vicious circle in which **lower stock values dampened IT spending** and contributed to a broader economic downturn, which in turn put further pressure on technology spending and share prices”

IDC
May 2001

SourceForge Downloads in 2000-2003

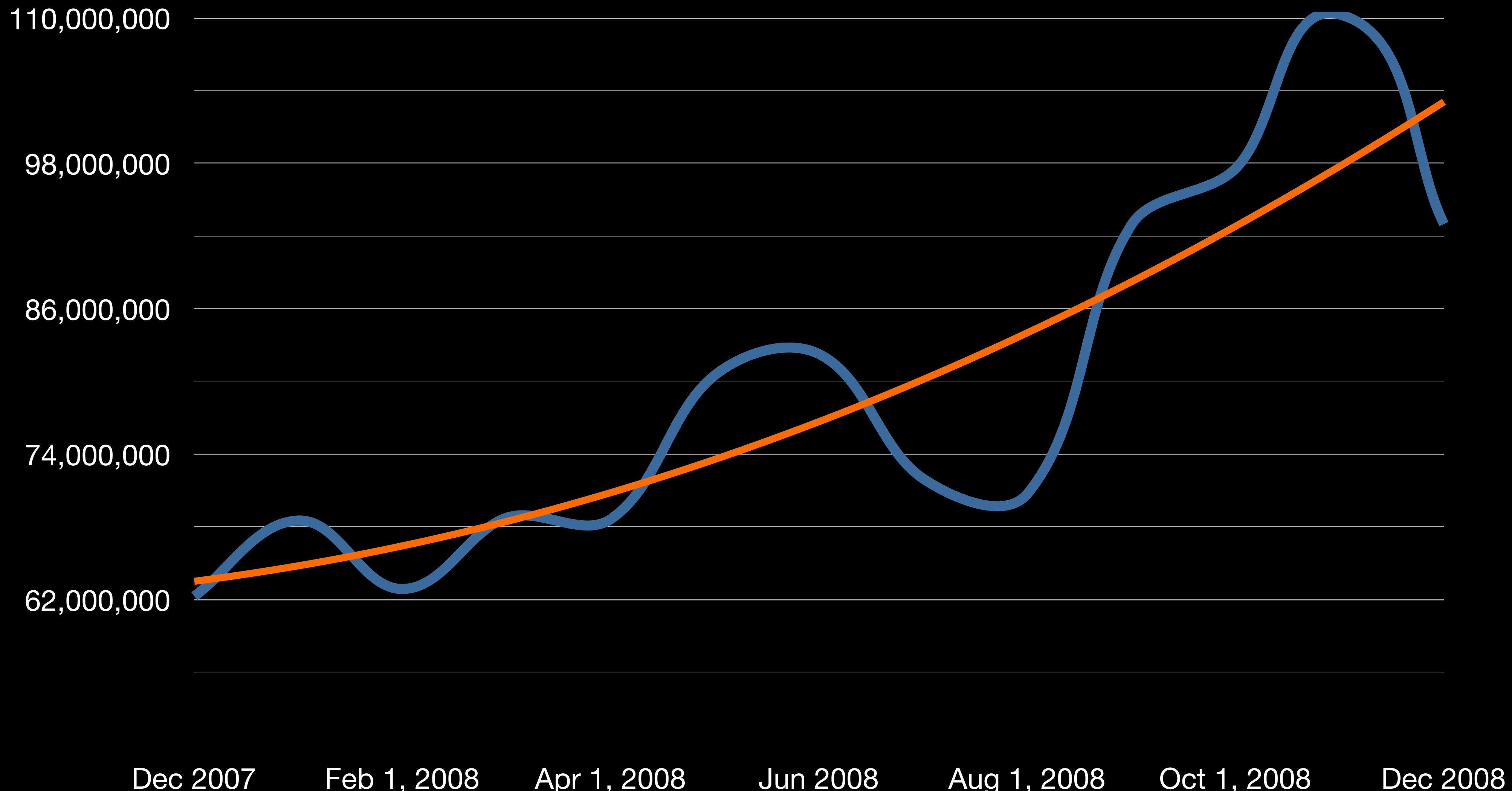


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“IT spending will decline about 3 percent in 2009”

