



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?

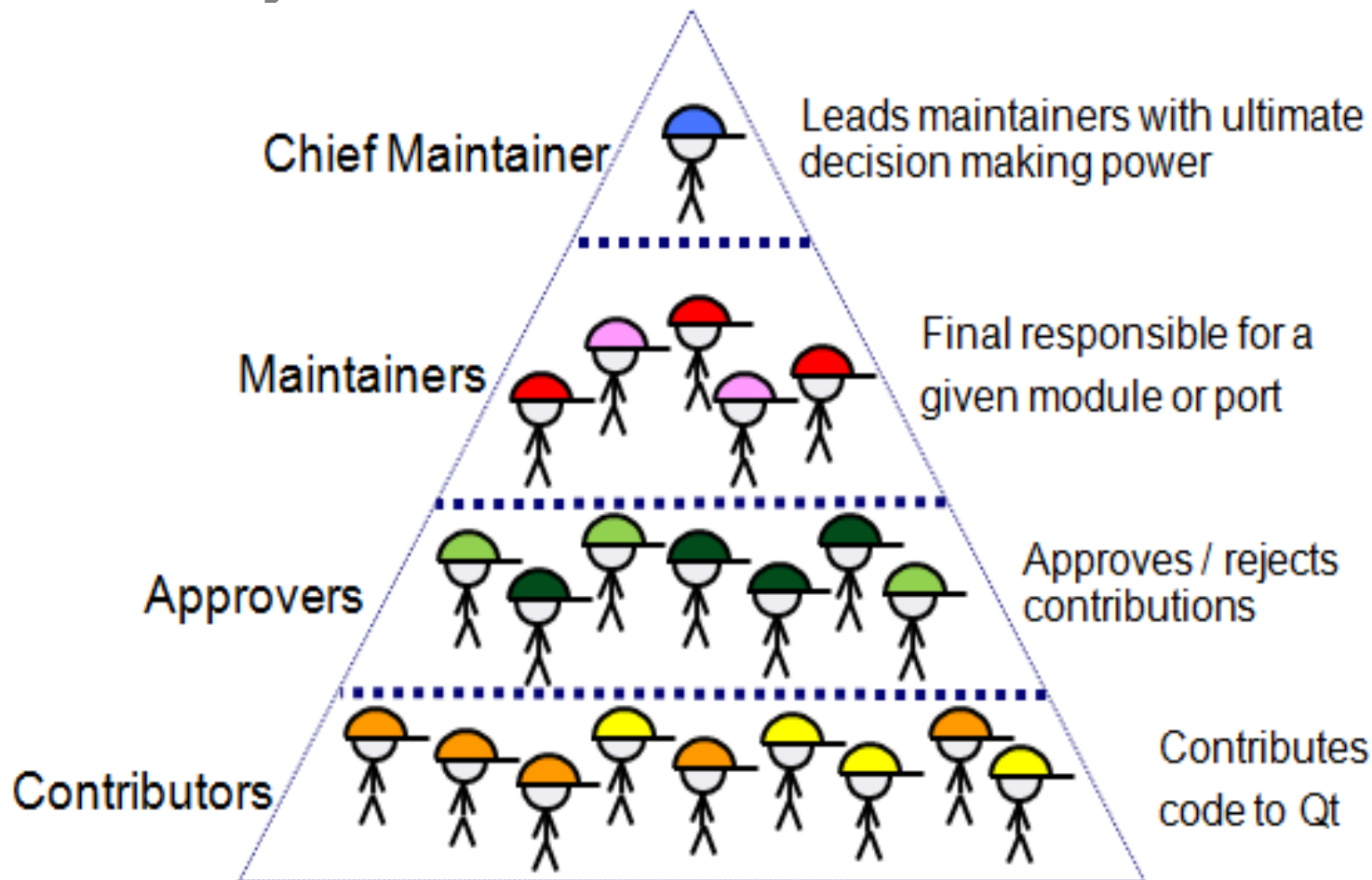


Knut Yrvin:

- 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 – On the Web



Developer Network

[Qt HOME](#) [DEV](#) [LABS](#) [DOC](#) [BLOG](#)

[DEVNET](#) [FORUM](#) [WIKI](#) [DOWNLOADS](#) [GROUPS](#) [CONTRIBUTE](#) [TAGS](#) [DOC](#)

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

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Gurudutt

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4854 new posts Points: 929
218 written posts Hobby
5 groups Entomologist

TROLL

My latest posts

[Bug: Qt Dev Net Syntax Highlighting at E-mails \[solved\] "Rate this up" button doesn't work](#)
[A parenthesis at the end of a link is not taken...](#)



Qt 5 Beta released

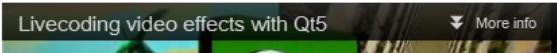
The Qt 5 beta is now available for testing and feedback. Read the [announcement blog](#) now to learn what Qt 5 can do for you. Qt 5 has its own [wiki page](#) too.

[» News Archive](#)

Popular tags - clickable [see all](#)

[qt quick](#) [qt 5](#) [howto](#) [qt creator](#) [tutorial](#)
[qmake](#) [learning](#) [embedded](#) [windows](#)

Planet Qt



Livecoding video effects with Qt5

[More info](#)

[► Fundamentals of Qt - Objects...](#)



Commercial

Considerable number of visitors

(5 Weeks: Sept 16 – Oct 20, 2012)



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%



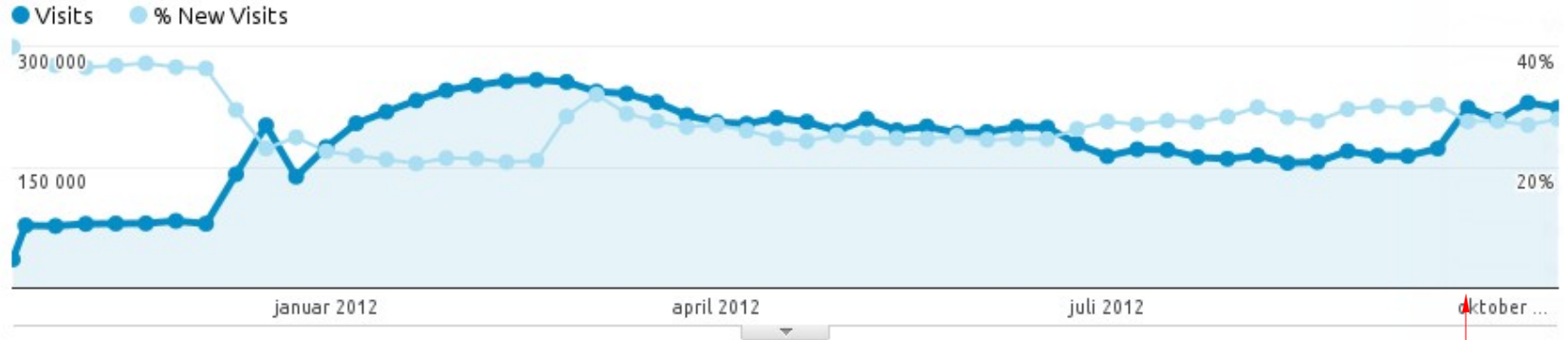
71.98% Returning Visitor
762,431 Visits

28.02% New Visitor
296,846 Visits



Commercial

+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%

Digia acquired Qt
Sept 16, 2012



■ **73.41% Returning Visitor**

7,018,538 Visits

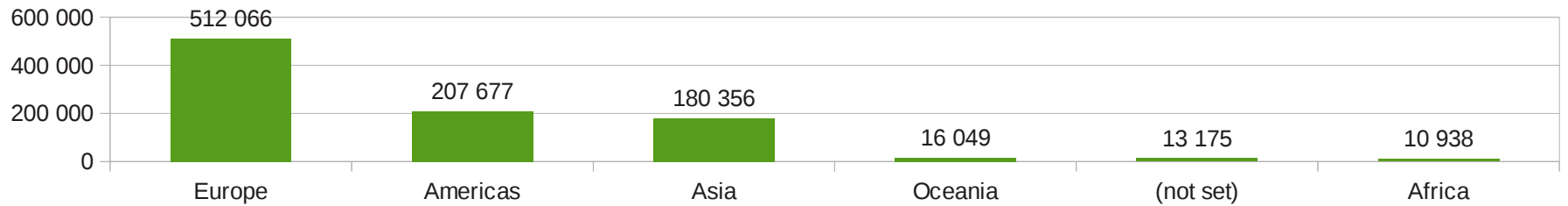
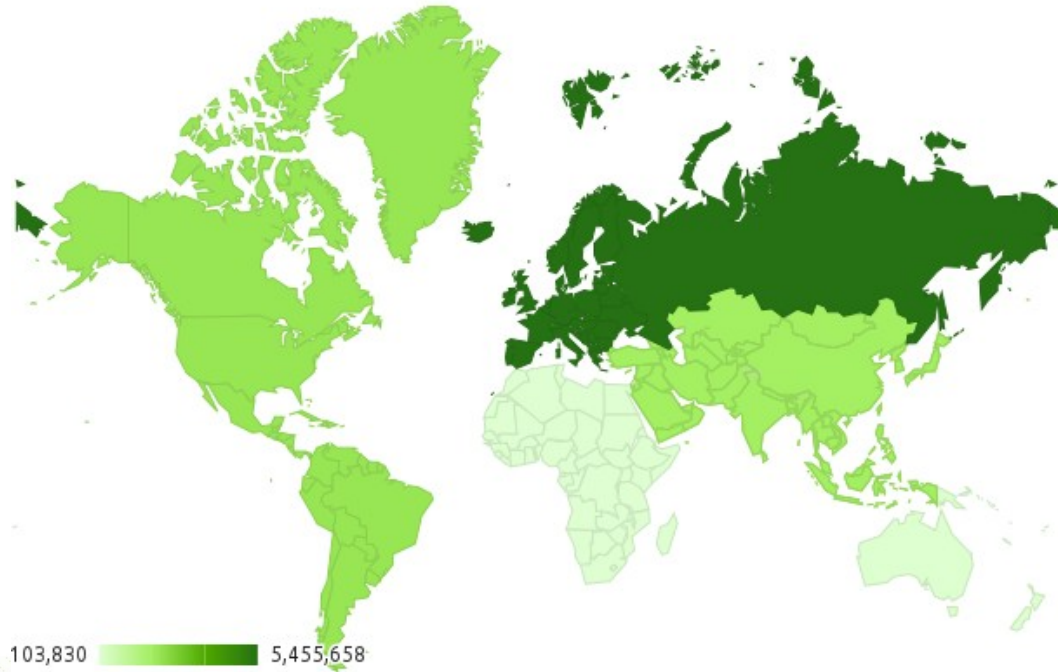
■ **26.59% New Visitor**

