Qt at Digia, What now?

Knut Yrvin
Digia, Qt Community
November, 2012
Agenda

1. Qt Community Facts
2. After Nokia, why is Qt still a success?
3. Digia's Qt Ambitions
4. How can FRUCT participate?
Knut Yrvin:

- Telenor in 1986 – technical assistant
- Engineer in electronics – 1992
- Telenor – project planning – 1993
- Master in system development – 2000
- Consultant for three years. Norwegian Central Securities Depository, different banks and other industries
- Co-founded award winning Skolelinux in 2001
  - Now a part of Debian Edu
- Trolltech ASA – 2006-2008
- Qt at Nokia – 2008 – 2012
- Qt at Digia – 2012 ->
Qt Community Facts
Qt Project

- **Chief Maintainer**: Leads maintainers with ultimate decision making power.
- **Maintainers**: Final responsible for a given module or port.
- **Approvers**: Approves / rejects contributions.
- **Contributors**: Contributes code to Qt.
Qt is a cross-platform application and UI framework for developers using C++ or QML, a CSS & JavaScript-like language. Qt Creator is the supporting Qt IDE.

Qt, Qt Quick and the supporting tools are developed as an open source project governed by an inclusive meritocratic model. Qt can be used under open source (LGPL v2.1) or commercial terms.

1. Get started
   - SDK Download
   - Getting started
   - Learning guides

2. Learn more
   - Learning videos
   - Wiki
   - Documentation

3. Join us
   - Forums
   - IRC Channels
   - Contributions

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Qt 5 Beta released

The Qt 5 beta is now available for testing and feedback. Read the announcement blog now to learn what Qt 5 can do for you. Qt 5 has its own wiki page too.

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Popular tags - clickable see all

- qtdesigner
- qml
- qtcreator
- tutorial
- gmake
- learning
- embedded
- windows

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Livecoding video effects with Qt5
Considerable number of visitors

364,477 people visited this site

Visits: 1,059,277
Unique Visitors: 364,477
Pageviews: 3,125,403
Pages / Visit: 2.95
Avg. Visit Duration: 00:04:14
Bounce Rate: 51.34%
% New Visits: 27.99%

71.98% Returning Visitor
762,431 Visits
28.02% New Visitor
296,846 Visits
Digia acquired Qt
Sept 16, 2012

+2.5 million visitors
(Oct 2011 - Oct 2012)

2,597,071 people visited this site

- **Visits:** 9,560,847
- **Unique Visitors:** 2,597,071
- **Pageviews:** 27,309,625
- **Pages / Visit:** 2.86
- **Avg. Visit Duration:** 00:03:54
- **Bounce Rate:** 54.93%
- **% New Visits:** 26.56%

73.41% Returning Visitor
7,018,538 Visits

26.59% New Visitor
2,542,309 Visits
Top Continents

Europe: 512,066
Americas: 207,677
Asia: 180,356
Oceania: 16,049
Africa: 10,938

(not set)
# Operating Systems

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<thead>
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<th>Platform</th>
<th>Count</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Windows</td>
<td>661,037</td>
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<tr>
<td>Linux</td>
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<td>Macintosh</td>
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<tr>
<td>BlackBerry</td>
<td>249</td>
<td>0.02%</td>
</tr>
</tbody>
</table>
Qt community contributions
(Between 200-350 contributions a week)

Source: Thiago Macieira’s blog
http://www.macieira.org/blog/qt-stats/
Digia's does more: Hosting, Build System, Bug tracker etc.

Source: Thiago Macieira's blog
http://www.macieira.org/blog/qt-stats/
Interesting facts on the relation between open source and commercial Qt
47% of the commercial customers heard about Qt through Open Source, Web, studies or Linux distros. This goes for 64% of the Open Source developers.
(Qt evealuation before purchase)

2007

- Outsourced technology evaluation to another company: 11
- I Bought a license for initial evaluation: 6
- I asked a developer on my team to apply for an evaluation version from trolltech.com: 1
- Applied for evaluation version from trolltech.com myself: 32
- I asked a developer on my team to download Open Source edition (GPL) from trolltech.com: 4
- I obtained Open Source edition (GPL) from somewhere else myself: 6
- I downloaded Open Source edition (GPL) from trolltech.com: 5

34% GPL

2008

- Outsourced technology evaluation to another company: 1
- I Bought a license for initial evaluation: 6
- I asked a developer on my team to apply for an evaluation version from trolltech.com: 11
- Applied for evaluation version from trolltech.com myself: 34
- I asked a developer on my team to download Open Source edition (GPL) from trolltech.com: 6
- I obtained Open Source edition (GPL) from somewhere else myself: 4
- I downloaded Open Source edition (GPL) from trolltech.com: 6