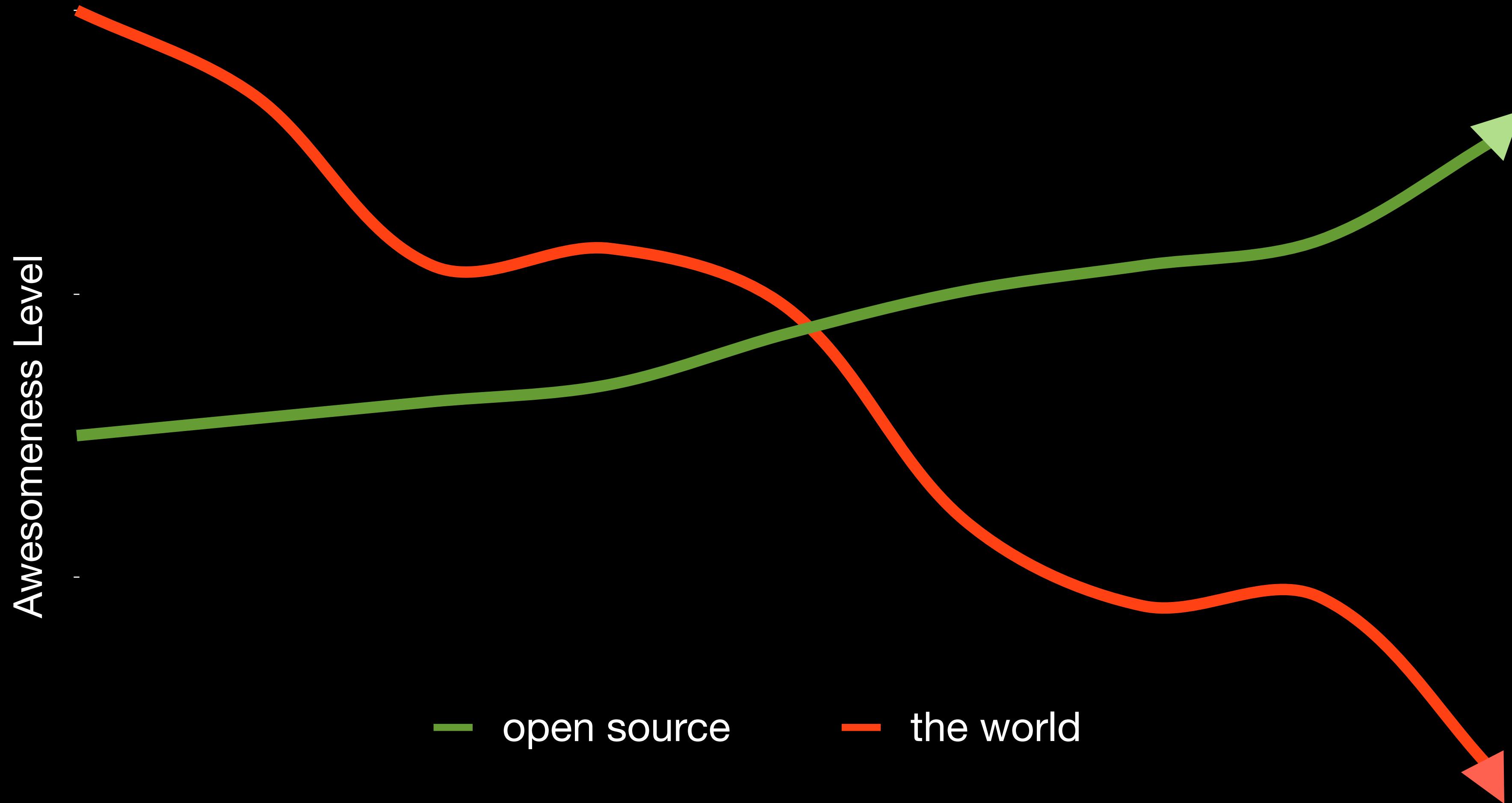
Forester Research
January 2009

SourceForge Downloads in 2008



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Hypothesis

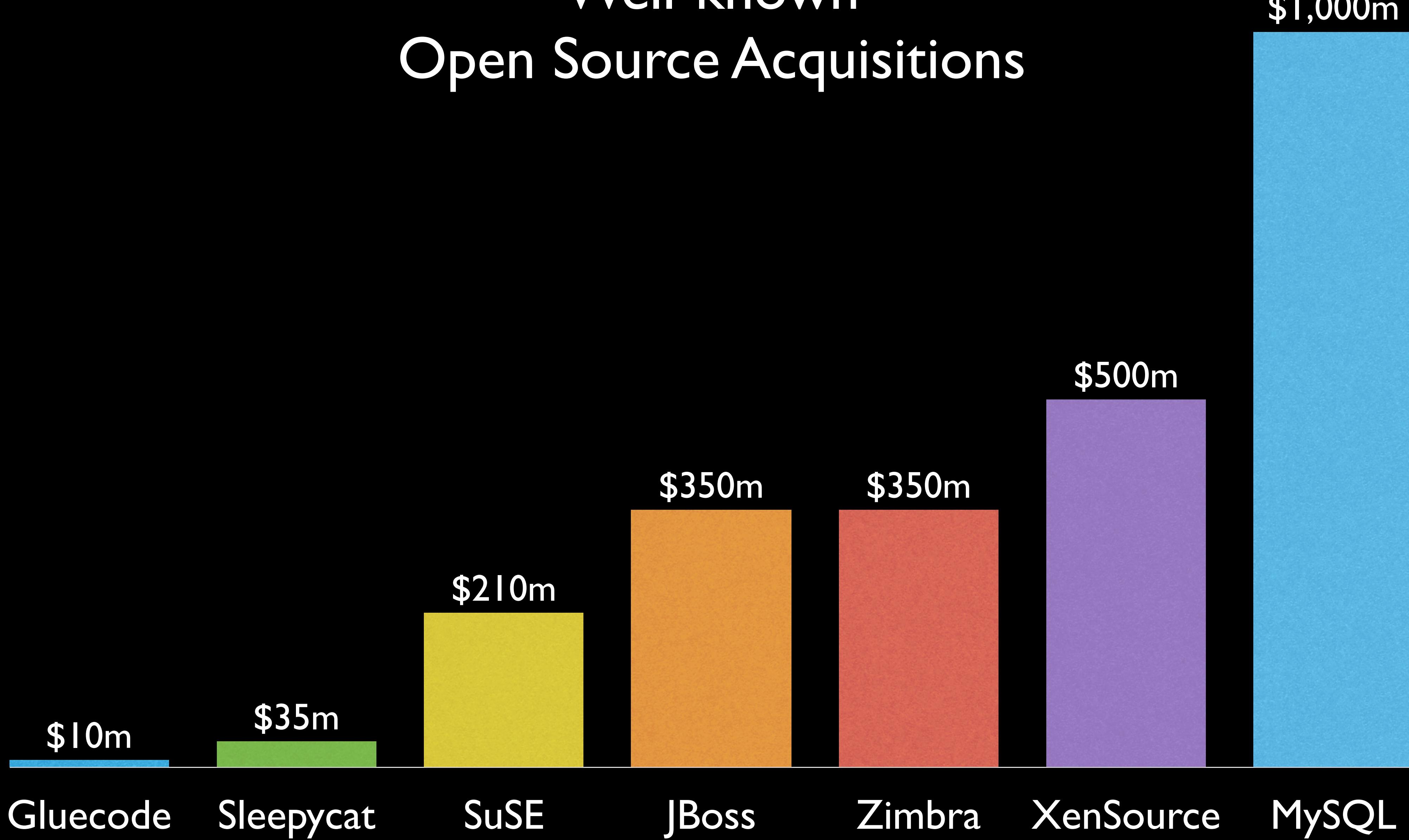


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acquisitions

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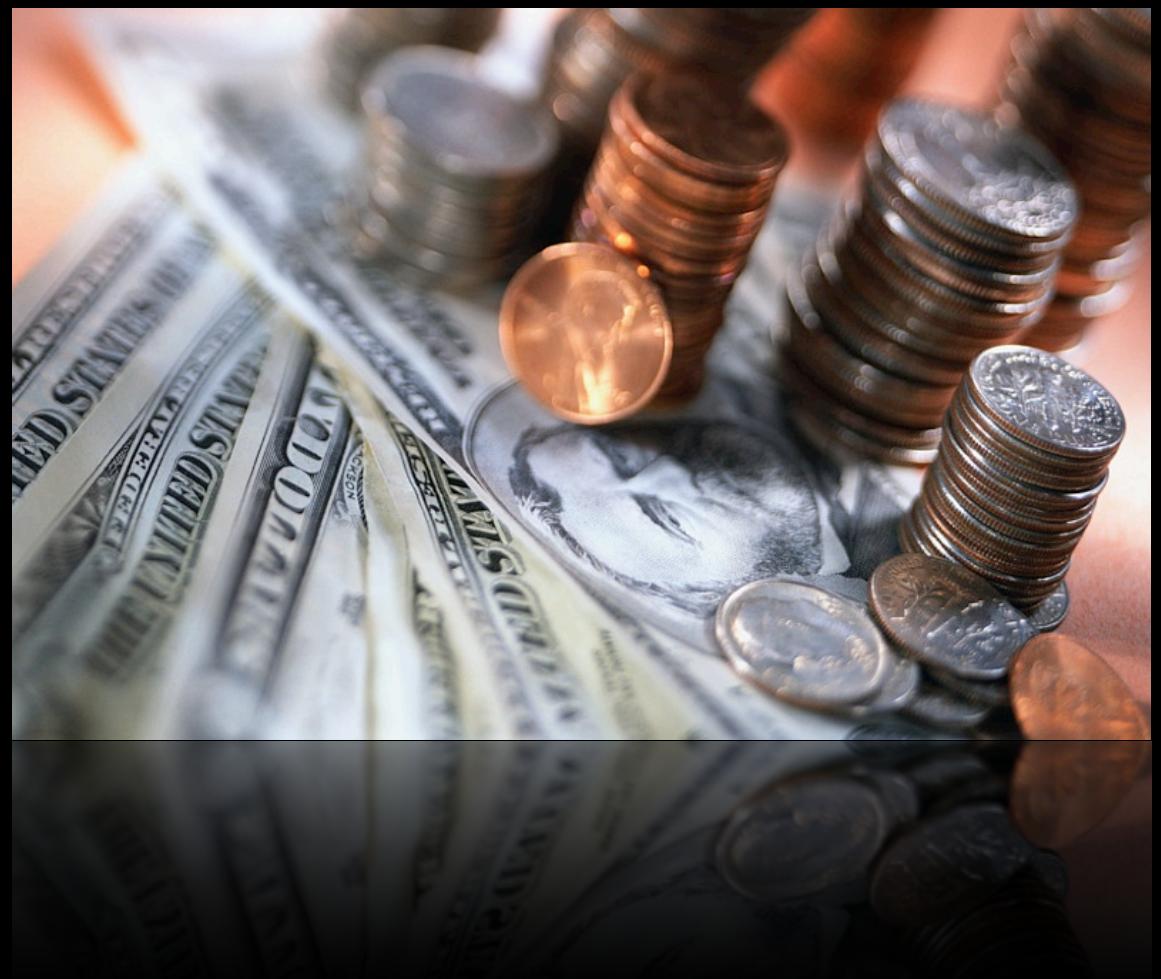
Well-known Open Source Acquisitions



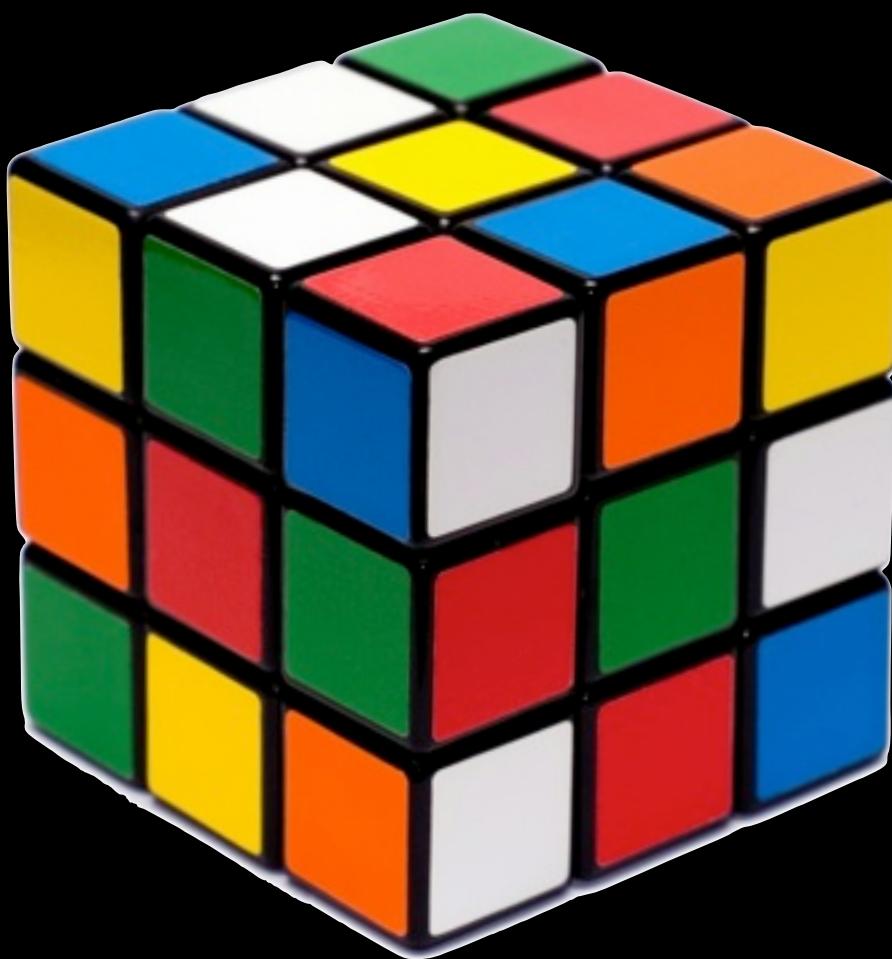
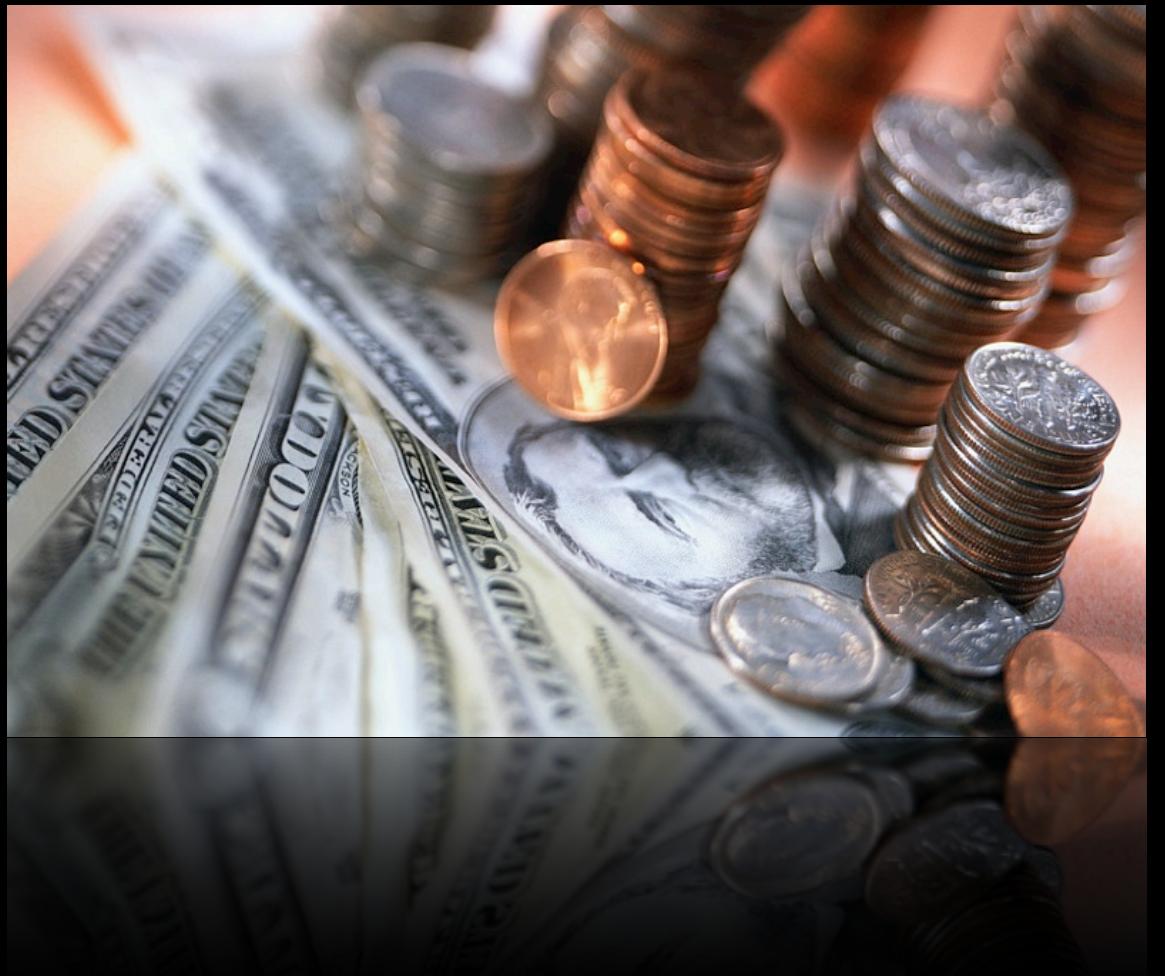
“[I expect] to see an increase in M&A activity related to open source in the first half of next year.“