2,542,309 Visits

Visitor flow

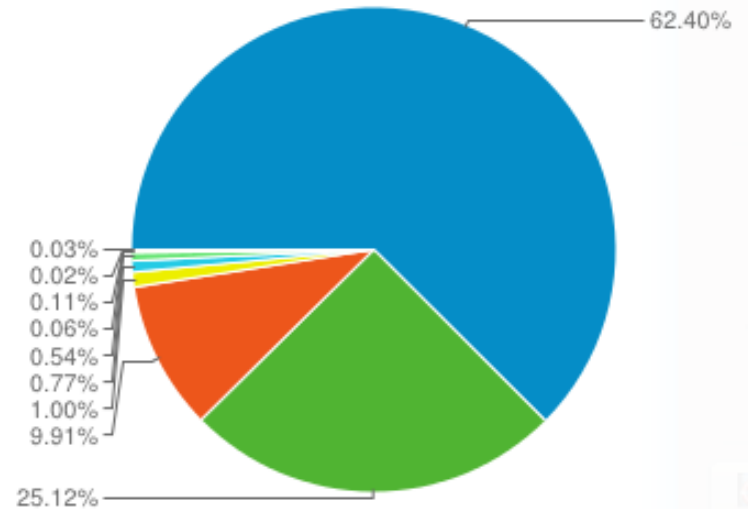


Top Continents



Operating Systems

1.	 Windows	661,037	62.40%
2.	 Linux	266,137	25.12%
3.	 Macintosh	104,932	9.91%
4.	 iOS	10,580	1.00%
5.	 Android	8,110	0.77%
6.	 (not set)	5,706	0.54%
7.	 SymbianOS	1,122	0.11%
8.	 FreeBSD	621	0.06%
9.	 Nokia	280	0.03%
10.	 BlackBerry	249	0.02%

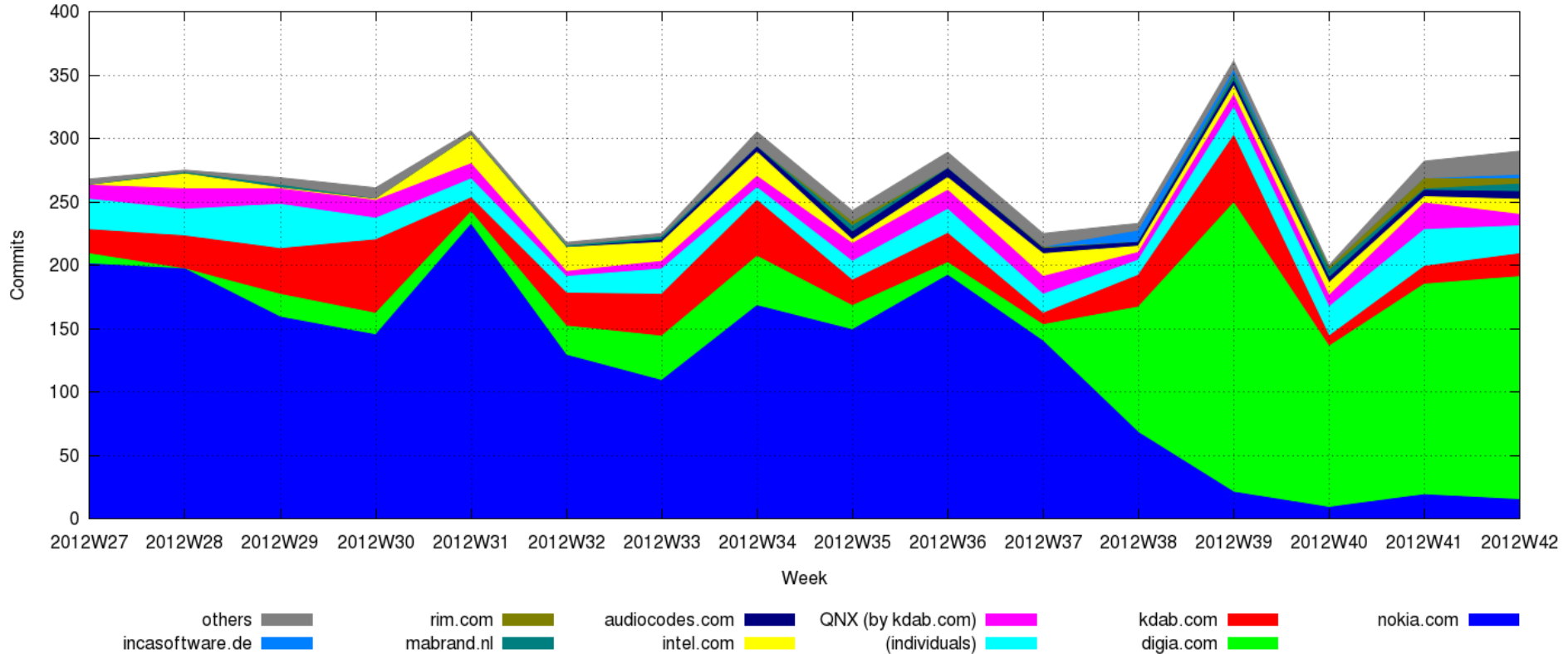




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Qt community contributons

(Between 200-350 contributions a week)

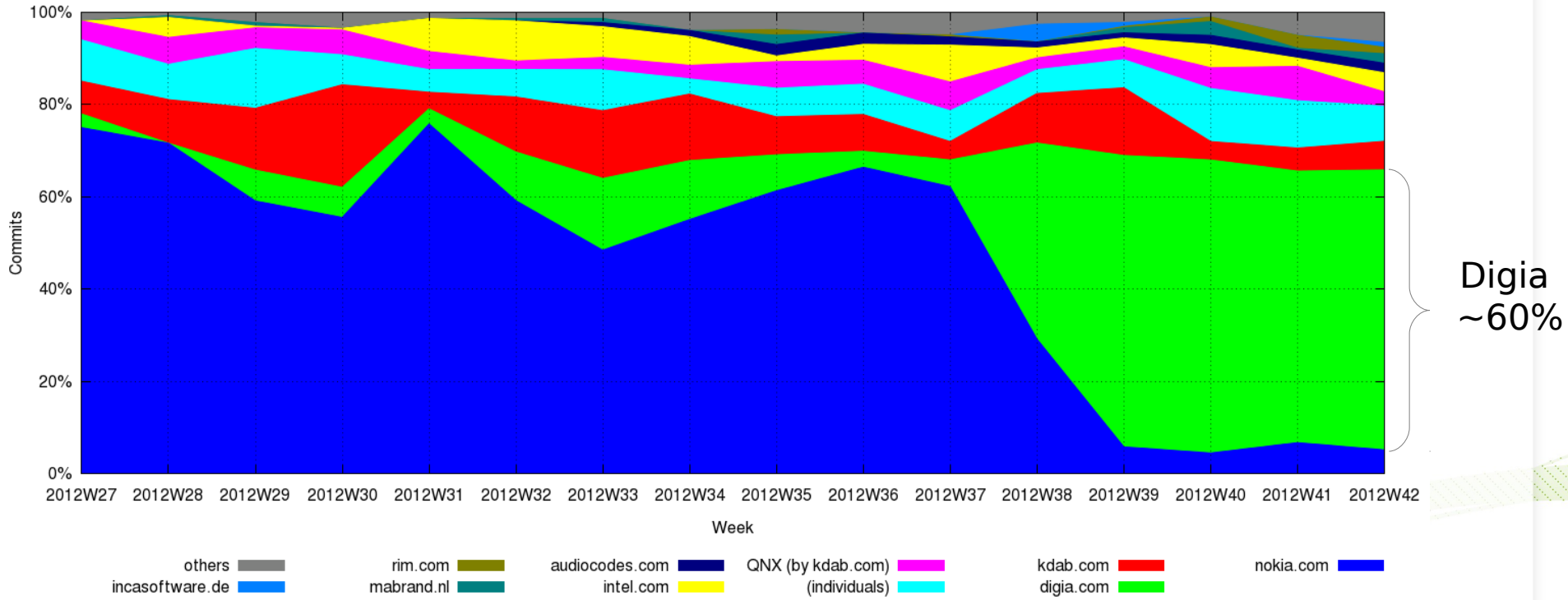


Source: Thiago Macieira's blog
<http://www.macieira.org/blog/qt-stats/>





Digia's does more: Hosting, Build System, Bug tracker etc.