45% GPL
Qt downloads

- 2007: Trolltech
- 2008: Trolltech/Nokia
- 2009: Nokia
- 2010: Nokia
- 2011: Nokia
- 2012: Digia Plc

Download numbers:
- 2007: 0.4M
- 2008: 0.8M
- 2009: 1.2M
- 2010: 2.0M
- 2011: 2.0M
- 2012: 2.0M
After Nokia: Why is Qt still successful?
Qt Project benefits

- Broader Qt Ecosystem
- Richer releases
- Shared roadmapping
- Easier customization
- More opportunities for Qt experts
- Increased stability
# Developer Satisfaction Ratings

<table>
<thead>
<tr>
<th>Tool</th>
<th>Cost</th>
<th>Platform Breadth</th>
<th>Runtime Perform</th>
<th>Learning Curve</th>
<th>Develop &amp; Debug</th>
<th>Device/ UI Access</th>
<th>Capability</th>
<th>Publishing</th>
<th>Support &amp; Services</th>
<th>Overall</th>
<th>Sample Size</th>
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<td>3.8</td>
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<td>4.1</td>
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<td>4.0</td>
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<td>3.6</td>
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<td>3.6</td>
<td>3.5</td>
<td>3.4</td>
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<td>4.1</td>
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<td>4.0</td>
<td>3.5</td>
<td>3.9</td>
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<td>3.8</td>
<td>3.9</td>
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<td>3.8</td>
<td>3.7</td>
<td>3.8</td>
<td>1950</td>
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</tbody>
</table>

*Average rating per tool, from 1=Unacceptable to 5=Excellent

source: VisionMobile developer survey

Qt got top score in Developer Satisfaction Ratings 2012 (n = 1950)
Qt has outgrown Flash in Developer Mindshare where other platforms and frameworks are losing ground in 2012 (n = 1440)
Qt in Education

- Focus on 100 top universities
- Achievements
  - Qt in education landing page
  - Course Material
  - Qt Education Advisory board
  - Forum
### Top universities that teaches/uses Qt

<table>
<thead>
<tr>
<th>University</th>
<th>Country</th>
<th>World Rank</th>
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</thead>
<tbody>
<tr>
<td>Oxford University</td>
<td>UK</td>
<td>11</td>
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<tr>
<td>Tsinghua University</td>
<td>China</td>
<td>13</td>
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<tr>
<td>Beijing University</td>
<td>China</td>
<td>31</td>
</tr>
<tr>
<td>Technical University of Munich (TUM)</td>
<td>Germany</td>
<td>45</td>
</tr>
<tr>
<td>RWTH Aachen</td>
<td>Germany</td>
<td>57</td>
</tr>
<tr>
<td>University of Queensland</td>
<td>Australia</td>
<td>61</td>
</tr>
<tr>
<td>Virginia Polytechnic Institute (Virginia Tech)</td>
<td>USA</td>
<td>66</td>
</tr>
<tr>
<td>Event name</td>
<td>Dates</td>
<td>Deadlines</td>
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<tr>
<td>-----------------------------------------------------</td>
<td>-----------------</td>
<td>-------------</td>
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<tr>
<td>8th FRUCT (Lappeenranta, Finland)</td>
<td>09-12.11.10</td>
<td>27.09.11</td>
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<tr>
<td>VII Mobile VAS Conference (St-Petersburg)</td>
<td>18-19.11.10</td>
<td>15.10.10</td>
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<tr>
<td>Symbian power drain contest (Finland)</td>
<td>05.11-12.12.10</td>
<td>22.12.10</td>
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<tr>
<td>Russian Qt developer contest (Russia)</td>
<td>01.12-28.02.11</td>
<td>15.03.11</td>
</tr>
<tr>
<td>Russian MeeGo developer contest (Russia)</td>
<td>20.12-20.02.11</td>
<td>11.03.11</td>
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<tr>
<td>BCFIC 2011 (Riga, Latvia)</td>
<td>16-18.02.11</td>
<td>11.10.10</td>
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<tr>
<td>Qt winter school (St-Petersburg)</td>
<td>21-26.02.11</td>
<td>20.02.11</td>
</tr>
<tr>
<td>1st Russian MeeGo conference (Moscow)</td>
<td>09-11.03.11</td>
<td>24.01.11</td>
</tr>
<tr>
<td>Nizhny Novgorod Mobile Week: Qt training</td>
<td>25-28.03.11</td>
<td>22.03.11</td>
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<tr>
<td>9th FRUCT (Petrozavodsk)</td>
<td>26-29.04.11</td>
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<td>Qt training in Yaroslal</td>
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<td>07.05.12</td>
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<td>Qt training in Moscow</td>
<td>6-81.05.11</td>
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<td>Qt summer school in St-Petersburg</td>
<td>15-22.07.11</td>
<td>01.08.11</td>
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<td>ruSMART 2011 (St-Petersburg)</td>
<td>22-23.08.11</td>
<td>18.04.11</td>
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<td>New2AN 2011 (St-Petersburg)</td>
<td>23-24.08.11</td>
<td>11.04.11</td>
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<td>IS/IT 2011: FRUCT-South seminar (Divnomorskoe)</td>
<td>02-10.09.11</td>
<td>20.05.11</td>
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<tr>
<td>2nd Finnish-Russian Mobile Linux summit (Oulu, Finland)</td>
<td>04-05.10.11</td>
<td>12.09.11</td>
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<td>Advanced Qt Quick training in St-Petersburg</td>
<td>06-08.10.11</td>
<td>03.10.11</td>
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<td>UbiComm 2011 (Lisboa, Portugal)</td>
<td>24-29.10.11</td>
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<td>Advanced Qt Quick training in Yaroslavl</td>
<td>05-07.12.11</td>
<td>02.12.11</td>
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</table>
Qt Everywhere
– for all those who are new to Qt
Jolla the MeeGo spin off