Matthew Aslett, 451 Group
November 20, 2008

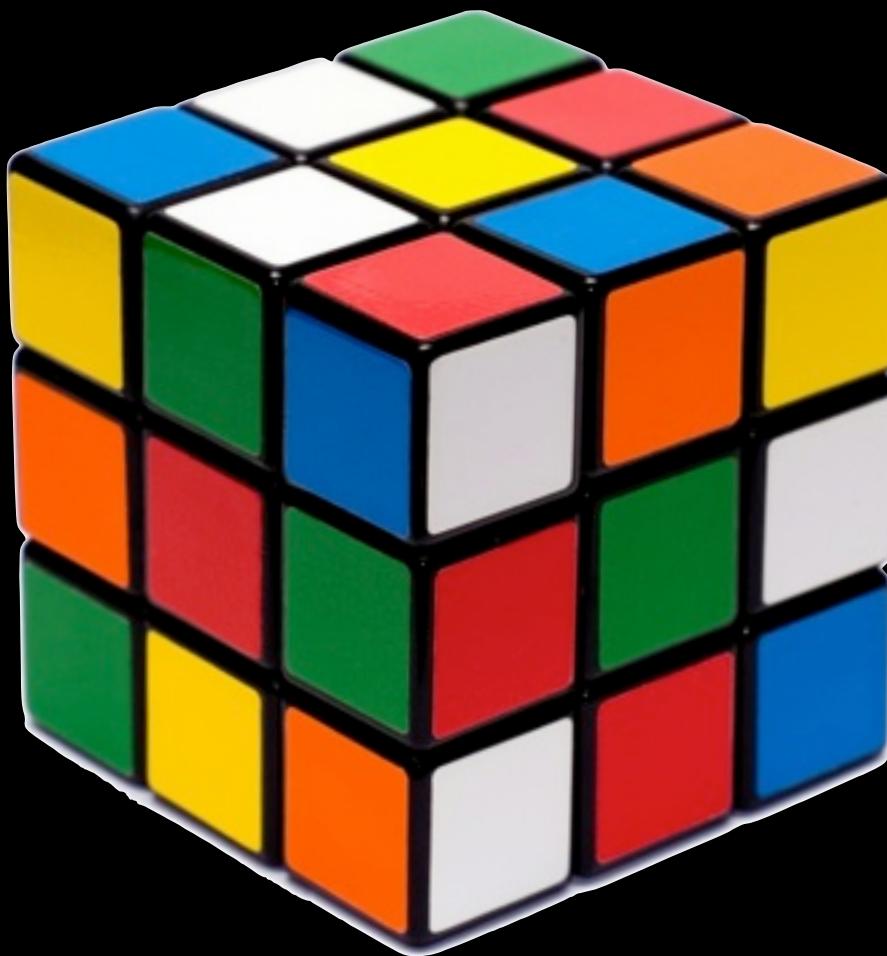
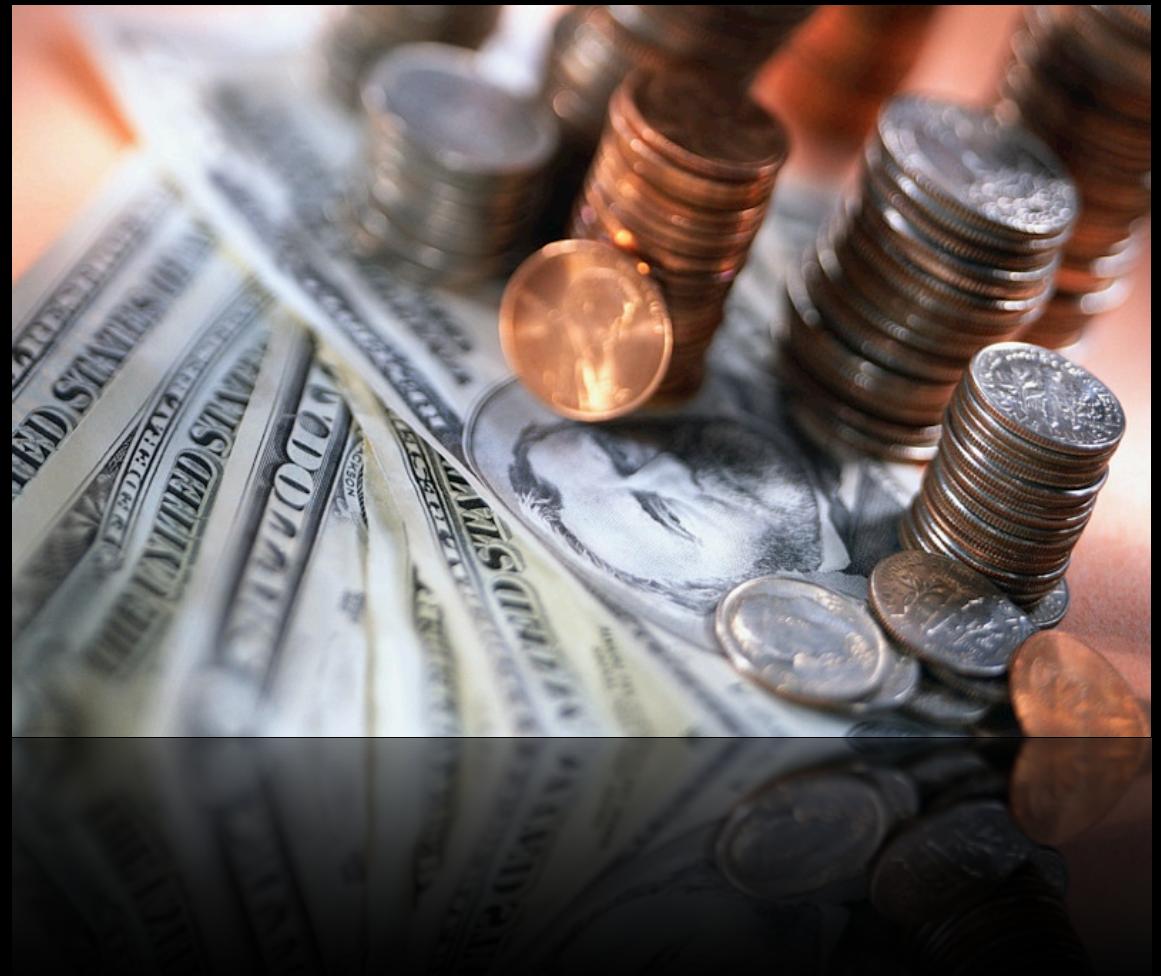
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you can still make a decent
living

it doesn't have to be about greed



money is good for things besides keeping to yourself

money is good for things besides keeping to yourself



money is good for things besides keeping to yourself



money is good for things besides keeping to yourself



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money is good for things besides keeping to yourself



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money is good for things besides keeping to yourself



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money is good for things besides keeping to yourself



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not interested?
someone else might be

two:
prerequisite soul-searching

should software be free?

should software be free?



should software be free?



- a) yes, always, no exceptions for any reason

should software be free?



- a) yes, always, no exceptions for any reason
- b) yes, whenever practical

should software be free?



- a) yes, always, no exceptions for any reason
- b) yes, whenever practical
- c) yes, unless there's a way to make worthwhile money restricting it

should software be free?



- a) yes, always, no exceptions for any reason
- b) yes, whenever practical
- c) yes, unless there's a way to make worthwhile money restricting it
- d) only if it can be useful to someone else

should software be free?



- a) yes, always, no exceptions for any reason
- b) yes, whenever practical
- c) yes, unless there's a way to make worthwhile money restricting it
- d) only if it can be useful to someone else
- e) no...why on earth would you wanna do that?

how would you feel if
someone else profited from
your work?

how would you feel if someone
else profited from your work?



how would you feel if someone
else profited from your work?

a) cool, whatever!



how would you feel if someone
else profited from your work?

- a) cool, whatever!
- b) fine, as long as i get credit



how would you feel if someone
else profited from your work?

- a) cool, whatever!
- b) fine, as long as i get credit
- c) fine, as long as they contribute to my work



how would you feel if someone
else profited from your work?

- a) cool, whatever!
- b) fine, as long as i get credit
- c) fine, as long as they contribute to my work
- d) they can include it in solutions they sell, as long as they don't



how would you feel if someone
else profited from your work?

- a) cool, whatever!
- b) fine, as long as i get credit
- c) fine, as long as they contribute to my work
- d) they can include it in solutions they sell, as long as they don't
- e) no, i don't want anyone using my work for commercial purposes



why do you create open
source?

why do you create open source?



why do you create open source?

- a) because i want people to know who i am



why do you create open source?

- a) because i want people to know who i am
- b) because someone told me to (i.e., my boss, my teacher, my mom...)



why do you create open source?

- a) because i want people to know who i am
- b) because someone told me to (i.e., my boss, my teacher, my mom...)
- c) because i want to start a business



why do you create open source?

- a) because i want people to know who i am
- b) because someone told me to (i.e., my boss, my teacher, my mom...)
- c) because i want to start a business
- d) because i find it fun and stimulating



why do you create open source?

- a) because i want people to know who i am
- b) because someone told me to (i.e., my boss, my teacher, my mom...)
- c) because i want to start a business
- d) because i find it fun and stimulating
- e) because the world needs more free software

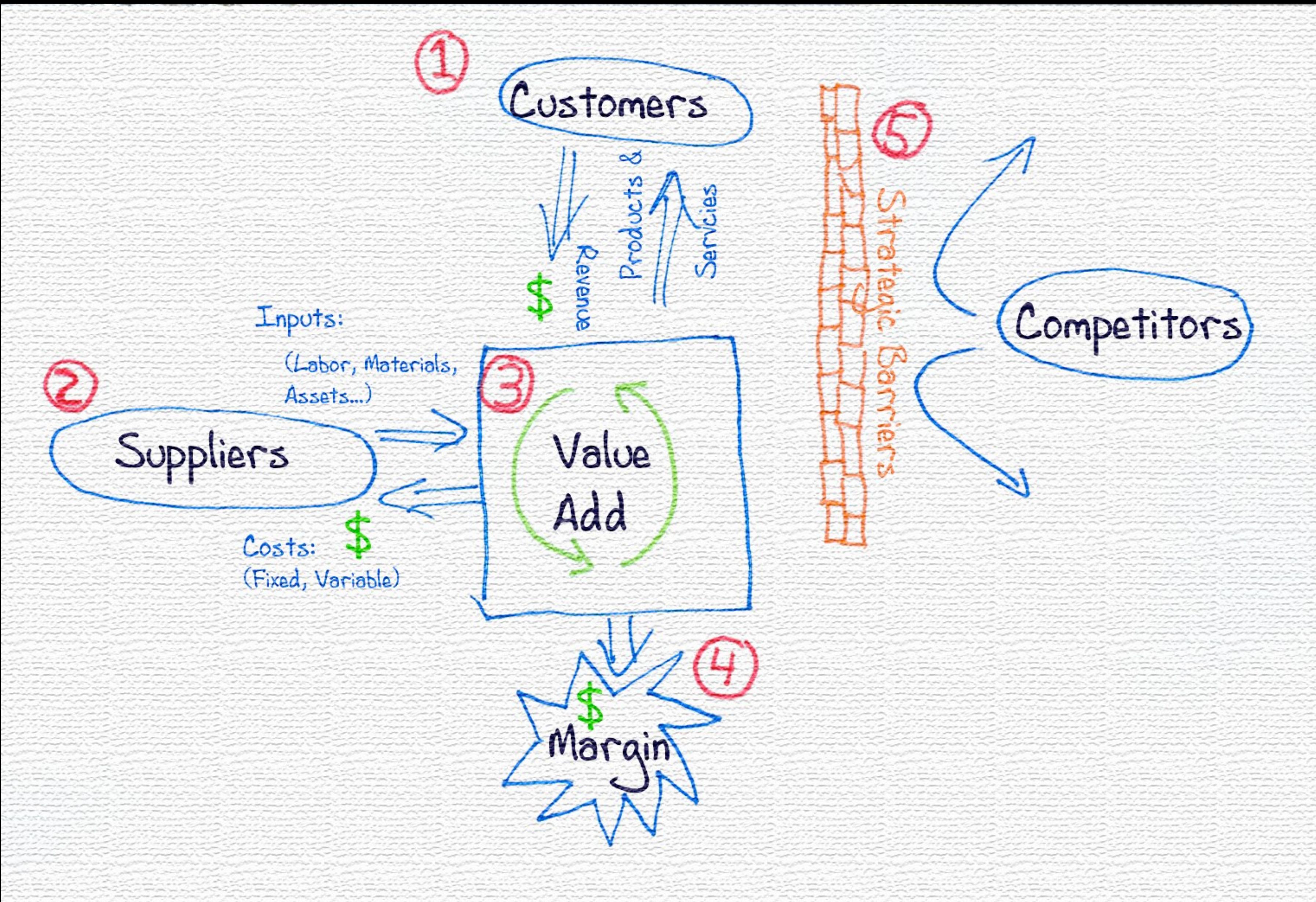


three:
Making Money or: How I
Learned to Stop Worrying
and Love the Hard Cash

business models



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open source / proprietary
hybrid

proprietary extensions

proprietary extensions

core functionality / “community” edition

proprietary extensions

core functionality / “community” edition

backup / restore

proprietary extensions

core functionality / “community” edition

full text search

backup / restore

proprietary extensions

core functionality / “community” edition

full text search

backup / restore

email integration

proprietary extensions

core functionality / “community” edition

full text search

backup / restore

email integration

“professional” edition

proprietary extensions

core functionality / “community” edition

full text search

backup / restore

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mobile support

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core functionality / “community” edition

full text search

backup / restore

email integration

“professional” edition

mobile support

reporting

proprietary extensions

core functionality / “community” edition

full text search

backup / restore

email integration

“professional” edition

workflow engine

mobile support

reporting

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core functionality / “community” edition

full text search

backup / restore

email integration

“professional” edition

workflow engine

mobile support

management console

reporting

proprietary extensions

core functionality / “community” edition

full text search

backup / restore

email integration

“professional” edition

workflow engine

mobile support

management console

clustering / HA

reporting

proprietary extensions

core functionality / “community” edition

full text search

backup / restore

email integration

“professional” edition

workflow engine

mobile support

management console

clustering / HA

reporting

cobranding support

proprietary extensions

core functionality / “community” edition

full text search

backup / restore

email integration

“professional” edition

workflow engine

mobile support

management console

clustering / HA

reporting

cobranding support

“enterprise” edition



pitfall #1

you have to have core
functionality that's so good
that people will pay for more



pitfall #2

it can be seen as a bit evil in
some circles

(see “should software be free?” above...)

evil? really?

depends on:

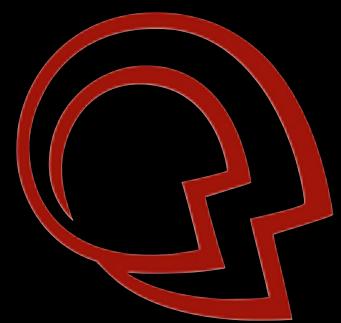
- who you are
- what you care about
- who you expect to get help from
- who you choose to sell to

choose wisely!