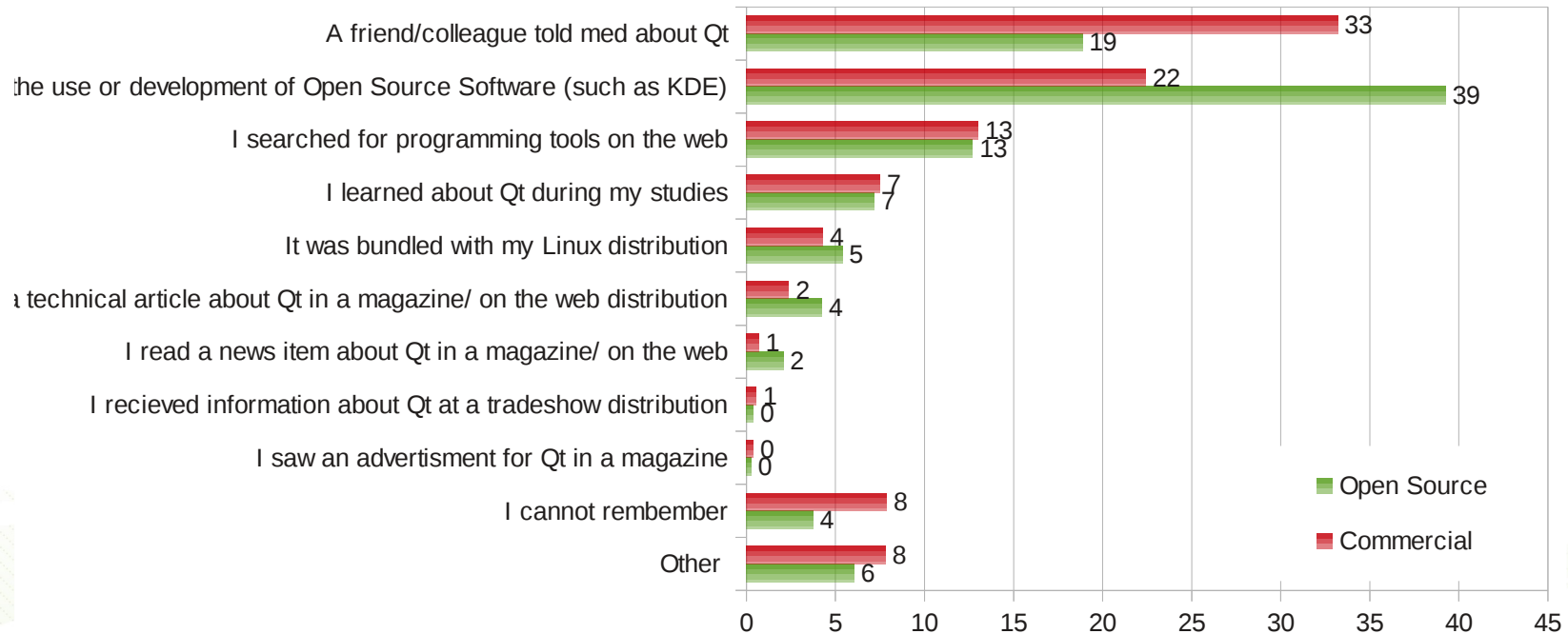
Source: Thiago Macieira's blog
<http://www.macieira.org/blog/qt-stats/>



Interesting facts on the relation between open source and commercial Qt



Where did you first hear about Qt?

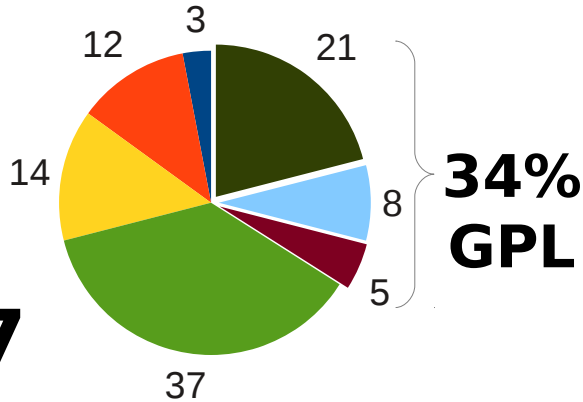


47% of the commercial customers heard about Qt through Open Source, Web, studies or Linux distros. This goes for 64% of the Open Source developers.



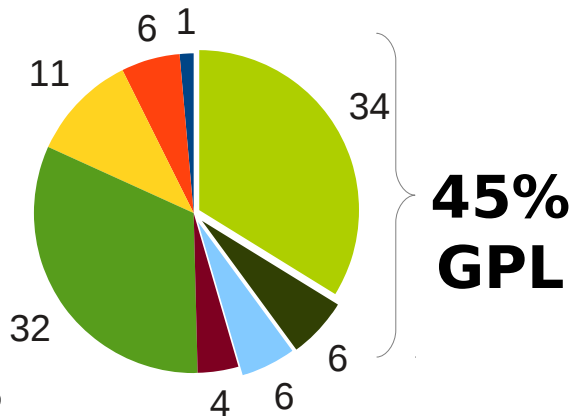
Qt evaluation before purchase

2007



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

2008

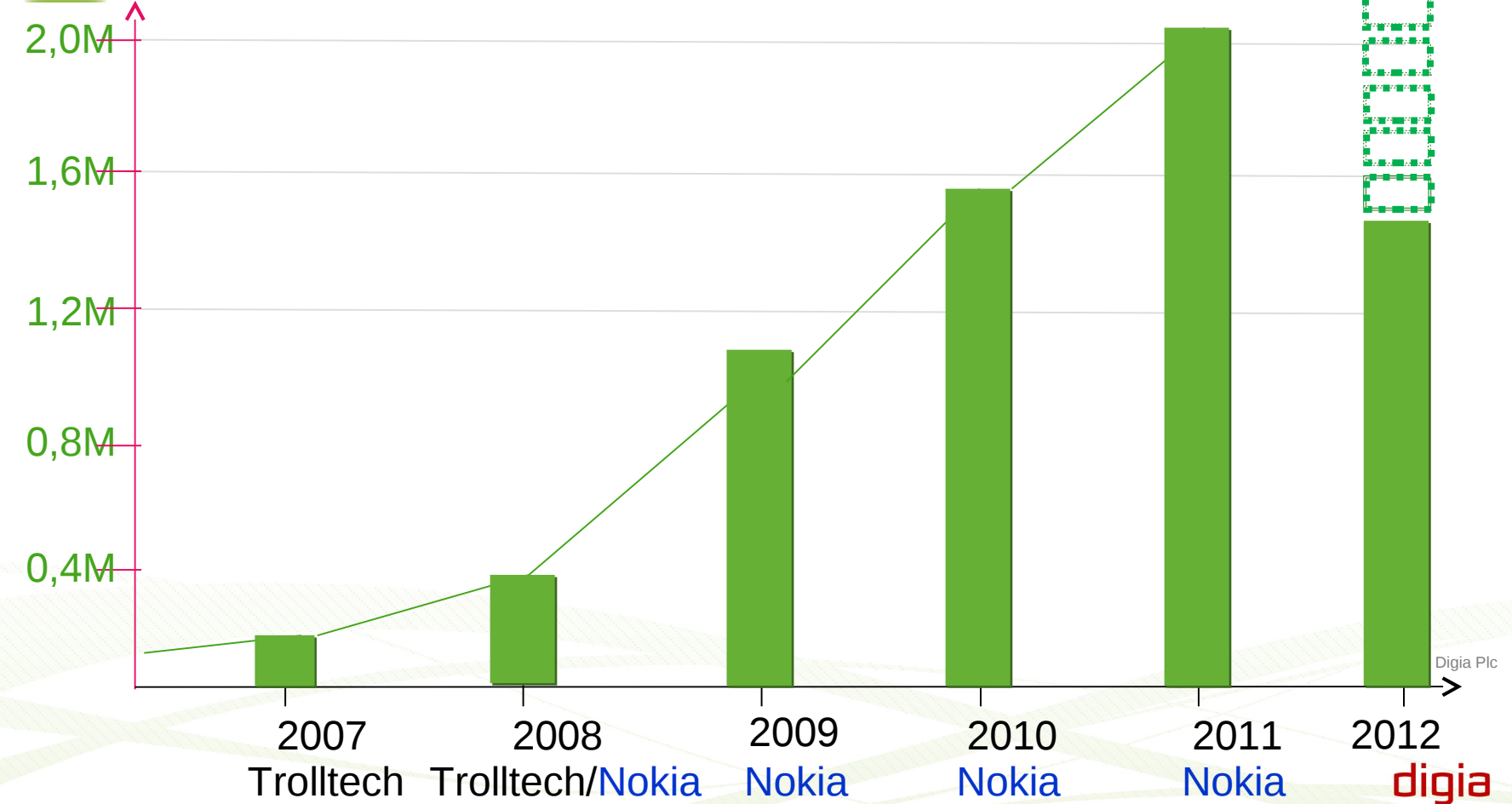


- Outsourced technology evaluation to another company
- I Bought a license for initial evaluation
- I asked a developer on my team to apply for an evaluation version from trolltech.com
- Applied for evaluation version from trolltech.com myself
- Asked purchasing manager to apply for eval
- I asked a developer on my team to download Open Source edition (GPL) from trolltech.com
- I obtained Open Source edition (GPL) from somewhere else myself
- I downloaded Open Source edition (GPL) from trolltech.com



