

<http://www.pocket-lint.com/news/9332/firefox-not-appealing-long-term>

Firefox fails to appeal long-term

75% don't bother after first trial

by Stuart Miles published on 11 August 2007

Mozilla foundation, the makers of internet browser Firefox, has admitted that only 25% of users who download the browser become active users.

In an attempt to boost numbers, the foundation has said that it will be addressing a number of issues it feels is holding the adoption of the software back.

The first will be a change to the logo ditching the now famous fox for something that represents browsing the world wide web.

The company also said on its website that it is planning a massive marketing push and focusing efforts on making its homepage "more sticky".

Mozilla supporters argue that these figures are not shocking, just honest - and point out that it is rare for companies to publish data on uptake for free software downloads.

An improved version of the browser, Mozilla 3, should be available soon which is hoped will help the cause.