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pitfall #3

viral licenses: can you sell
what you've built? do you
have to give back?



mindtouch



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services and support

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services and support

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services and support

open source project

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services and support

open source project

services

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services and support

open source project

services

customization

services and support

open source project

services

customization

installation

services and support

open source project

services

customization

installation

training

services and support

open source project

services

support

customization

installation

training

services and support

open source project

services

support

customization

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training

services and support

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customization

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installation

installation

training

services and support

open source project

services

customization

installation

training

support

indemnity

installation

priority patches

services and support

open source project

services

customization

installation

training

support

indemnity

installation

priority patches

troubleshooting



pitfall #1

other people can provide
support and services for
your stuff too!

certified service providers

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pitfall #2

less chance of being seen as
“evil”, but the margins are a
bit slimmer...

supporting through networks

not big enough to hire sales people and put ‘em on planes? consider:

- OpenLogic Expert Community
- SourceForge Marketplace
- FindOpenSourceSupport.com



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dual licensing

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ACTIVISION
pitfall #1

enforcement



ADMISION
pitfall #2

when you really think about
it, you're not selling anything
at all, are you?

fundraising



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merchandising

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AudacityStore.com

All sales directly benefit the Audacity Developer Team



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The Audacity Store is the place for **Audacity** users to purchase both Audacity clothing and accessories, and inexpensive electronics for home audio recording. All sales benefit the **Audacity Developer Team**. Today we offer men's and women's T-shirts, polo shirts, messenger bags, and the Griffin iMic, and we intend to offer more items over time.

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\$8.50



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\$15.00



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Sale: \$3.97 (Was: \$6.20)



[Coffee House Mug](#)

\$8.00

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Debian Mouse Pad

These are not those flimsy 1/8" mouse pads most Web vendors sell. Our mouse pads have a 1/4"-thick foam pad, measure 8x7.5 inches, and a white fabric cover. Class up your cube with this little beauty and show your co-workers who the real guru is.

\$8.50

Single-item S&H: \$4.00

Second-item S&H (when ordered with other gear or [CD Sets](#)): \$2.00



Linux Mouse Pad

These are not those flimsy 1/8" mouse pads most Web vendors sell. Our mouse pads have a 1/4"-thick foam pad, measure 8x7.5 inches, and a white fabric cover. Class up your cube with this little beauty and show your co-workers who the real guru is.

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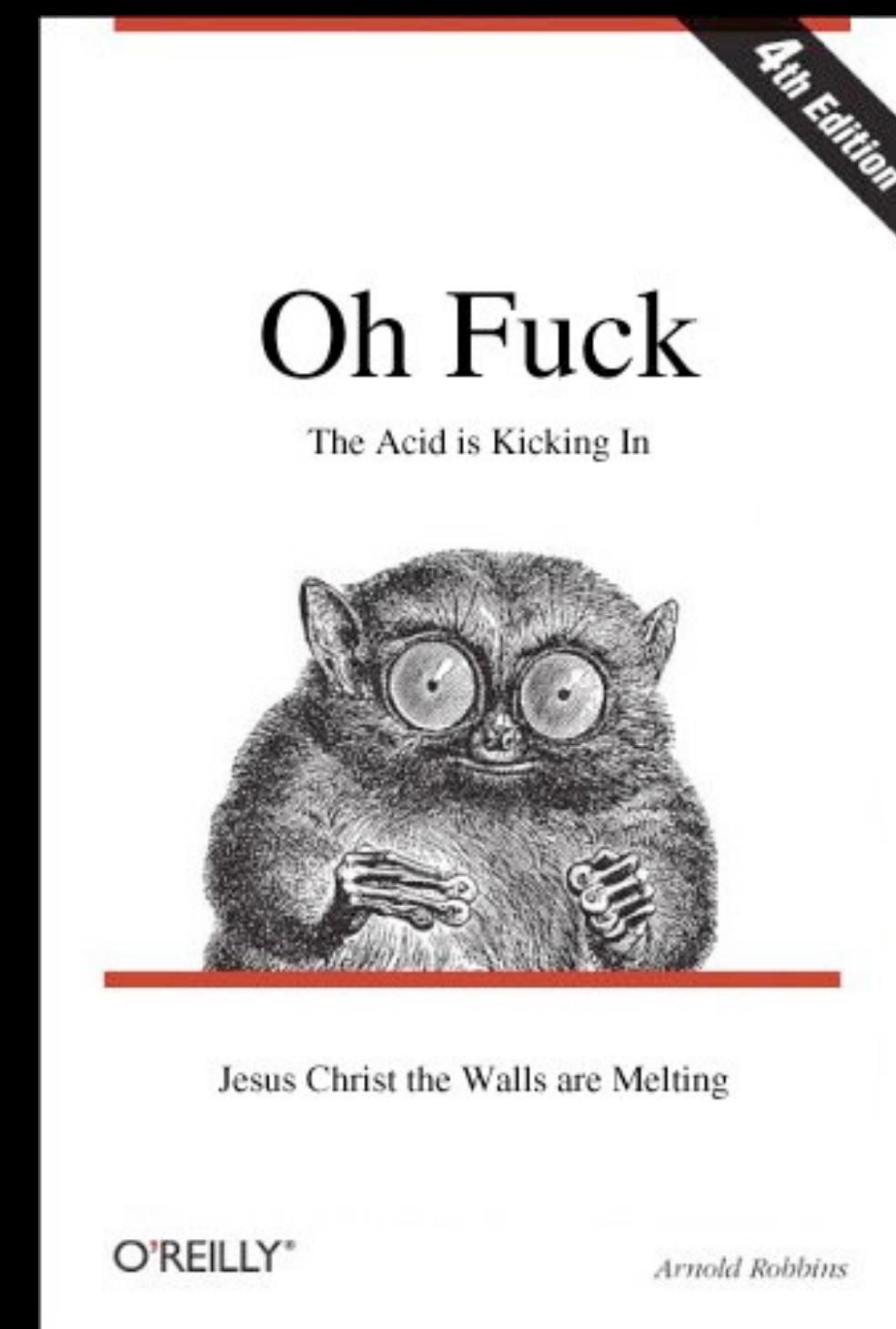
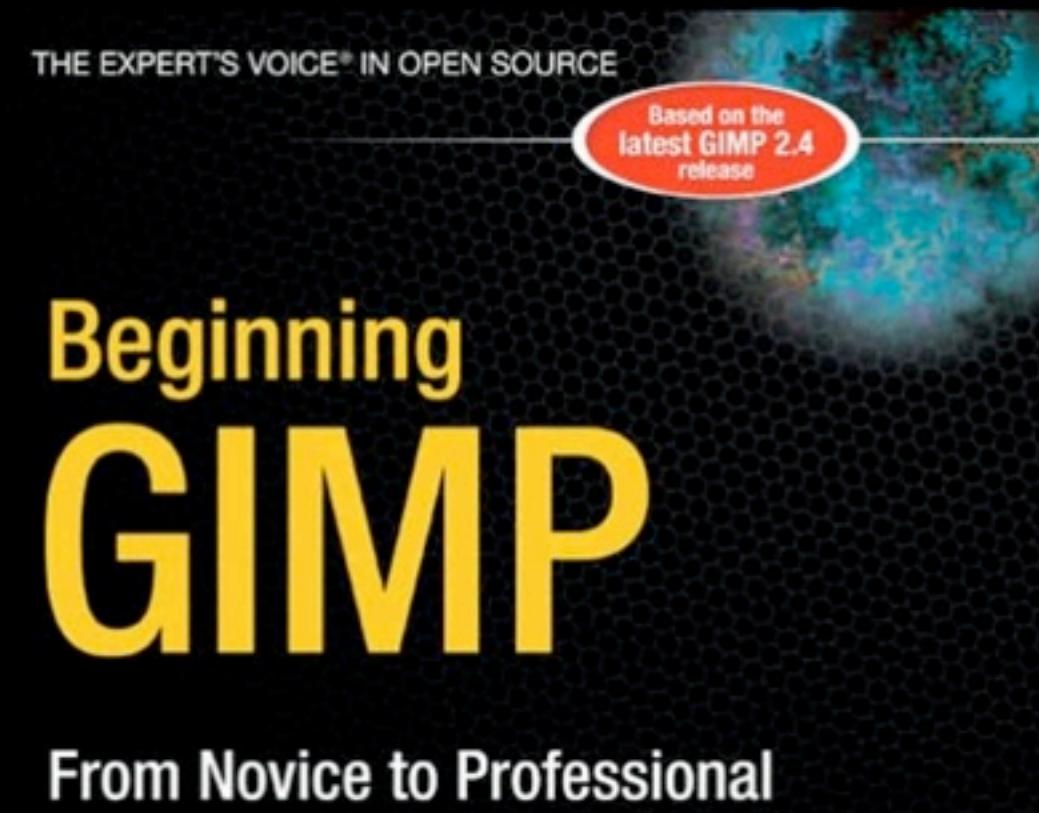
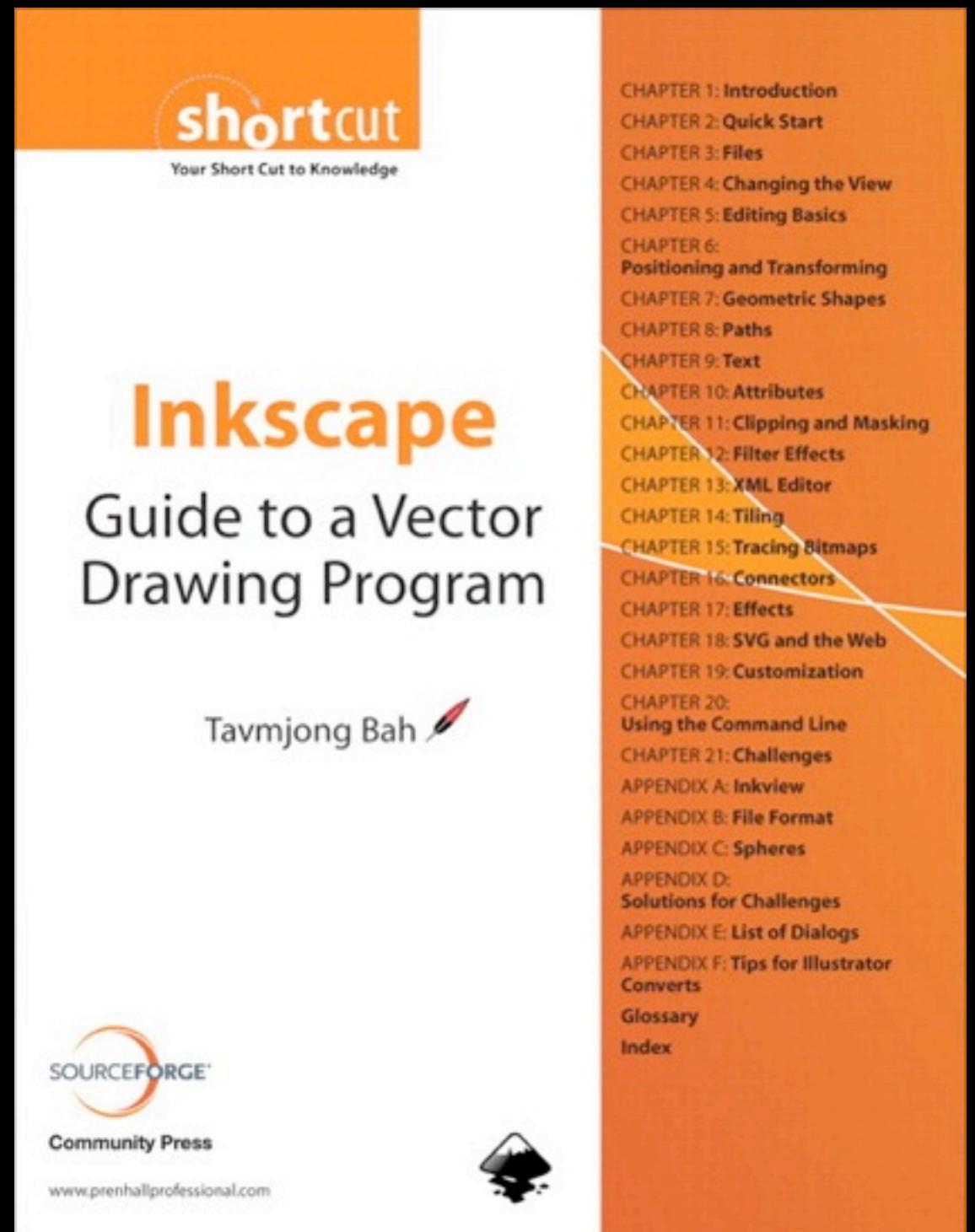
Debian Coffee Mug

Leave the company coffee mug in a desk drawer and walk into your meetings holding this and they'll see who's serious about coming up with IT solutions. This 11 oz. ceramic coffee mug has the Debian logo on both sides.