Commercial

Qt downloads

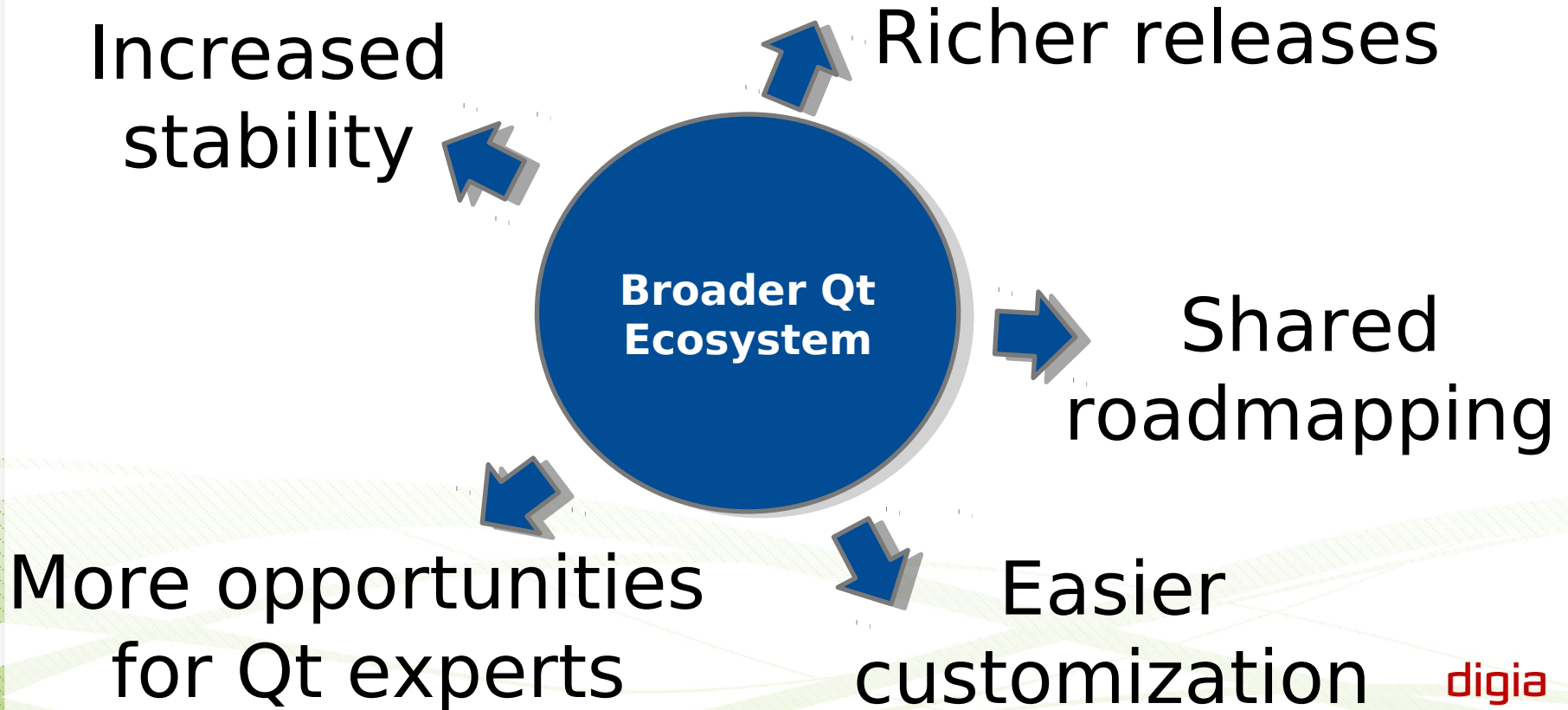


Digia Plc

After Nokia: Why is Qt still successful?



Qt Project benefits





Commercial

DEVELOPER SATISFACTION RATINGS

	Cost	Platform Breadth	Runtime Perform	Learning Curve	Develop & Debug	Device Access	UI Capability	Publishing	Support & Services	Overall	Sample Size
Adobe Flex	3.5	3.8	3.5	3.9	4.0	3.3	4.0	3.5	3.6	3.7	141
Appcelerator	3.9	3.8	3.6	3.7	3.2	3.9	3.9	3.7	3.5	3.7	171
Corona	3.8	3.9	3.9	4.3	3.8	3.4	3.5	3.8	3.8	3.8	31
Marmalade	3.7	4.4	4.3	3.4	3.9	3.9	3.4	4.0	3.7	3.9	40
MoSync	4.6	4.4	4.1	3.6	3.5	3.8	3.9	3.7	3.9	4.0	49
MonoTouch/ Droid	3.4	4.1	4.0	4.2	3.7	4.1	3.9	3.8	4.0	3.9	547
OpenPlug	4.3	3.8	3.9	4.0	3.8	3.7	3.8	3.4	3.4	3.8	20
PhoneGap	4.5	4.4	3.4	3.9	3.2	3.6	3.3	3.6	3.4	3.7	182
RhoMobile	3.8	4.1	3.7	3.3	3.5	3.9	3.7	3.8	3.6	3.7	18
RunRev LiveCode	3.5	4.5	4.0	4.2	4.1	3.3	3.8	4.0	4.0	3.9	178
Sencha / jQTouch	4.3	4.1	3.6	3.5	3.4	2.9	4.0	3.7	3.6	3.7	107
Unity 3	3.5	4.3	4.1	3.8	3.6	3.3	3.3	3.8	3.8	3.7	62
Qt	4.5	4.0	4.5	3.9	4.1	3.9	4.4	3.4	3.6	4.0	54
jQuery Mobile	4.7	4.5	3.6	4.4	3.6	2.6	3.8	4.0	3.5	3.9	18
Avg. across all tools	3.8	4.1	3.8	3.9	3.7	3.7	3.8	3.8	3.7	3.8	1950

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

Qt got top score in Developer Satisfaction Ratings 2012 (n = 1950)

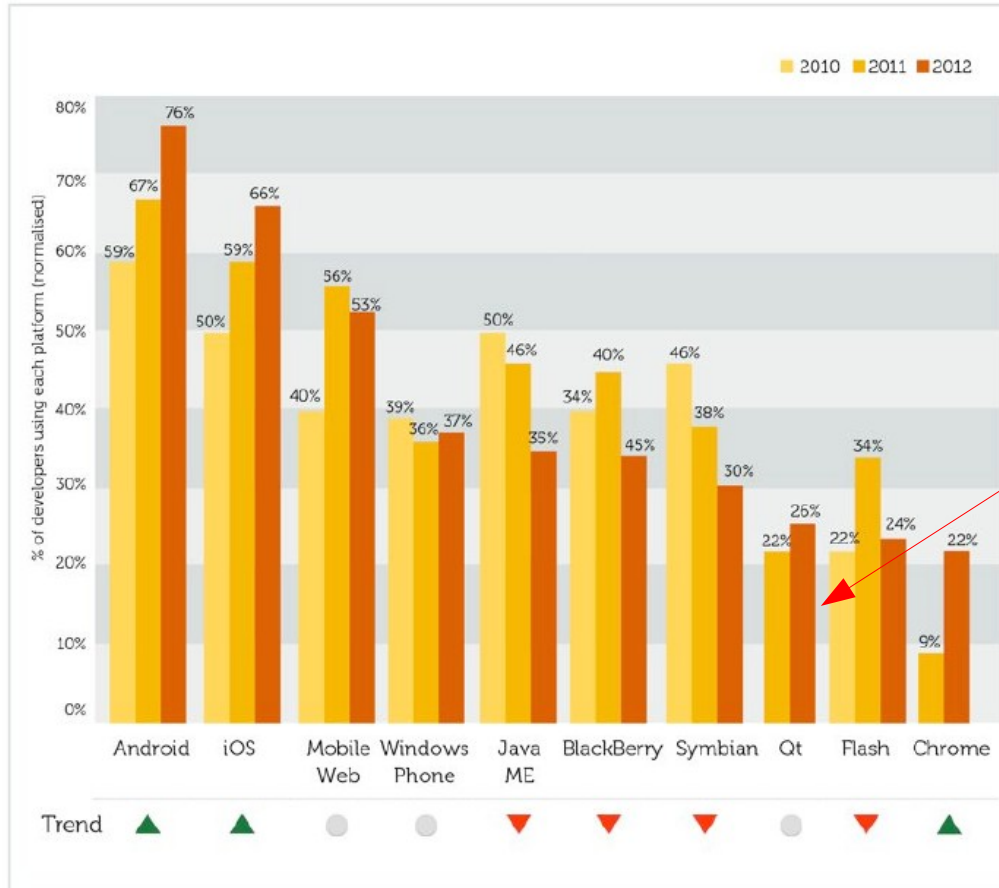
source: VisionMobile developer survey



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Developer Mindshare Index 2010-2012

Top 10 platforms being used by developers, irrespective of their main platform (n=1,440 for 2012)



Qt has out grown Flash in Developer Mindshare where other platforms and frameworks are losing ground in 2012 (n = 1440)

Source: Developer Economics 2012 | www.DeveloperEconomics.com | June 2012
Licensed under Creative Commons Attribution 3.0 License

vision mobile BlueVia

digia



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

	University	Country	World Rank
1	Oxford University	UK	11
2	Tsinghua University	China	13
3	Beijing University	China	31
4	Technical University of Munich (TUM)	Germany	45
5	RWTH Aachen	Germany	57
6	University of Queensland	Australia	61
7	Virginia Polytechnic Institute (Virginia Tech)	USA	66

