

State of the Mozilla Add-ons Universe

Brian King - [Briks Software](#),
[Mozdev.org](#)

Add-on-Con - 11 December 2008

1 Billion!

Platform for Innovation and Experimentation

Multizilla

Netscape.com - Netscape 6

File Edit View Search Go Bookmarks Tasks Help

http://www.netscape.net/ Search

Home Netscape Multizilla MozillaZine XUL Reference XUL Planet mozilla.org Counter

My Sidebar Tabs

Search

Tinderbox: SeaMonkey-Ports

Bookmarks

Add... Manage Find...

Name

Personal Toolbar Folder

Mozilla Project

- mozilla.org
 - The Mozilla Organiza...
 - Weekly Status Update
 - Feedback
- Developer Information
 - Getting Involved
 - Documentation
 - Download Source C...
- Standards
- User interface design
- Webtools
- Community
 - Newsgroups
 - MozillaZine
 - Alphanumerica's Moz...
 - NewZilla - the Unoffi...
- Third-Party Tools
- Technology Demonstration

History

MozillaZine

What's Related

Tinderbox: SeaMonkey

New Hide Switch Preferences Upgrade JS Console Close

Local startpage Daily News - MozillaZ... Netscape.com mozdev.org - multizill...

Welcome!

Mail Calendar Instant Messenger My Netscape Download Search

Netscape®

Search the Web Search

CHEAP FLIGHTS

Chicago GO

Netscape Highlights Find It Yellow Pages Maps
Talk About It Buy It White Pages Radio

Monday, September 3, 2001

Autos

Browser Central

Business

Careers

Computing

Entertainment

Games

Health

House & Home

International

Lifestyles

Local Guide

Music

News

Personal Finance

Research & Learn

Shopping

Small Business

Sports

Travel

Labor Day

Find a relaxing respite from the rat race this weekend with a complete guide to activities near you.
Weekend Activities »
Find Cheap Gas »

People.com

'Friends' and Family

Marital bliss for Cox, Kudrow and Aniston.

SPECIAL OFFERS

Printing Frenzy: Find the Right Printer

Motorola AT&T: Prepaid Wireless

Labtec Axis-002 PC Headset \$24.95

Aspen, Colorado: 7th Night Free

The **HOT** new Netscape 6.1 browser. **Free!** Click Here

LATEST NEWS

News: Scientists make blood from stem cells (from **CNN.com**)

Celebs: Anne Heche Marries

Tennis: Agassi, Capriati Advance

Computers: Avoid Virus Hell

TOP PICKS

- Do Biz Online
- Love@Netscape
- Netscape 6.1
- Win a Walk-on
- Your Horoscope
- Yellow Pages

WEATHER

Enter ZIP or City

Go

business & finance shop fun tech

Vacation: Find the time and help you need to get away.

SMALL BUSINESS

Netbusiness Poll: How do you plan to spend Labor Day?

- Travelling
- Barbecue
- Shopping

Vote

PERSONAL FINANCE

Back to School: How to pay for school at any grade level.

IPO Watch: Which companies are hot, which are not.

MARKET UPDATE

Stock Quotes by **Salomon Smith Barney**

Symbol Lookup

Dow	9949.75	+30.17
Nasdaq	1805.43	+13.75

Document: Done (1.242 secs)

Leading the Way / Incubators

[Multizilla](#) - tabbed browsing.

[Total Recall](#) - a precursor for Session Restore

[Googlebar](#)

[Forumzilla](#) - feed reading in Thunderbird

... and [many more](#)

Labs



The Concept Series aims to provoke thought, facilitate discussion, and inspire future design directions for Firefox, the Mozilla project, and the Web as a whole.

Nurturing

Other Ways of Giving Back, such as...

Writing patches

Wiki contributions

IRC and forums



And Ultimately....

Try to **Open Source**, the Mozilla way

Sometimes building a strong developer community can make business sense

Publish your source on AMO, your site, or a community site such as Mozdev.

Mozdev

- * Community run site providing free hosting for Mozilla applications and extensions since 2000
- * Over 1/3 of Top 50 AMO add-ons hosted on mozdev or started there
- * More than twenty Mozilla-based applications have extensions under development on mozdev
- * An entry point where people can learn the tools and processes of the core Mozilla developer community.

Strategic Asset for Mozilla

- Core to the Mozilla mission of “choice & innovation”
- Huge momentum versus other browsers.
- Customization is a key differentiator for Firefox and helps users feel like Firefox is “mine”

Vibrant Ecosystem of Startups



The Majors get in on the Act



Other Consumers of the Extension Manager

TomTom

The screenshot shows the TomTom HOME application window. The title bar reads "TomTom HOME" and the menu bar includes "File", "Device", "Tools", "Help", and "Debug". A "Log in" link is in the top right corner. The main content area is titled "Available extensions" with a puzzle piece icon. Below the title is a instruction: "Click 'Install' next to the extension you want to use in TomTom HOME." A table lists extensions, categorized into "Installed extensions" (2), "Disabled extensions" (1), and "Available extensions" (1). The "Available extensions" section shows the "MapShare Indicator" extension, which is "Tiny" in size and "Online" in location, with an "Install" button. At the bottom of the window are two buttons: "Back" and "Check for updates".