\$10.50

Single-item S&H: \$5.50

Second-item S&H (when ordered with other gear or [CD Sets](#)): \$3.50



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logistics (manufacturing,
shipping)

advertising

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This is the official website of **Gallery**, the open source web based **photo album organizer**. Gallery gives you an intuitive way to blend photo management seamlessly into your own website whether you're running a small personal site or a large community site.

More:

- ▶ [About](#)
- ▶ [Features](#)
- ▶ [Screenshots!](#)
- ▶ [Related Sites](#)
- ▶ [Requirements](#)
- ▶ [Certified Web Hosts](#)

[Ads by Google](#)[Gallery](#)[Wedding Album](#)[Family Album](#)[Flash Photo](#)

Gallery 3 Begins

Submitted by ckdake on Mon, 2008-12-01 18:17

Those of you that have been paying attention know that something is going on! At the [Gallery Sprint](#) a few weeks ago, we made a lot of decisions and got the ball rolling on a complete rewrite which we've decided to call Gallery 3. Development of new features on Gallery 2 has been frozen, Gallery 1 is now a completely separate project "[Jallery](#)", and the Gallery team is now busy at work on Gallery 3. It's definitely not ready to run on your website yet but we've set the ambitious goal of having a 3.0 release by February 1, 2009 and are on track to meet that goal. Read on for details of why we're doing this and what you can expect.

» [104 comments](#) | [Read more](#)

This is the official website of **Gallery**, the open source web based **photo album organizer**. Gallery gives you an intuitive way to blend photo management seamlessly into your own website whether you're running a small personal site or a large community site.

More:

- ▶ [About](#)
- ▶ [Features](#)
- ▶ [Screenshots!](#)
- ▶ [Related Sites](#)
- ▶ [Requirements](#)
- ▶ [Certified Web Hosts](#)



[Ads by Google](#)

[Gallery](#)

[Wedding Album](#)

[Family Album](#)

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Hardware Requirements

A decent CPU with [SSE](#) instruction set

[Dual-core](#) processors are supported and preferred

Software Requirements

Windows XP/2003/2000 (recommended)

Windows XP/2003 x64 Edition

Windows Vista(most features work)

[Linux with Wine](#) (most features work)

[Mac OS X with Wine](#) (some features work)

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AV Ads by Google

cost per impression (cpm)

cost per impression (cpm)

cost per impression (cpm)

n = num of pages

cost per impression (cpm)

n = num of pages

cpm = cost per thousand impressions

cost per impression (cpm)

n = num of pages

cpm = cost per thousand impressions

(n / 1000)

cost per impression (cpm)

n = num of pages

cpm = cost per thousand impressions

$$(n / 1000) * \text{cpm}$$

cost per impression (cpm)

n = num of pages

cpm = cost per thousand impressions

$$(n / 1000) * cpm = $$$$$

cost per impression (cpm)

n = num of pages

cpm = cost per thousand impressions

$(n / 1000) * cpm = $$$$

$(1,000,000 / 1,000)$

cost per impression (cpm)

n = num of pages

cpm = cost per thousand impressions

$(n / 1000) * cpm = $$$$

$(1,000,000 / 1,000) * \$3$

cost per impression (cpm)

n = num of pages

cpm = cost per thousand impressions

$(n / 1000) * cpm = $$$$

$(1,000,000 / 1,000) * \$3 = \$3,000$

cost per click (cpc)

cost per click (cpc)

cost per click (cpc)

n = num of pages

cost per click (cpc)

n = num of pages

ctr = percentage of people who click

cost per click (cpc)

n = num of pages

ctr = percentage of people who click

dpc = dollars per click

cost per click (cpc)

n = num of pages

ctr = percentage of people who click

dpc = dollars per click

n

cost per click (cpc)

n = num of pages

ctr = percentage of people who click

dpc = dollars per click

n * ctr

cost per click (cpc)

n = num of pages

ctr = percentage of people who click

dpc = dollars per click

n * ctr * dpc

cost per click (cpc)

n = num of pages

ctr = percentage of people who click

dpc = dollars per click

$$n * ctr * dpc = $$$$$

cost per click (cpc)

n = num of pages

ctr = percentage of people who click

dpc = dollars per click

$$n * ctr * dpc = $$$$$

1,000,000

cost per click (cpc)

n = num of pages

ctr = percentage of people who click

dpc = dollars per click

$$n * ctr * dpc = $$$$$

$$1,000,000 * 0.003$$

cost per click (cpc)

n = num of pages

ctr = percentage of people who click

dpc = dollars per click

$$n * ctr * dpc = $$$$$

$$1,000,000 * 0.003 * \$1$$

cost per click (cpc)

n = num of pages

ctr = percentage of people who click

dpc = dollars per click

$$n * ctr * dpc = $$$$$

$$1,000,000 * 0.003 * \$1 = \$3,000$$

cost per click (cpc)

n = num of pages

ctr = percentage of people who click

dpc = dollars per click

$$n * ctr * dpc = $$$$$

$$1,000,000 * 0.003 * \$1 = \$3,000$$

\$3,000 for 1,000,000 impressions is an **effective cpm** of \$3

top weekly traffic numbers

Rank	Project Name	Page Views
1	eMule	8,889,125
2	MediaCoder	1,533,278
3	Audacity	1,367,684
4	phpBB	1,245,358
5	FrostWire	815,784
6	MediaPortal	811,136
7	PortableApps.com: Portable Software/USB	699,881
8	Ares Galaxy	689,612
9	XBMC Media Center	654,873
10	DotNetNuke	637,332
11	phpDiplomacy	636,155
12	FileZilla	633,778
13	7-Zip	612,101
14	Wavelet Enterprise Management Portal	603,628
15	Hyperic HQ Enterprise Monitoring	555,414
16	Zen Cart E-Commerce Shopping Cart	548,177
17	StepMania	474,220
18	MozillaPL.org	460,517
19	Pidgin	459,339
20	Gallery	457,165



ACTIVISION
pitfall #1

you need a lot of traffic to
make it work



pitfall #2

your users might find it
irritating



pitfall #3

the scammer / competition
arms race

donations / grants /
memberships

foundation approach

SourceForge.net donation system

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apache, linux foundation,
eclipse, mambo, gnu, many
more

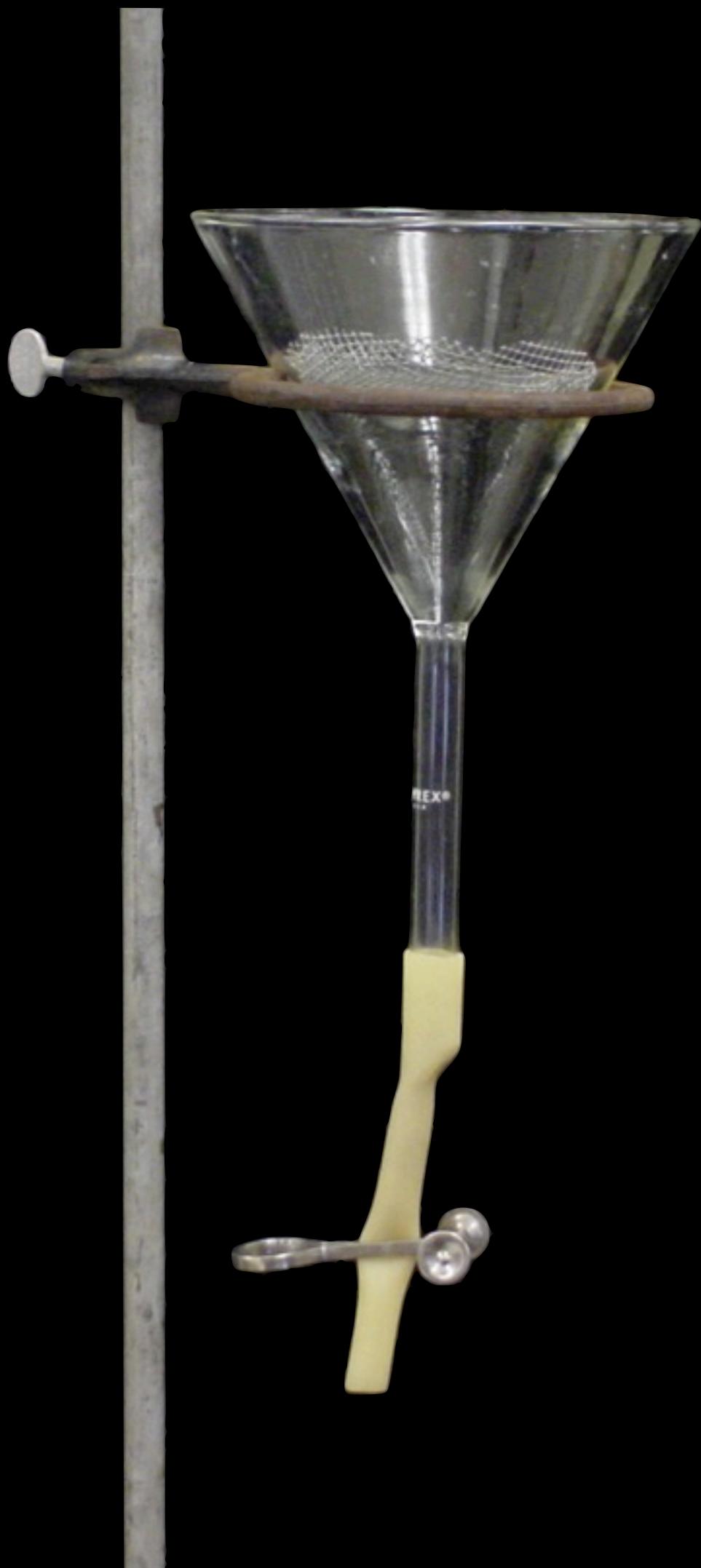


main pitfall

you need to be able to cope
with money

four:
Business-y Things That Also
Apply to Open Source

the sales funnel





these people might someday want to buy your stuff



these are willing to talk to you



these need something that maybe you can provide



after more talking, you still think you can help these



these want to buy it

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these can agree with you on how much it costs



these will actually pay you

SOURCEFORGE.NET®

the open source funnel



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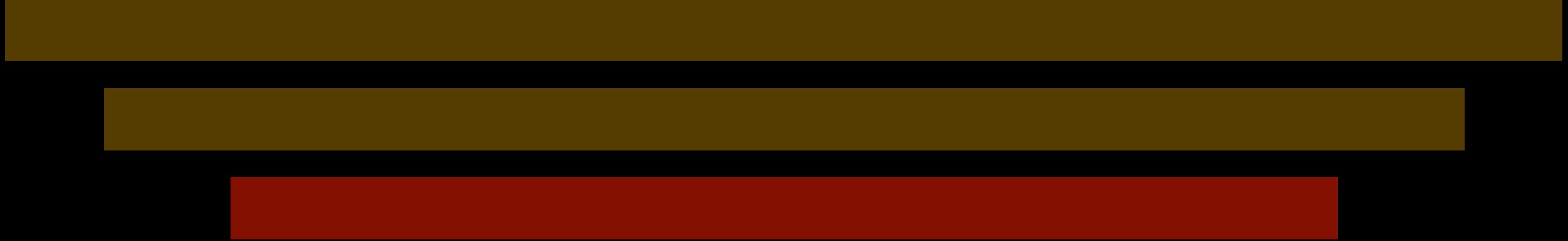