Event name	Dates	Deadlines	Comment
8th FRUCT (Lappeenranta, Finland)	09-12.11.10	27.09.11	free of charge
VII Mobile VAS Conference (St-Petersburg)	18-19.11.10	15.10.10	enterance to contest
Symbian power drain contest (Finland)	05.11-12.12.10	22.12.10	prize: Nokia N95 8 GB
Qt Russian Qt developer contest (Russia)	01.12-28.02.11	15.03.11	prizes: 200'000 rub
Qt Russssian MeeGo developer contest (Russia)	20.12-20.02.11	11.03.11	prizes: netbooks, NS
BCFIC 2011 (Riga, Latvia)	16-18.02.11	11.10.10	4 registrations
Qt winter school (St-Petersburg)	21-26.02.11	20.02.11	free of charge
Qt 1st Russian MeeGo conference (Moscow)	09-11.03.11	24.01.11	free of charge
Qt Nizhny Novgorod Mobile Week: Qt training	25-28.03.11	22.03.11	free of charge
Qt 9th FRUCT (Petrozavodsk)	26-29.04.11	25.02.11	free of charge
Qt Qt training in Yaroslal	13-15.05.11	07.05.12	free of charge
Qt Qt training in Moscow	6-8.05.11	11.05.11	free of charge
Qt Qt training in Novosibirsk	22-14.06.11	10.06.11	free of charge
Qt Qt summer school in St-Petersburg	15-22.07.11	01.08.11	free of charge
ruSMART 2011 (St-Petersburg)	22-23.08.11	18.04.11	4 registrations
New2AN 2011 (St-Petersburg)	23-24.08.11	11.04.11	4 registrations
Qt IS/IT 2011: FRUCT-South seminar (Divnomorskoe)	02-10.09.11	20.05.11	10 packages
Qt 2nd Finnish-Russian Mobile Linux summit (Oulu, Finland)	04-05.10.11	12.09.11	free of charge
Advanced Qt Quick training in St-Petersburg	06-08.10.11	03.10.11	free of charge
Qt Qt training in St-Petersburg	01-02.10.11	10.07.11	4 registrations



Qt Everywhere

- for all those who are new to Qt



Search

Fly To Find Businesses Directions

Fly to e.g., San Francisco

Search input field with magnifying glass icon

Places Add Content

- My Places
 - Sightseeing
 - Select this folder and click on the 'Play' button below, to start the
 - Temporary Places

Layers

- Primary Database
 - Borders and Labels
 - Places of Interest
 - Panoramio
 - Roads
 - 3D Buildings
 - Ocean
 - Street View
 - Weather
 - Gallery
 - Global Awareness
 - More
 - Terrain



© 2010 Tele Atlas
 © 2010 Europa Technologies
 US Dept of State Geographer
 lat 37.681929°O, lonA-95.451751°NGeleVE275 m

©2009 Google
 Eye alt 11001.28 km



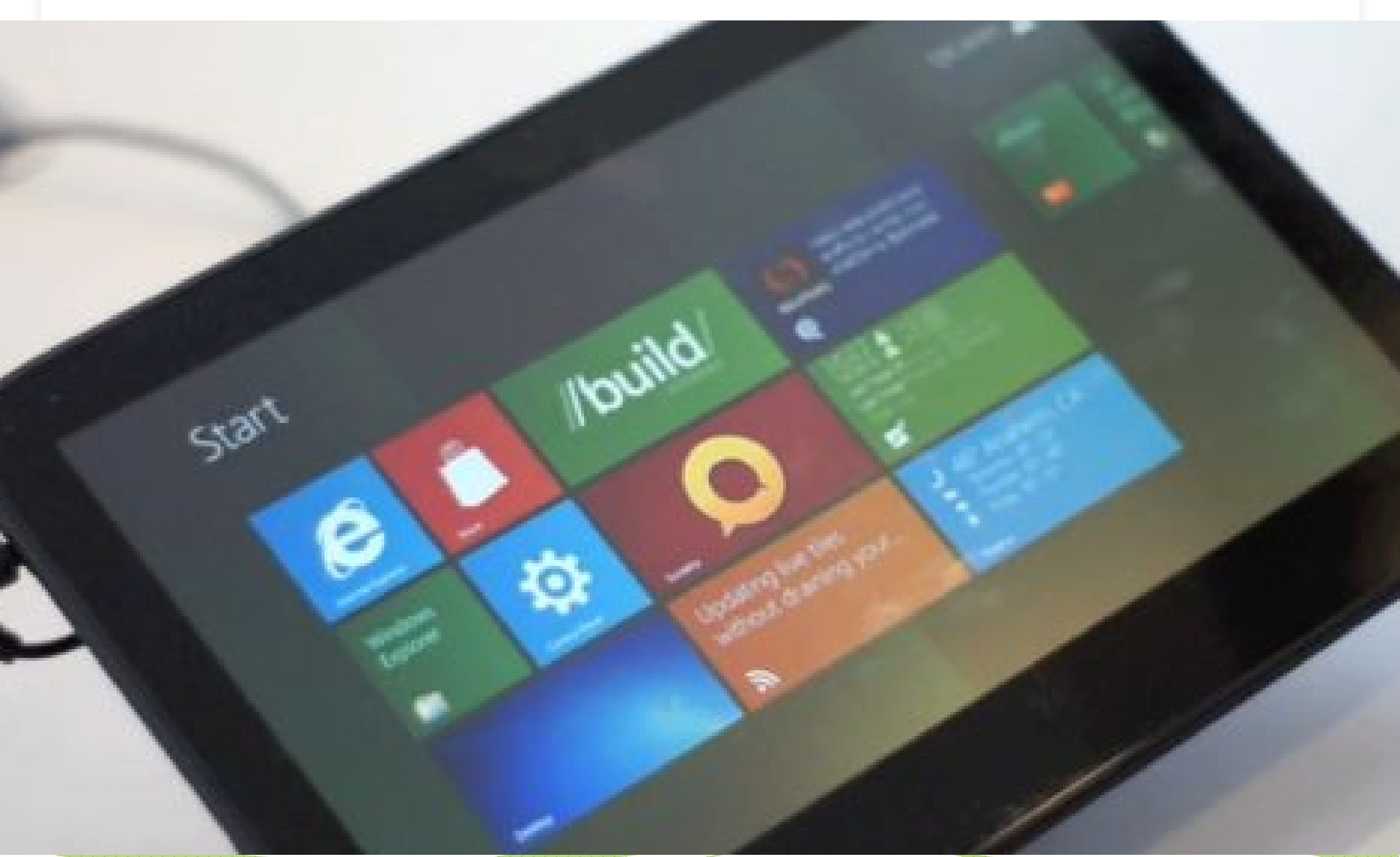


Jolla the MeeGo spin off



BlackBerry BBX 10









powered by
QNX
QNX SOFTWARE SYSTEMS

JOHNSON, STEVEN
ID-1000
EAST WARD, ROOM 201 B
CONDITION STABLE
TEMPERATURE 39.8 °C
BODY MASS 71.9 kg

93 %SpO₂

SYS 117 mmHg
DIA 77 mmHg

Blood Pressure

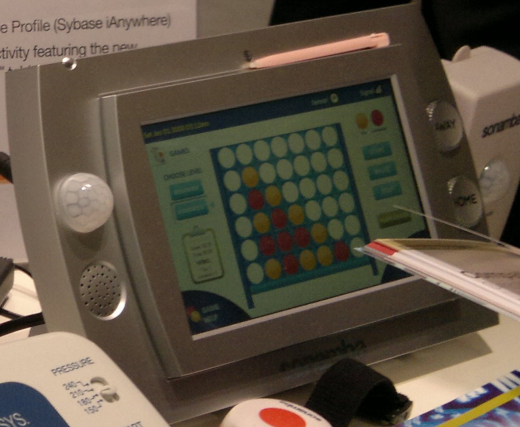
Basal Rate 87.9 U/hr
Fast Bolus 39.3 U
Slow Bolus 19.3 U/hr
Glucose 83 mg/dl

FEV1 87 L/sec
PEFR 67 L/min

70 bpm

Medical Reference Design

- Based on i.MX51 applications processor
- FDA Certifiable QNX Neutrino® RTOS
- Qt 4.7.1 Human Machine Interface (HMI)
- Connectivity to Continua Certified™ medical devices including:
 - Blood pressure monitor
 - Weight scale
 - Pulse oximeter
 - Bluetooth Health Device Profile (Sybase iAnywhere)
- Note device connectivity featuring the new BlackBerry® PlayBook™