BlackBerry BBX 10
LG Smart TV

THE EASIEST ACCESS TO LIMITLESS CONTENT.

LG Smart TV lets you access a limitless world of entertainment in a way that's easier and more fun than ever before. It's smart made simple.

2,160 people like LG SMART TV

See how smart TV can be ->

See what LG Smart TV is all about

Watch video

INNOVATIVE MOTION-SENSING REMOTE

CUSTOMIZABLE DASHBOARD
twitter.com/Qt4iOS
Changed market situation
Android activations passed total sale of PC systems June 2012
There will be 2 billion personal device sales in 2016, but most market growth is in mobile.

Global personal computing device sales by OS (units, millions):

- Other
- Microsoft
- Proprietary Android brands
- Google
- Apple

Note: Forecast includes annual estimates of global IT and consumer purchased devices in 62 leading countries. Source: Forrester Research; company reports.

*Forrester forecast
After a drastic fall in share, Microsoft will remain stable at about 30% through 2016.

Global personal computing device sales by OS (percentage share)

Note: Forecast includes annual estimates of global IT and consumer purchased devices in 62 leading countries. Source: Forrester Research; company reports.
*Forrester forecast
Growth in computer devices (1960-2020E)


Sources: ITU, Mark Lipacis, Morgan Stanley Research

Overall, the median time taken to master a cross-platform tool was three to four weeks: 4-5 times faster than the time it takes to master Android or iOS development, but still a substantial effort nonetheless.

Source: "Cross-Platform Developer Tools 2012 -- Bridging the worlds of mobile apps and the web. The seminal report on 100+ cross-platform developer tools, the metrics of developers experience and the future of native vs. web apps."

http://www.slideshare.net/andreasc/vision-mobile-crossplatformdevelopertools2012
A blog: http://www.visionmobile.com/blog/2012/02/crossplatformtools/
With Qt developers can:

- 76% report a productivity increase with Qt
- 80% renew Qt's commercial license
- 92% would recommend Qt to others
- 94% reports that Qt meets or exceeds their expectations

Qt customer surveys 2008 - 2011
Digia's ambitions
Nokia has invested a lot in Qt development, technical capabilities and adoption

Now we need to work even closer together to continue on the good path
Digia Qt business model (1/2)

- Make Qt available under commercial and open source licensing promoting adoption, ecosystem growth and increase contributions
- Qt commercial license sales supports Qt R&D, Qt Project and other Qt activities
- With commercial license revenue, we can make Qt better, enlarge the ecosystem and found innovation and future Qt research
• Work together with the community to build and sustain a strong value-generated ecosystem
• Open business architecture – You succeed. We succeed. We succeed together with Qt.
  • Monetize your investment with Qt
  • Qt brings you true business opportunities to be leaders in technology development
Digia Qt strategy

• Build a profitable and sustainable international product business around Qt
  • Focus on growing Qt license sales
  • Qt licenses with globally available professional support services

• Build a limited Qt services business in order to:
  • Secure feedback to Digia from the market
  • Secure healthy and diverse availability of Qt services in key geographies
  • Meet customer requirements for assistance specifically from Digia, for instance to work closely with Qt R&D