these people are looking for a solution to their problem

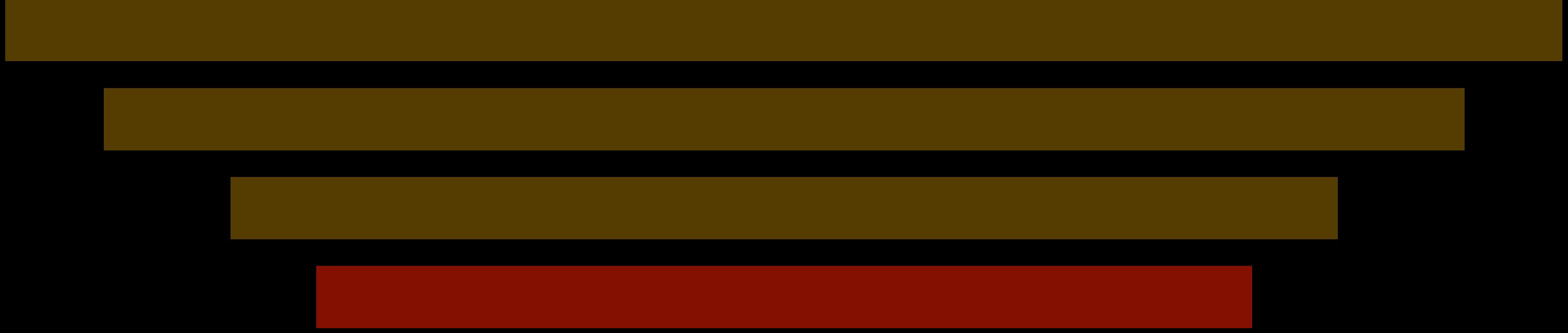


these can find your project

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these choose to download your project



these can figure out how to install your project



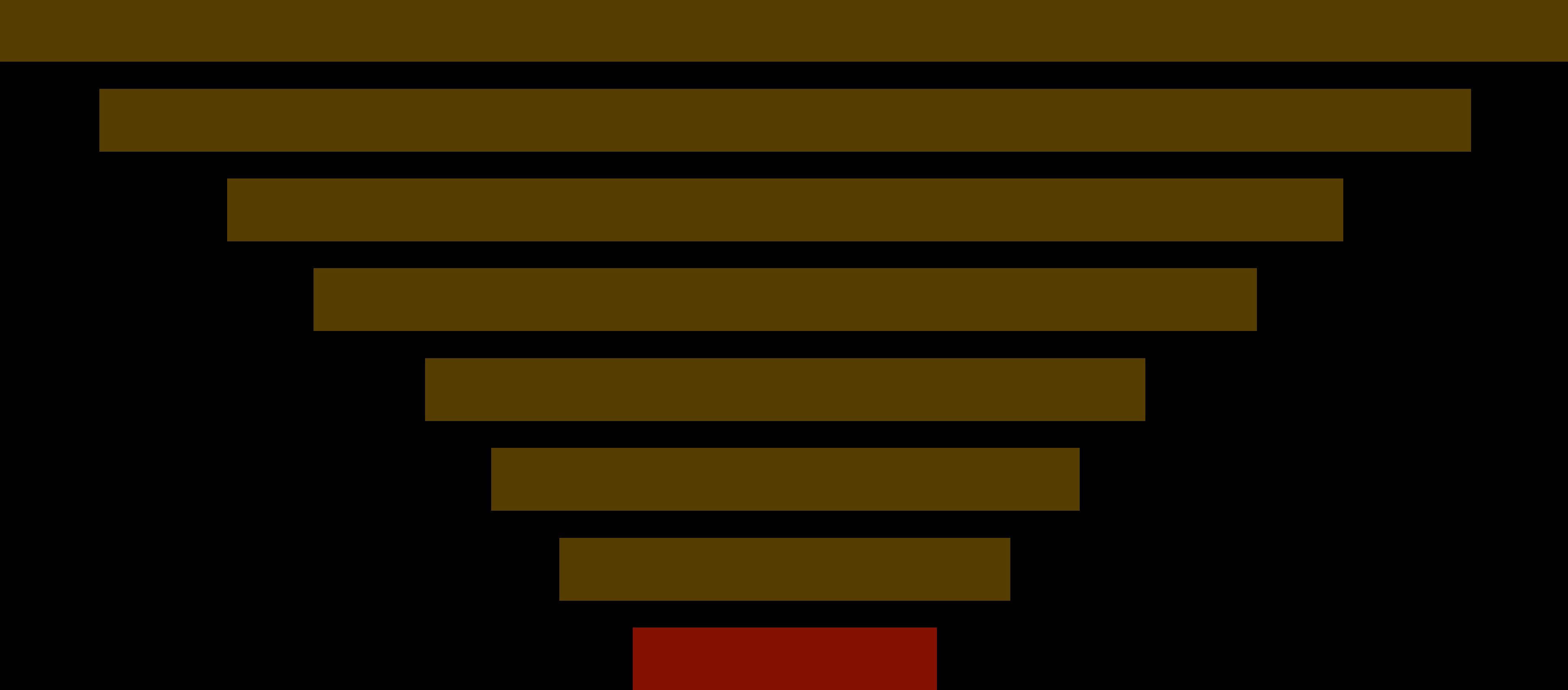
these actually use your project



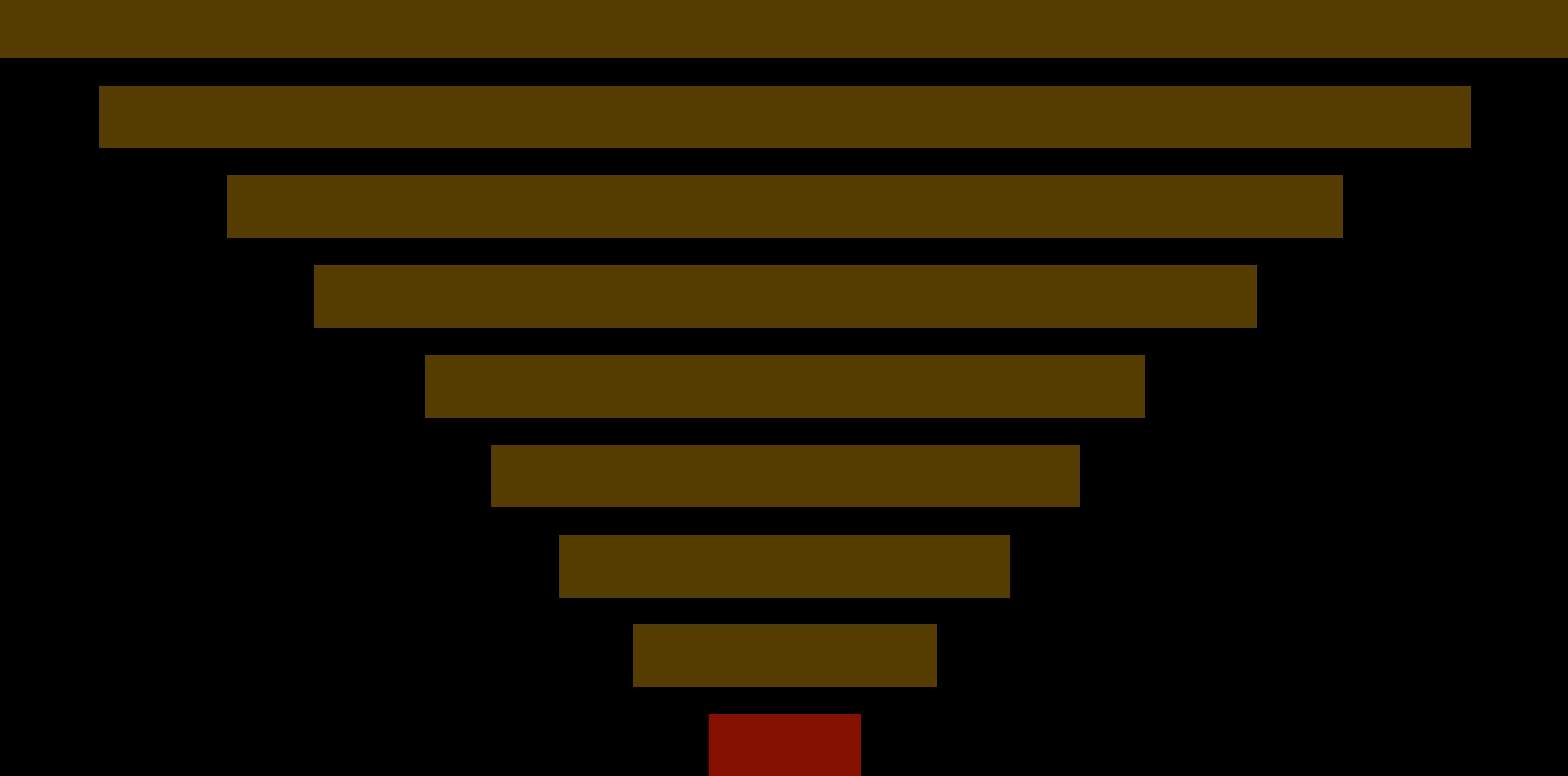
these will will participate in very small ways
(i.e., reporting bugs, contributing to the mailing list)



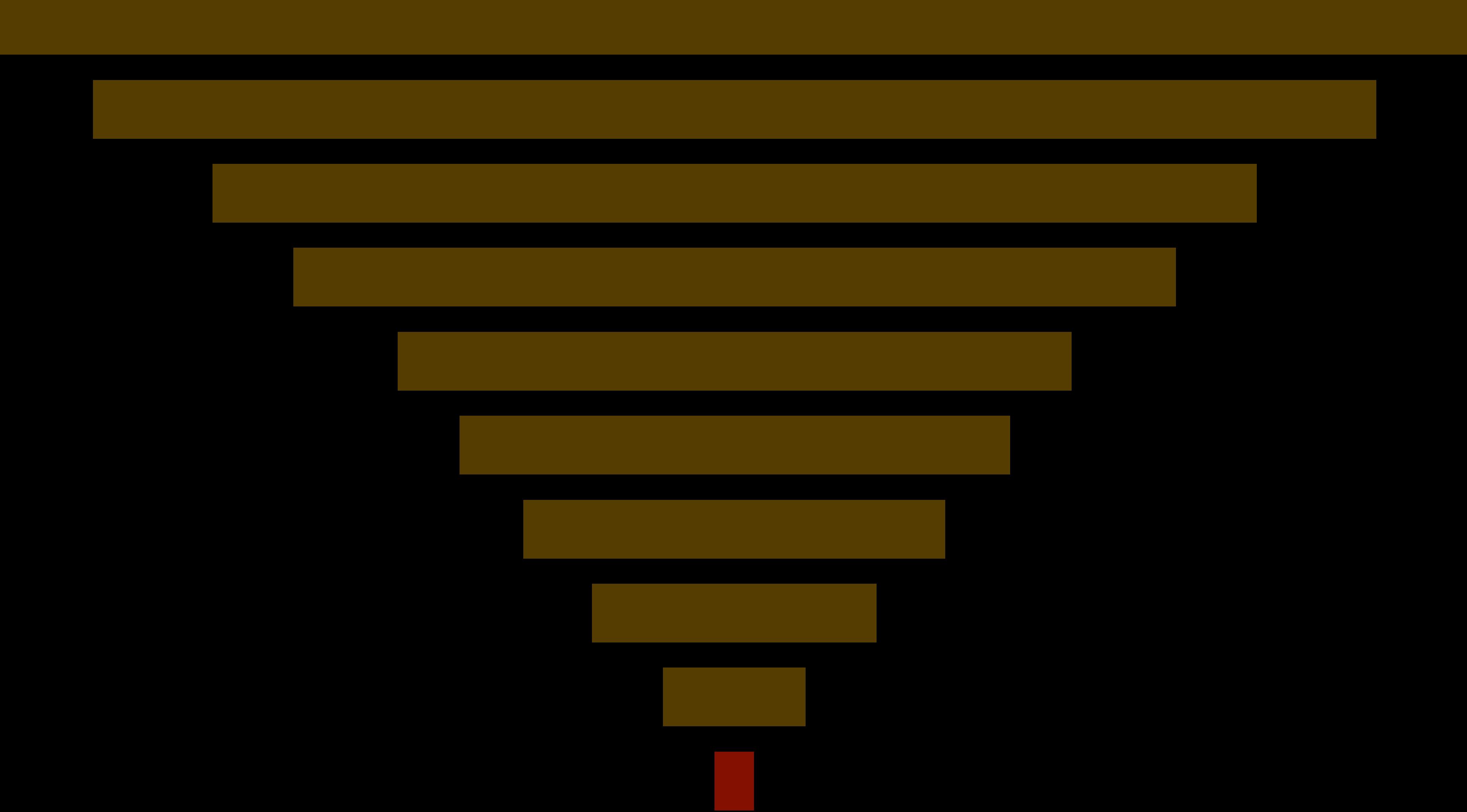
these will generate new peripheral value
(howto guides, plugins, extensions)



these will take the time to understand your core code



these will submit patches to your core code



these will try to become a committer

how wide is the top of your funnel?