DISCOVER LG TV's

CINEMA 3D

SMART TV

PICTURE QUALITY

Commercial

OVERVIEW EASY TO USE LIMITLESS CONTENT DEMO

Find the right TV >

Where to Buy >

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

Like 2k

See how smart TV can be >



See what LG Smart TV is all about

Watch video



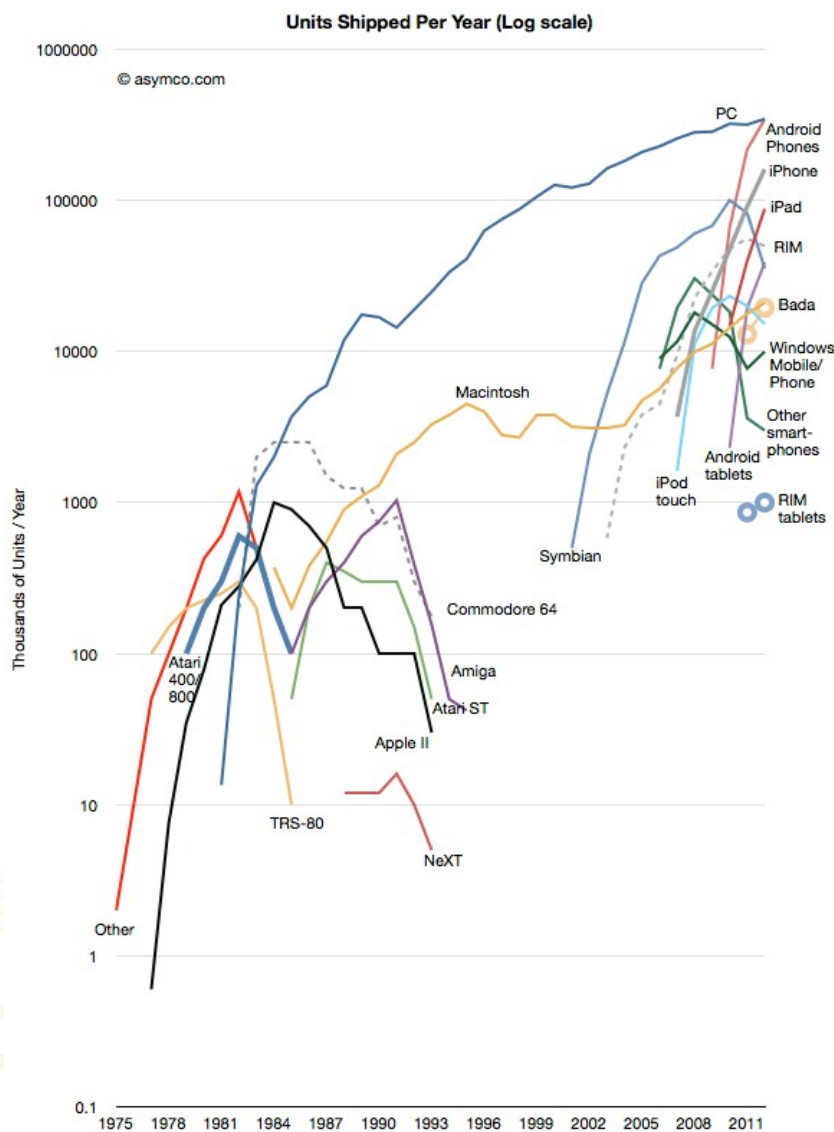
INNOVATIVE MOTION-SENSING REMOTE

CUSTOMIZABLE DASHBOARD

digia

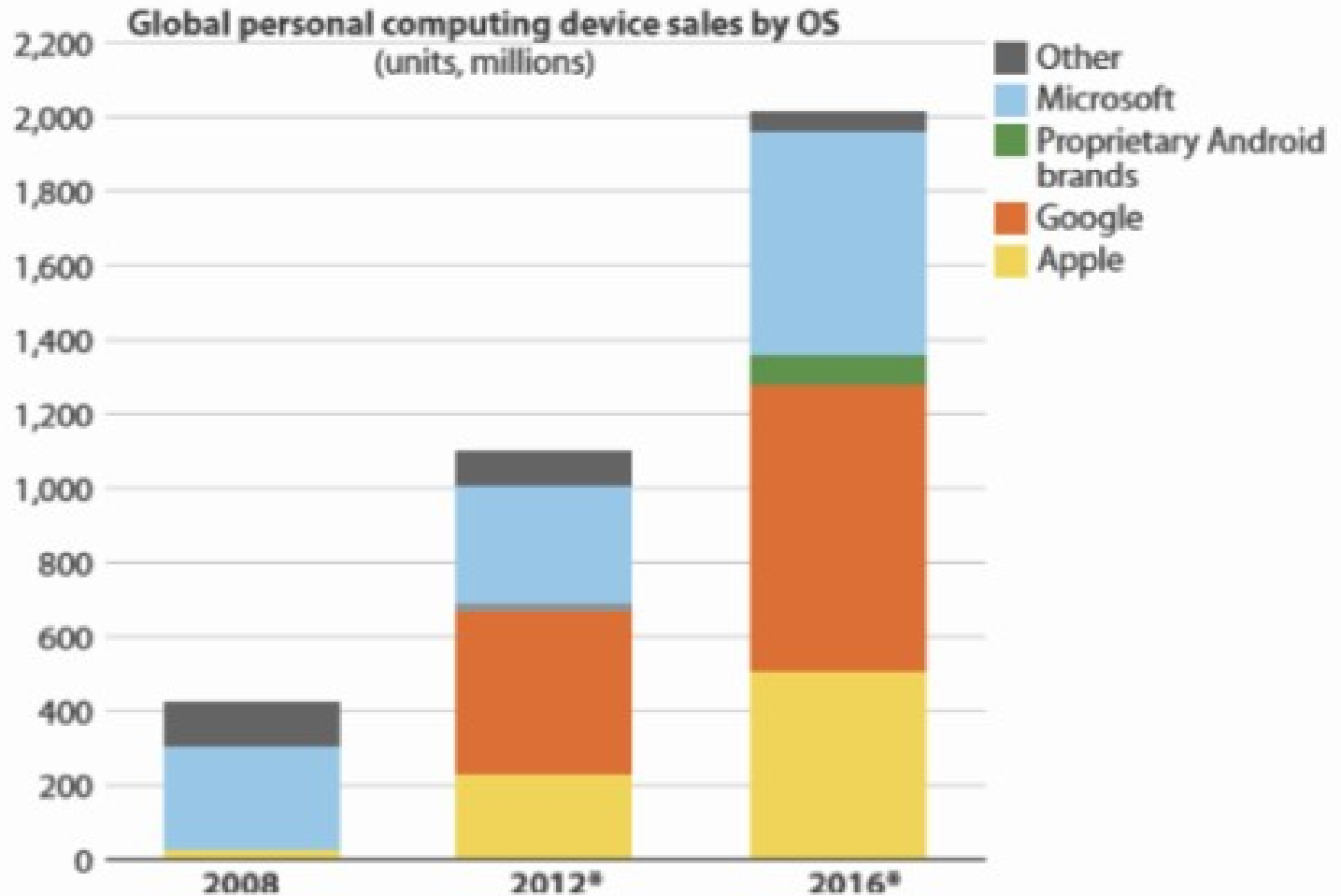
twitter.com/Qt4iOS

Changed market situation



Android activations passed total sale of PC systems June 2012

2-1 There will be 2 billion personal device sales in 2016, but most market growth is in mobile



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

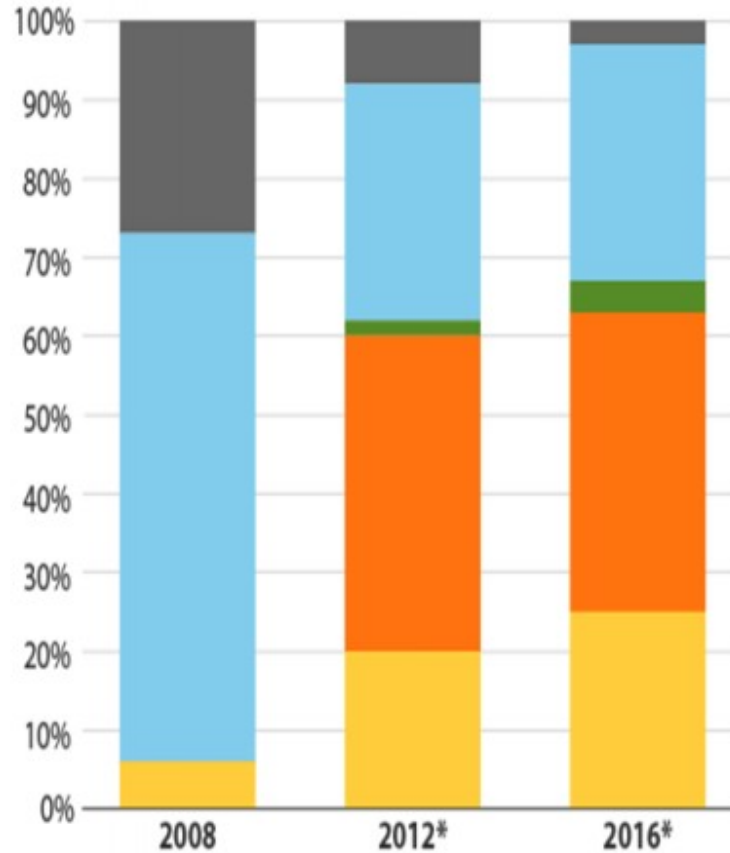
*Forrester forecast



Commercial

2-2 After a drastic fall in share, Microsoft will remain stable at about 30% through 2016