Name	Size	Location		
Installed extensions 2				
DOM Inspector Inspects the structure and properties of a window and its contents. More info...	0.7 MB	My Computer	Disable	Uninstall
Live HTTP headers View HTTP headers of a page and while browsing. More info...	0.1 MB	My Computer	Disable	Uninstall
Disabled extensions 1				
JavaScript Debugger JavaScript debugger and profiler More info...	0.9 MB	My Computer	Enable	Uninstall
Available extensions 1				
MapShare Indicator TomTom The Map Share status indicator will assist you in keeping your map up to date ... More info...	Tiny	Online	Install	

Back Check for updates

eMusic

The screenshot displays the eMusic Remote web browser interface. The main window title is "eMusic Remote" and the address bar shows "http://www.emusic.com/promo/remote_demo/index.html?fref=".

Sidebar:

- DOWNLOAD MANAGER**
 - album view
 - track view
 - audiobooks view
- EMUSIC STORE**
 - home
 - browse
 - new
 - charts
 - magazine
 - audiobooks
 - save for later
- Tweetbar**
 - sign in!
 - what are you doing? (140)
 - Update
 - everyc friend friend followe
 - refresh: 1 min. [clear tweets]
 - tomaat, komkommer, tonijn, rucola, bleekselderij, pijnboompitten, mmmm
 - penny - about a minute ago

Add-ons Window:

- Extensions** | Themes
- Console Filter 0.3**
A text filter for the JavaScript/Error Console.
Buttons: Preferences, Disable, Uninstall
- DOM Inspector 1.8.1.2**
- tweetbar 1.0**
- Buttons: Install..., Find Updates, Get Extensions

Main Content Area:

- note experience.
- ownload from eMusic. and click 'Play' to
- eMusic Remote works as a web browser so you can browse the eMusic catalogue, post album and audiobook reviews and download music and audiobooks just like you would with Internet Explorer, Firefox or any other web browser. Click on the eMusic Store links to go directly to the main areas on eMusic.
- Media Library Sync**
eMusic Remote automatically copies your eMusic downloads directly to your media player. Click on 'Media Library Sync' to change your player settings at any time.

Footer:

- twitter is © 2007 obvious.
- tweetbar created by mike demers.

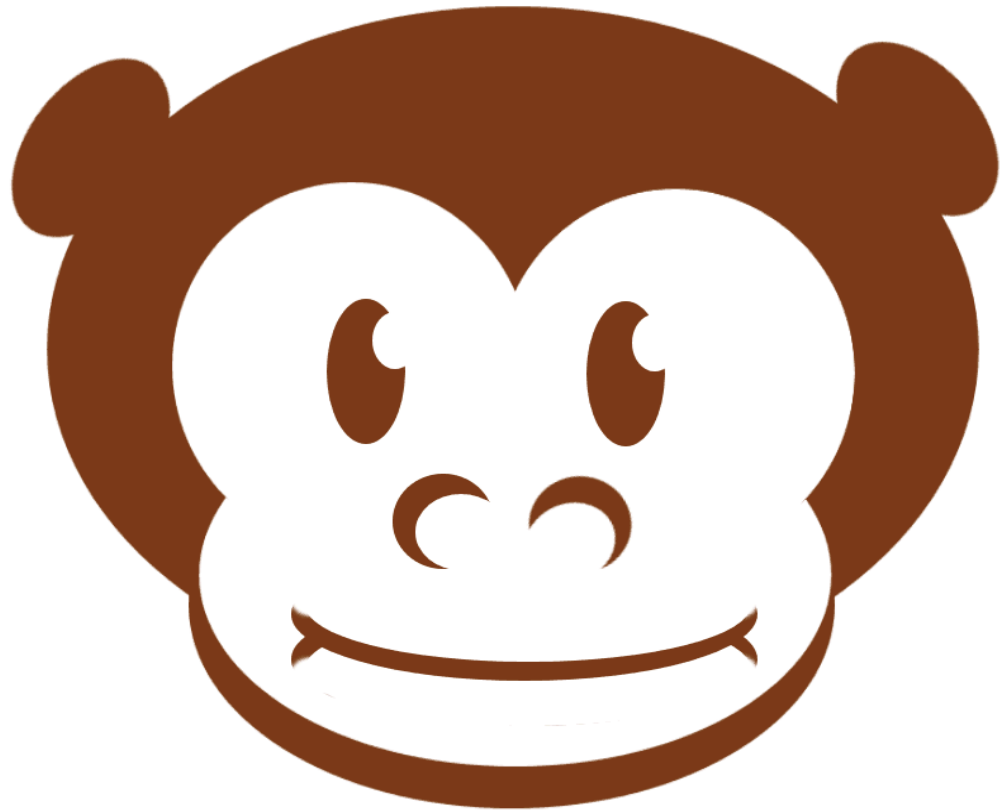
Not all have a presence on AMO,
but...