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how wide is the top of your funnel?

OpenOffice.org

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how wide is the top of your funnel?

OpenOffice.org

Azureus

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how wide is the top of your funnel?

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Azureus

Gallery

how wide is the top of your funnel?

OpenOffice.org

Azureus

Gallery

Gimp / Inkscape

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Gallery

Gimp / Inkscape

Audacity

how wide is the top of your funnel?

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Gallery

Gimp / Inkscape

Audacity

phpMyAdmin

how wide is the top of your funnel?

OpenOffice.org

Azureus

Gallery

Gimp / Inkscape

Audacity

phpMyAdmin

Zenoss Core / Hyperic / Nagios

how wide is the top of your funnel?

OpenOffice.org

Azureus

Gallery

Gimp / Inkscape

Audacity

phpMyAdmin

Zenoss Core / Hyperic / Nagios

GCC

how wide is the top of your funnel?

OpenOffice.org

Azureus

Gallery

Gimp / Inkscape

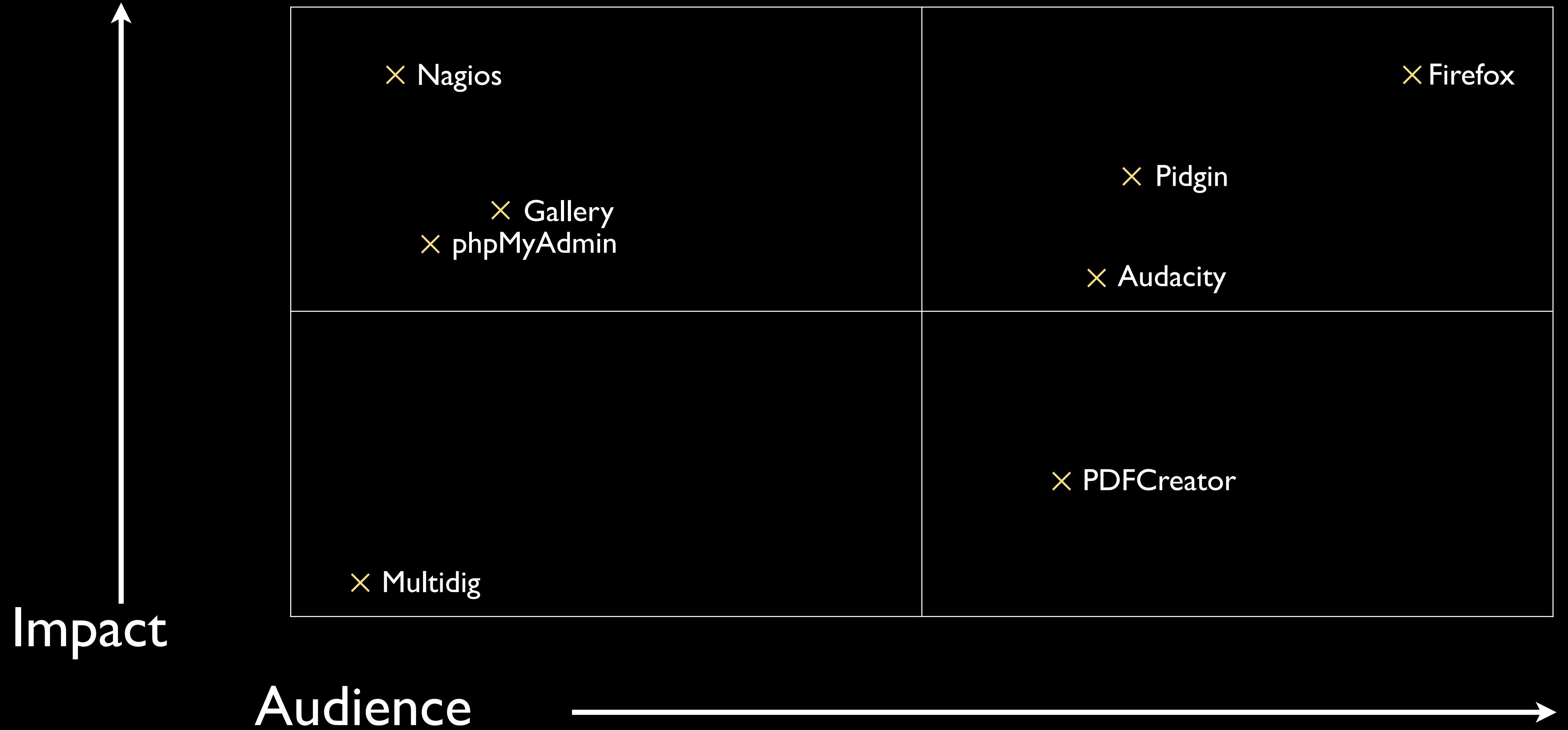
Audacity

phpMyAdmin

Zenoss Core / Hyperic / Nagios

GCC

Multidig



barriers



is your project easy to find?



open source audio software

Search

[Advanced Search](#)
[Preferences](#)

Web

Results 1 - 10 of about 1,420,000 for **[open source audio software](#)**. (0.26 seconds)

[Audacity: Free Audio Editor and Recorder](#)

Audacity® is free, **open source software** for recording and editing sounds. ... It not only features an introduction to how digital **audio** works but also many ...

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[New Features in 1.3](#)

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Complete Music & **Audio** Editing Studio on CD - Free!

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[List of open source software packages - Wikipedia, the free ...](#)

This is a list of Free **software** / **open-source software** packages: computer Modular **Audio** Recognition Framework — voice, **audio**, speech, NLP processing ...

[en.wikipedia.org/wiki/List_of_open_source_software_packages](#) - 151k -
[Cached](#) - [Similar pages](#) -

is it easy to download?

The Best Firefox Yet

With more than 15,000 improvements, Firefox 3 is faster, safer and smarter than ever before.



Firefox 3

Free Download

3.0.5 for Mac OS X 10.4 and above
English (US) (17.2MB)

[Release Notes](#) - [Other Systems and Languages](#)

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The Free, Cross-Platform Sound Editor

Audacity® is free, open source software for recording and editing sounds. It is available for Mac OS X, Microsoft Windows, GNU/Linux, and other operating systems. [Learn more about Audacity...](#) Also check our [Wiki](#) and [Forum](#) for more information.

The latest release of Audacity is [1.3.6 \(Beta\)](#). Because it is a work in progress and does not yet come with complete documentation or translations into foreign languages, it is recommended for more advanced users. See [New Features in 1.3](#) for more information about the 1.3.x Beta series.

For all users, [Audacity 1.2.6](#) is a stable release, complete and fully documented. You can have Audacity 1.2.6 and 1.3.6 installed on the same machine.

[**Download Audacity 1.2.6a**](#)

for Mac OS X 10.1 or later

[**Download Audacity 1.3.6 \(Beta\)**](#)

for Mac OS X 10.4 or later

[**Other downloads**](#)

is it easy to install?

```
[root@svr(~)] apt-get install firefox
Reading package lists... Done
Building dependency tree
Reading state information... Done
The following extra packages will be installed:
 libhunspell-1.1-0 libnspr4-0d libnss3-0d
Suggested packages:
 firefox-gnome-support latex-xft-fonts
Recommended packages:
 ubufox
The following NEW packages will be installed:
 firefox libhunspell-1.1-0 libnspr4-0d libnss3-0d
0 upgraded, 4 newly installed, 0 to remove and 0 not upgraded.
Need to get 10.2MB of archives.
After unpacking 29.1MB of additional disk space will be used.
Do you want to continue [Y/n]? hell yes!
```



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Mozilla Firefox Setup



Setup Type

Choose setup options

Choose the type of setup you prefer, then click Next.

Standard

Firefox will be installed with the most common options.

Custom

You may choose individual options to be installed. Recommended for experienced users.

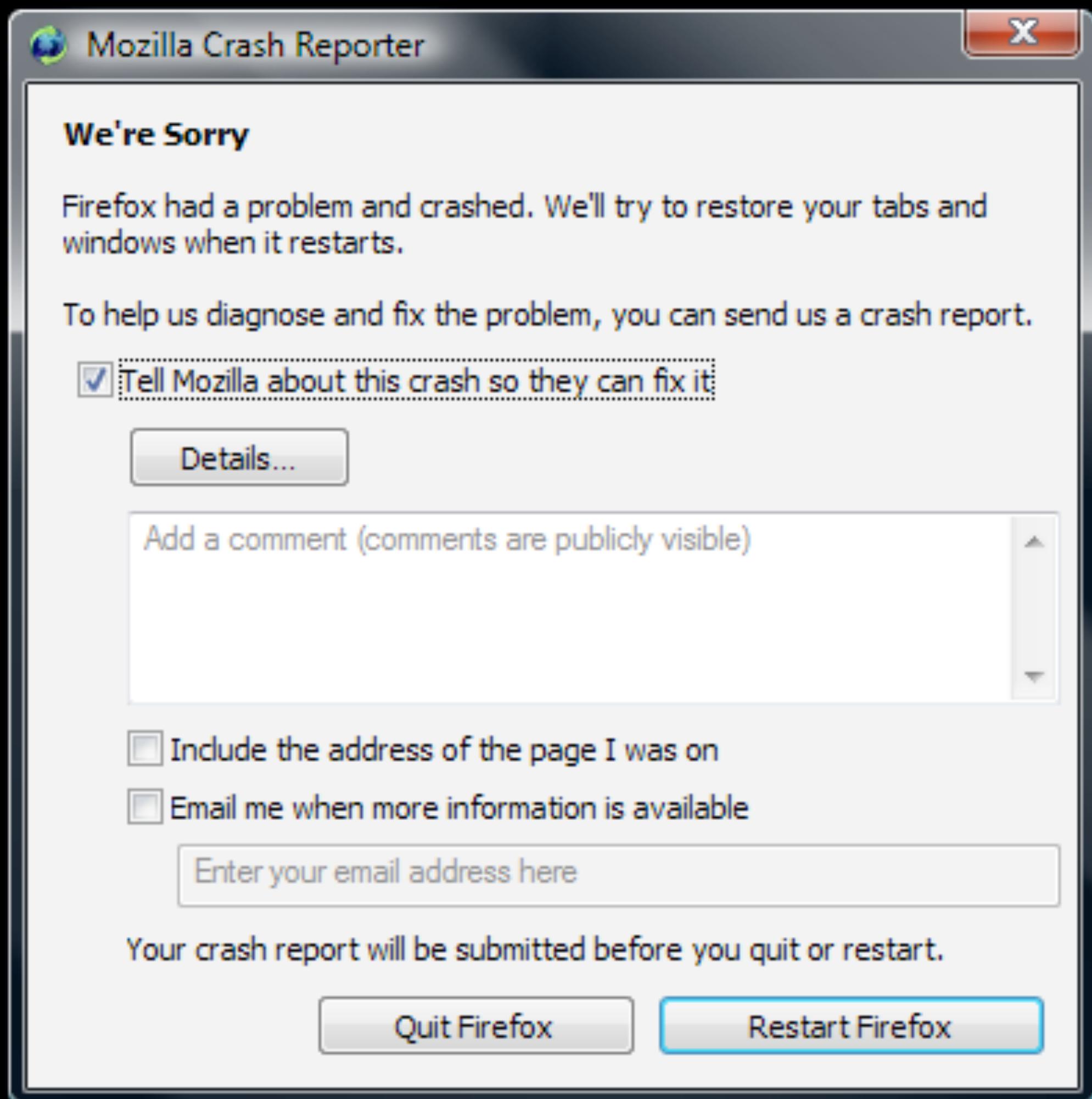
Use Firefox as my default web browser

< Back

Next >

Cancel

do you make it easy for people to get involved?



can people understand your code?

```
#if USE_PORTMIXER
    if (mPortStreamV18 != NULL && mLastPaError == paNoError) {
        #ifdef __WXMAC__
        if (mPortMixer) {
            if (Px_SupportsPlaythrough(mPortMixer)) {
                bool playthrough;

                mPreviousHWPlaythrough = Px_GetPlaythrough(mPortMixer);

                gPrefs->Read(wxT("/AudioIO/Playthrough"), &playthrough, false);
                if (playthrough)
                    Px_SetPlaythrough(mPortMixer, 1.0);
                else
                    Px_SetPlaythrough(mPortMixer, 0.0);
            }
        }
        #endif
    }
#endif
```

branding



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q: isn't branding for evil
corporations?