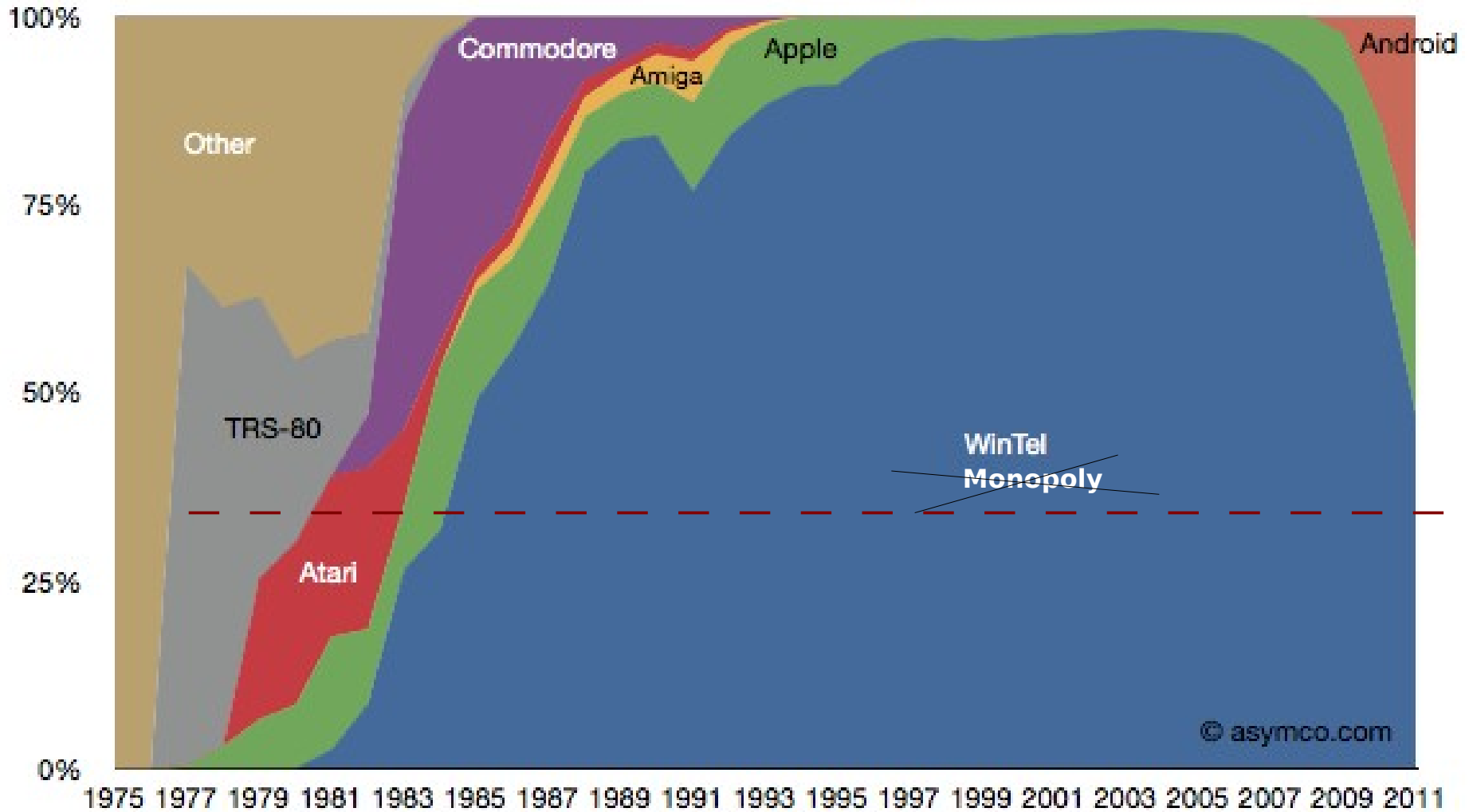
Global personal computing device sales by OS
(percentage share)



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

*Forrester forecast

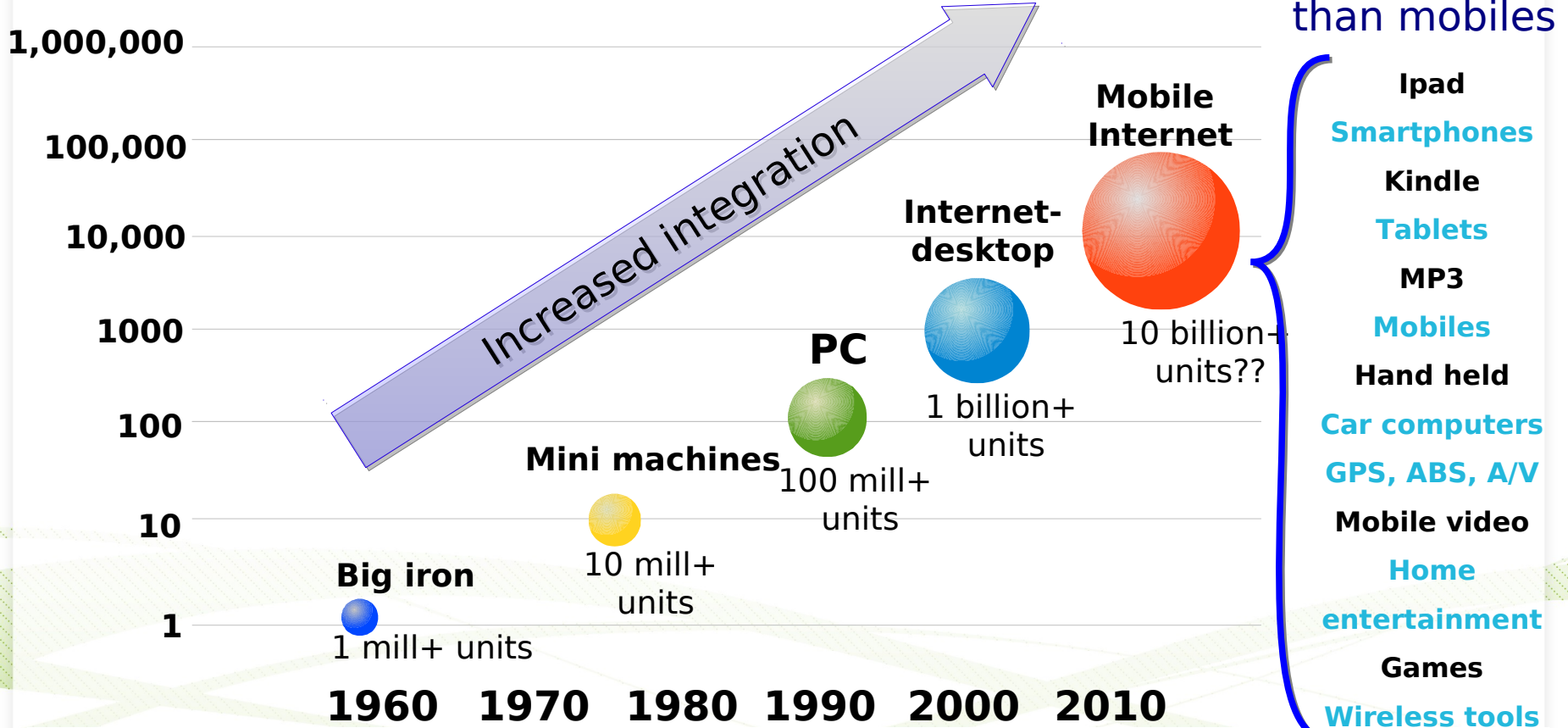
Share of Personal Computing Platforms





Commercial

Growth in computer devices (1960-2020E)



Note: Installed PC's reached 100 million in 1993. Mobile and Internet-users reached 1 billion users in 2002/2005
 Sources: ITU, Mark Lipacis, Morgan Stanley Research



Vision Mobile on Cross Platform Developer Tools

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/>

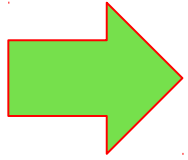


With Qt developers can:

- 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



Commercial

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 fund innovation and future Qt research



Commercial

Digia Qt business model (2/2)

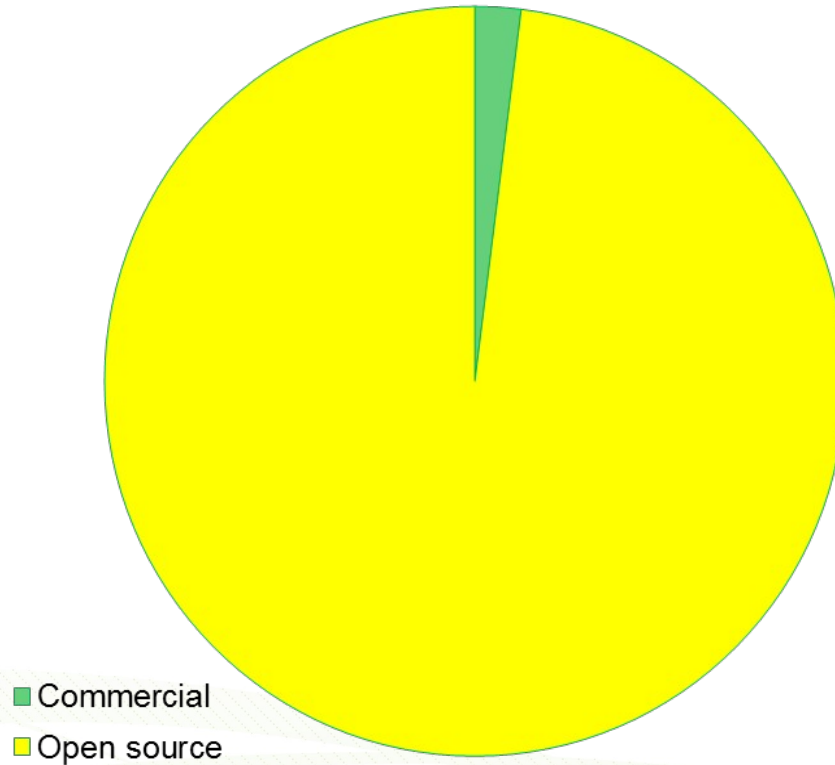
- Work together with the community to build and sustain a strong value-generated ecosystem
- Open business architecture – You succeed. We succeed. We succeed together with Qt.
 - Monetize your investment with Qt
 - Qt brings you true business opportunities to be leaders in technology development