... they realise the value in
supporting Add-ons.

Cousins

User Scripts

The Cult of
Greasemonkey



XULRunner Applications

More Front-End Flexibility

More Back-End Flexibility (with custom build)

More Build Voodoo
... more complex



[Image Source](#)

AMO

- Over 1.5 million visitors per day, approximately 5M daily page views
- Site is available in 28 languages
- AMO add-on population:
 - 5000+ Extensions
 - 850+ Themes
 - 50+ Language Packs
 - 50+ Dictionaries
- Sizable number of add-ons not hosted on AMO
- Over 100M active daily add-on pings
- 10-20 blog/news articles daily about add-ons

AMO Approval
aka How to get on
the AMO team's
good side.

**Respect the
guidelines**

Respect your users

Responsiveness

**Update to latest
platform target
(Currently 3.1b3pre)**

Ensure quality

Quality

In Firefox 2, extensions slowed down Firefox and gave it a bad name as a memory hog.

Not all ext. developer fault, but...

Better quality control on AMO where extensions are reviewed thoroughly (errors, non-namespaced code, memory leaks, remote JS, ...)

Fix Leakage

- Easy to use Memory Leak Test Tool developed by David Baron

- Only Requirement is a environment variable and works on all platforms

“c:\NSPR_LOG_MODULES=DOMLeak:5,DocumentLeak:5,nsDocShellLeak:5,NodeInfoManagerLeak:5”

- And “set NSPR_LOG_FILE=c:\leak1.log” to define a Leak Log

- Works on Firefox 2 and Firefox 3+ Release Builds

- Leak Log Upload Form on

<http://mxr.mozilla.org/mozilla/source/tools/footprint/leak-gauge.html> for analysis

- Upload Form indicates if a Memory Leak was found

That Review Queue



[Source](#)

Plans are AFOOT to tackle it and
make the review process faster in
the future.

What's Next?

AMO Features Roadmap

Goal	Q3 2008	Q4 2008	Q1 2009
Ease of Use (cf. Bugzilla)	<ul style="list-style-type: none">• Full-Text Search• Find-as-you-type• Revise FAQ	<ul style="list-style-type: none">• AMO for Firefox Mobile• Replace Vanilla forums	<ul style="list-style-type: none">• {TBD}
Find & Discover	<ul style="list-style-type: none">• Add-on & Feeds Sharing• Revised popularity algorithm	<ul style="list-style-type: none">• Add-on/Author Badges• New discovery: find add-ons by tag, function or site	<ul style="list-style-type: none">• Glimpse/add-on clustering• Favorite-ing• Add-on Recommender
Breadth	<ul style="list-style-type: none">• Support for search engines	<ul style="list-style-type: none">• Entries for non-AMO add-ons• PFS update	<ul style="list-style-type: none">• Support for add-on locale packs

AMO Features Roadmap (cntd.)

For...	Q3 2008	Q4 2008	Q1 2009
Add-on Devs	<ul style="list-style-type: none">• Revised Developer Tools• Developer Survey	<ul style="list-style-type: none">• Developer Stats API• CVS, MXR for public add-ons• Taggable library	<ul style="list-style-type: none">• Mini AMO on developer's site
AMO Editors & Localizers	<ul style="list-style-type: none">• XPI Version differ• Editor Leaderboard & Badges	<ul style="list-style-type: none">• Sandbox vs. Review Queue• Editor Tools revision• Pattern scanners• Metadata upload API	<ul style="list-style-type: none">• New L10n tools
Stats, Data & Infrastructure	<ul style="list-style-type: none">• New MoCo Add-ons dashboard• AMO performance release• Urchin 6 for web analytics	<ul style="list-style-type: none">• Public AMO Stats Dashboard	

Freedom, Power and Fun!

Freedom ... to dream up and implement your own ideas

... to customise

... to innovate

... to extend

Power -

"With great power comes great responsibility"

aka

Don't delete all the files on your user's computer.

Fun

Scratch an itch - the OSS way

Make new friends along the way (irc, mailing lists, and other developers forums)



Business

Firefox - 20% + market share, and climbing
50% in some regions

Thanks!

Questions?

brian@mozdev.org