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Disney



IBM



“People engaged in branding seek to **develop or align** the **expectations** behind the brand experience (see also brand promise), **creating the impression that a brand** associated with a product or service **has certain qualities** or characteristics **that make it special** or unique.”

<http://en.wikipedia.org/wiki/Brand>

to think your stuff is special

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\$0.55/liter



\$0.55/liter



\$1.42/liter



==



\$0.55/liter

\$1.42/liter

inspires confidence

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bp

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This was not the first time BP had **revamped its logo and appearance** to **improve its environmental image**. In 1989, as British Petroleum, it underwent a similar makeover....David Walton, head of public relations, said **BP's image** was "**a major commercial and political asset**. Like any asset, it has to be managed and looked after."

Sharon Beder
'bp: Beyond Petroleum?', 2002

brand loyalty



**everything they make
must be this good!**

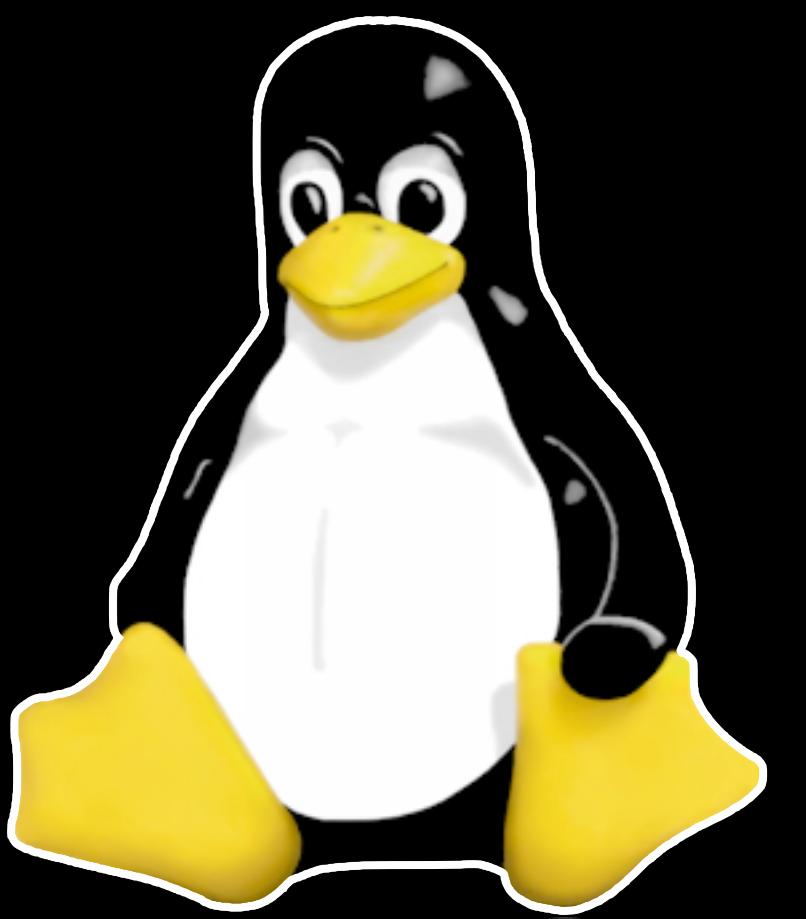
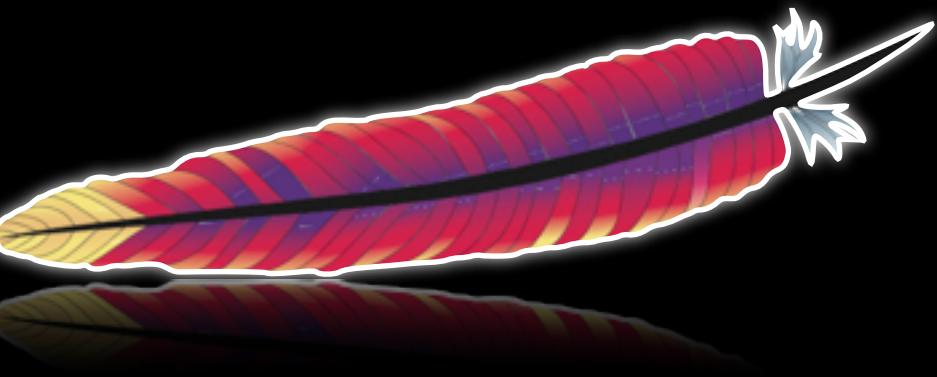
q: open source + branding?
why?

We don't need:

- to convince people to spend more for our stuff
- to be seen as nice people when we're doing evil things
- to get people addicted to our products



qpid



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team colors

because it helps people
know who you are

it will help you get more
users

it will help you get taken
seriously by consumers who
are used to seeing that stuff

a well-thought-out brand
suggests a well-thought-out
user experience

"A great brand raises the bar -- it adds a greater sense of purpose to the experience, whether it's the challenge to do your best in sports and fitness, or the **affirmation that the cup of coffee you're drinking really matters.**"

Howard Schultz
(president, ceo and chairman of Starbucks)

spreading the word



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press releases



SOURCEFORGE.NET®

traditional print/television/
internet advertising

word of mouth

q: what can open source
learn from traditional
promotion?

express value clearly



Download the newest Vuze (formerly Azureus)

Find, download, and play high-quality and HD videos



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This is the official website of **Gallery**, the open source web based **photo album organizer**. Gallery gives you an intuitive way to blend photo management seamlessly into your own website whether you're running a small personal site or a large community site.

More:

- ▶ [About](#)
- ▶ [Features](#)
- ▶ [Related Sites](#)
- ▶ [Requirements](#)
- ▶ [Screenshots!](#)
- ▶ [Certified Web Hosts](#)



need to have a good story

reporters want to write something interesting



if possible, a better one than
“we’re smart people and we
built clever stuff”

open source promotion has
specific opportunities

**watch, learn,
and respond**

Create a Google Alert

Enter the topic you wish to monitor.

Search terms:

Type:

How often:

Deliver to:

Create Alert

Google will not sell or share your email address.

connect with related
communities

connect with related communities



GNOME Project Listing

This page is a listing of GNOME-related projects and their related web pages. For a more complete, searchable list of applications, check out [the GNOME Software Map](#).

A

- [a11y](#), GNOME Accessibility for people with disabilities
- [Abiword](#), Word Processor
- [Accerciser](#), Interactive accessibility explorer
- [Agnubis](#), Presentation Program
- [Anjuta](#), Integrated Development tool

B

- [Balsa](#), e-mail client

M

- [Memprof](#), Dev. memory profiler
- [Metacity](#), Window Manager
- [Midnight Commander](#), File Manager
- [Moleskin](#), Code Editor
- [Mozilla](#), Browser and HTML rendering widget
- [mpterm](#), Multi-tabbed terminal application
- [Meld](#), Diff Merge and Source Control

PoweredBy

Feel free to add your software/website here if it makes use of Lucene. Please do not add your website if it uses Lucene merely indirectly, e.g. if you make use of a blog publishing system which in turn uses Lucene. We reserve the right to remove links where it isn't visible that Lucene is used, so consider adding a text like "powered by Lucene" to your search result page. **Note to spammers:** don't bother adding your site here, we're using the appropriate meta tags so search engines will ignore the links anyway.

Applications and web applications using Lucene include (alphabetically), see below for usage of Lucene on web sites:

- [ActiveMath](#) - a user adaptive, interactive and web-based learning environment for mathematics
- [Aduna AutoFocus](#) - a visual desktop search tool
- [Aduna Metadata Server](#) - RDF-based indexing server for metadata and full text
- [Affidata](#) - a real estate search engine that uses lucene for Advanced Search Functionality
- [agorum core DMS](#) - Open Source DMS (Document Management System). Uses lucene for full-text and metadata search. Index is completely stored withing Database (for transaction issue)
- [Ahahi](#) - a search engine (web,news,image,forum,crawler)
- [Antya](#) - Website discovery engine powered by Lucene [displays Websites, logos, address]
- [AideRSS - PostRank](#) - Blog filtering and ranking based on social media metrics
- [Affiliate Ranker](#) - an affiliate program search engine
- [JiansNet](#) - A platform for searching and sharing useful information for overseas Chinese
- [Bigsearch.ca](#) - uses nutch, based on lucene open source software to deliver its search results.
- [BibleDesktop](#) - A Bible study program using lucene to search Bibles
- [Bixee](#) - Search Engine for Jobs in India.

promotion via social media

The image shows a screenshot of the Twitter homepage. At the top, the Twitter logo is on the left, and a "Login / Join Twitter!" button is on the right. Below the header, a tweet is displayed in a white box:

WOW! MindTouch Deki is ranked #4 on sourceforge.net. hells y ah bitches

about 13 hours ago from TweetDeck

Below the tweet, the user's profile information is shown:

 **Roebot**
Aaron Roe Fulkerson

At the bottom of the page, a navigation bar contains links: © 2009 Twitter [About Us](#) [Contact](#) [Blog](#) [Status](#) [Apps](#) [API](#) [Search](#) [Help](#) [Jobs](#) [Terms](#) [Privacy](#)

submit your new releases to freshmeat and SourceForge.net

 [**Cacheboy Squid 1.6**](#) [○\[i\]](#) [○\[s\]](#) [○\[n\]](#)
by [adrian chadd](#) - Fri, Jan 16th 2009 00:20 UTC

About: Cacheboy Squid is a Squid-2 derivative that aims to build on top of the Squid-2 codebase stability. The primary short-term aims of this codebase are a cleaner, better organised codebase, HTTP/1.1 support, compression support, IPv6 support, better storage, and initial threading support for certain subsystems.

Changes: Lots of restructuring between 1.4 and 1.6. This includes some initial IPv6 infrastructure work, but no working IPv6 support for now. This release fixes a critical string-related bug.

Focus	License	URLs
Major bugfixes	GNU General Public License v2	    

Projects

[ROZK: 0.6.1 released](#)

2009-01-15

ZK is Ajax Java framework without JavaScript. With direct RIA, 200+ Ajax components and markup languages, developing Ajax/RIA as simple as desktop apps and HTML/XUL pages. Support JSF/JSP/JavaEE /Hibernate/.., and Ajax script in Java/Ruby/Groovy/Python/.. ROZK is an open source tool to build CRUD forms with jRuby and ZK with minimal codes, created by David Cheung. For more information on ROZK, visit: http://rozk.net/wordpress/?page_id=2 ROZK 0.6.1: <http://rozk.net/wordpress/?p=72>

ok, that's it.

enjoy the rest of the show!
rturk@corp.sourceforge.com