Digia Qt strategy

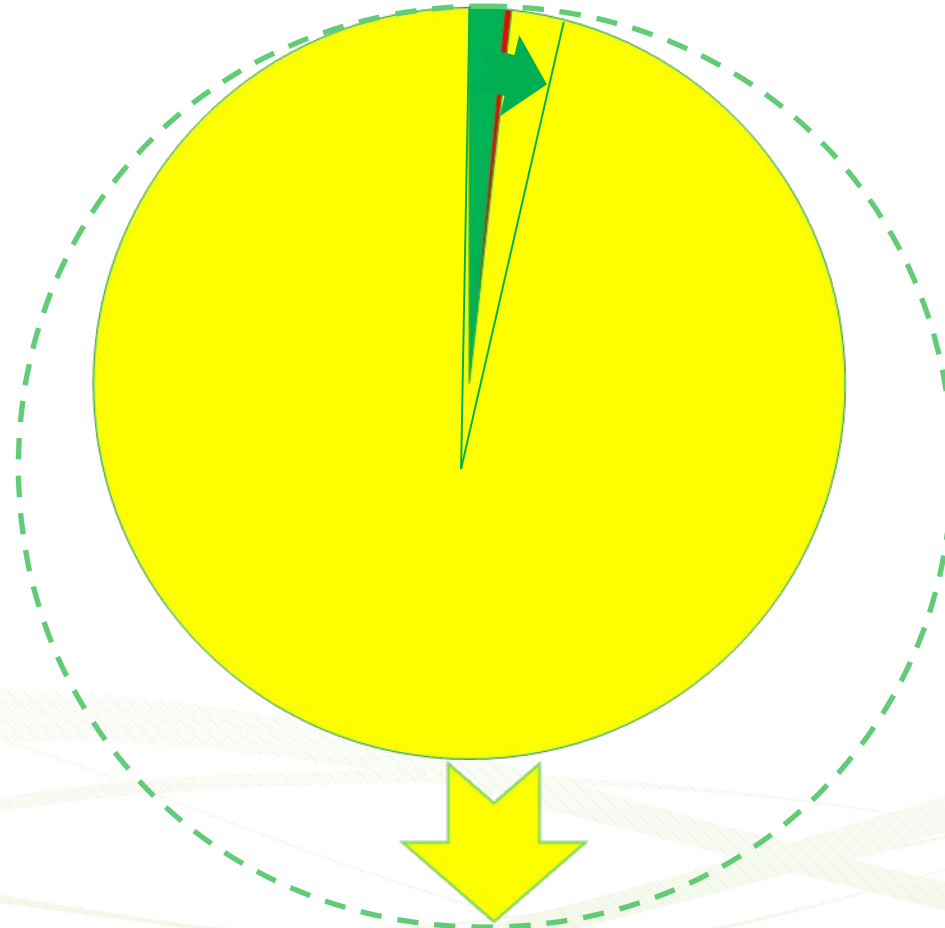
- Build a profitable and sustainable international product business around Qt
 - Focus on growing Qt license sales
 - Qt licenses with globally available professional support services
- Build a limited Qt services business in order to:
 - Secure feedback to Digia from the market
 - Secure healthy and 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

Qt active user base



■ Commercial
■ Open source

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**



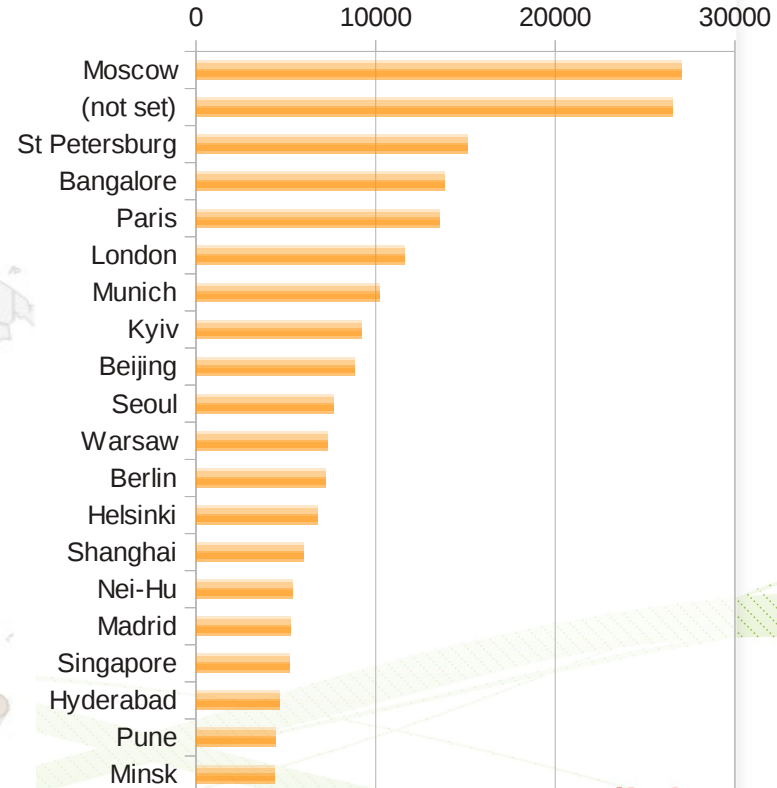
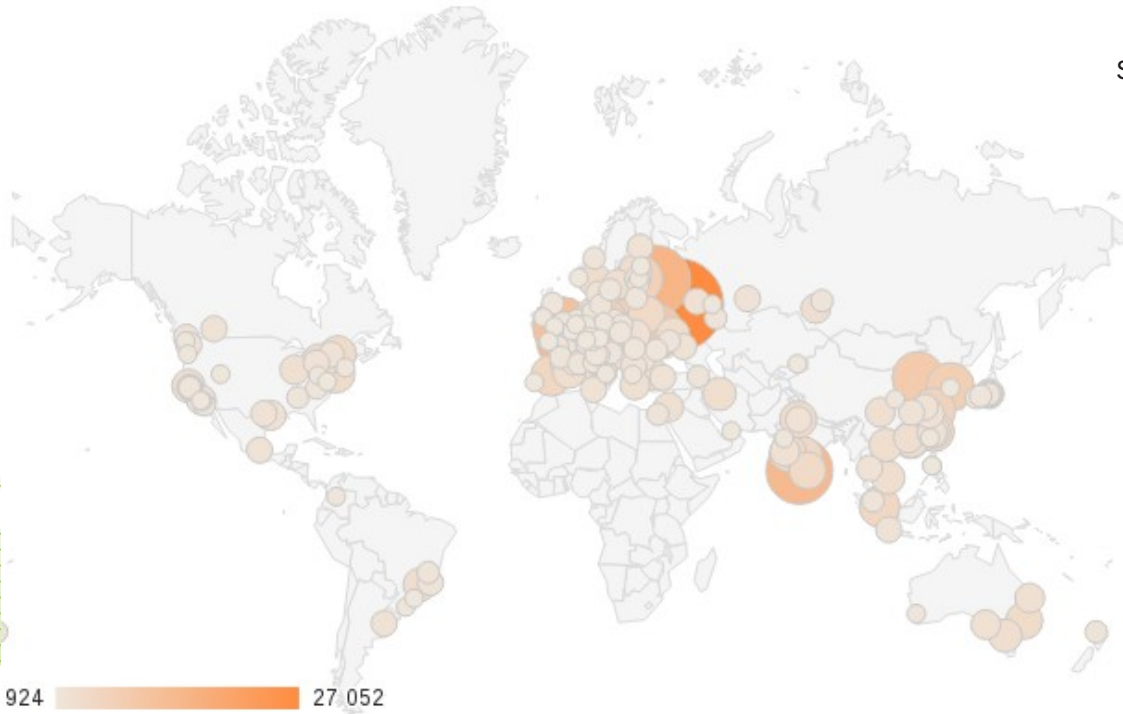
Short time sheddule*

- **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 likelly 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





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!!!

<http://qt-project.org>



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, Continours 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

Benefit	Technology	Service	Vertical	Reseller	Community
Web exposure	X	X	X	X	Qt-Project
Qt logo & trademark	X	X	X	X	Community
Leads sharing	X	X	X		
Event cooperation	X	X	X	X	X
Custom tech. support	X		(X)		
Partner news service	X	X	X	X	
White papers and webinars	X		(X)		
Qt roadmap review	(X)	(X)	(X)		



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

Obligation	Technology	Service	Vertical	Reseller	Community
Web exposure	X	X	X	X	Qt-Project
Logo & trademark rights for Digia Qt	X	X	X	X	X
Leads sharing	X	X	X	X	(X)
Event cooperation	X	X	X	X	X
Qt license model compliance	X	X	X	X	X
Qt product contributions		X	X		X
Qt marketing contributions		X	X		X



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



Partner program signup process

[Go to qt.digia.com/partners](http://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

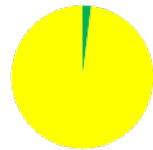
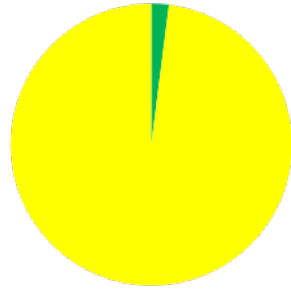
Digia business growth scenarios

Qt
user base

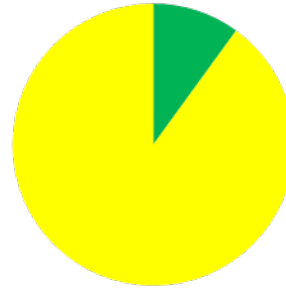
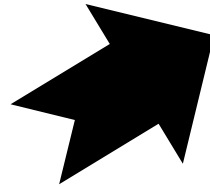
Growth

Stable

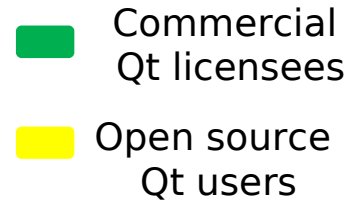
Decline



Stable



Growth



Commercial
license share



Qt ecosystem is 2%+ of the user base