• Maintain and protect the Qt dual licensing business model
Community and partner growth
Goal of increasing the Qt pie!
Digias top six priorities

• #1 Multiplatform framework – key OS support
• #1 Developer Experience
• #1 User Experience
• Dual licensing is warranty from bankruptcy
• Value generating ecosystem
• Open Business Architecture
Short time schedule*

- Qt 5 in 2012
- Commercial **Android support** in 2013 (community version is already in use)
- **Open Business Architecture** (Rich Qt apps on Cloud Services)
- **iOS support** most likely in 2013
- **Lots of more things in 2013** – Stay Tuned

*) it might change digia
How can FRUCT continue to grow with Qt?
Qt Project: Cities with most visitors

- Moscow
- St Petersburg
- Bangalore
- Paris
- London
- Munich
- Kyiv
- Beijing
- Seoul
- Warsaw
- Berlin
- Helsinki
- Shanghai
- Nei-Hu
- Madrid
- Singapore
- Hyderabad
- Pune
- Minsk
More R&D activities using Qt

- Qt technical articles and whitepapers
- Qt presentations, training and teaching in cooperation with R&D businesses
- Qt online web and cross platform app development
- Qt use in open source software
- Contribute to the Qt Project

Hoping that FRUCT are keeping up the good work
Thank You!!!
The Qt Partner Program
Activities to grow Qt

• Qt sales and marketing
  • Qt technical information
  • Qt success stories

• Qt training and education
  • Training classes, educational material, open courseware

• Qt Project administration and infrastructure
  • Development tools (JIRA, git, Continous Integration etc.)
  • Qt dev.net, documentation, forum and wikis
What partners can do to grow Qt

- Qt reference sales
- Market Qt
- Promote Qt in education
- Train Qt developers
- Participate in Qt community activities
- Provide Qt related professional services
- Integrate technologies with Qt, create add-ons etc.
- Contribute to Qt
Objectives

- Promote general Qt technology adoption
- Secure availability of Qt related products and services
- Facilitate improvement of the Qt product
- Facilitate Qt penetration into new markets
- Support the Digia Qt business model
Qt Partner categories

- Technology integrators
- Service providers
- Vertical specialists
- Software resellers
- Qt Community, Universities and Qt Ambassadors
## Partner benefits

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Technology</th>
<th>Service</th>
<th>Vertical</th>
<th>Reseller</th>
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<td>X</td>
<td>Qt-Project</td>
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<td></td>
</tr>
</tbody>
</table>
Partner marketing & business benefits

- Exposure to 1 million monthly visitors to qt.digia.com
- Promotion towards professional Qt user base
- Visibility towards Digia’s Qt sales organization and defined leads sharing process
- Information about Qt news before your clients
- Involvement with Digia Qt’s marketing team for events and marketing material
- Association with the Qt brand
## Partner requirements

<table>
<thead>
<tr>
<th>Obligation</th>
<th>Technology</th>
<th>Service</th>
<th>Vertical</th>
<th>Reseller</th>
<th>Community</th>
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<tbody>
<tr>
<td>Web exposure</td>
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<td>X</td>
<td>X</td>
<td>X</td>
<td>Qt-Project</td>
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<tr>
<td>Logo &amp; trademark rights for Digia Qt</td>
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<tr>
<td>Leads sharing</td>
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<td>X</td>
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<td>X</td>
<td>(X)</td>
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<td>Event cooperation</td>
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<tr>
<td>Qt license model compliance</td>
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<tr>
<td>Qt product contributions</td>
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<tr>
<td>Qt marketing contributions</td>
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</tr>
</tbody>
</table>
Qt Partner Program ramp-up plan

October 31:
• Logo and trademark rights to Nokia partners expired

November:
• Partner program public presentation
• Partner interest online signup

December:
• Partner agreement ready
  • Logo and trademark rights, marketing & business cooperation, license model compliance
Go to qt.digia.com/partners and register!

Upon notification from Digia:
1. Review program details
2. Update company information
3. Contact us if questions
4. Sign up!
Backup slides
Join us in increasing the size of the pie!
Partner program infrastructure

- Online partner product / service catalogue
- Online partner program overview
- Partner mailing lists
- Partner portal
Digia business growth scenarios

Qt user base

Growth
Stable
Decline

Commercial Qt licensees
Open source Qt users

Commercial license share

Stable
Growth
Qt ecosystem is 2%+ of the user base

- Digia, Qt customers
- Eco system participants
- Active Qt users

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