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原文:

In the last months there have been a lot of heated discussions around Firefox OS and how the lack of a concrete app was a blocker for the whole platform. Yes, I'm talking about Whatsapp and their intention to not develop a webapp/Firefox OS app at this time. Let's see why this is not that important over time.

Trends are just trends

In the past two weeks we have seen a surprising trend change in some countries, and specially in Spain around IM apps. A new app came into scene and people went crazy installing it. The same users we were told that won't move from Whatsapp no matter what.



[Telegram](#) is an IM app, with an UI almost identical to Whatsapp, an open API and protocol, official open source and free clients for Android, iOS and also third party Win, Mac, Linux and web apps. The point is that everyone can build their own, they use secure protocols and it allows you not to go through their servers thanks to "secret and temporal chats".

Tech blogs and press started to talk about it a few weeks ago in Spanish, and it went viral, really viral. To be fair, most people installed it mainly because they don't want to pay 1€/yr for Whatsapp, and also because they were told by their friends it's quicker, it has secure chats where you can auto-destroy messages on both sides and it has desktop and web clients. It has some of the things people were complaining about Whatsapp for a long time and were never implemented.

In fact the success is being so big here that Telegram reported to be growing 200k users per day just in Spain and reached top 1 free app on Android and iOS stores last week. I've found myself surprised seeing some of my less tech-savvy contacts joining Telegram in the last weeks (60+ and counting right now).

What's the point?

- Market can change, suddenly.
- No app should push a platform back.
- Trends are just that, trends.
- People trust their friends more than ads (and we know this very well at mozilla).

Our goal at Mozilla with Firefox OS is to enable and empower the web as the platform, and allow projects like Telegram to be successful if they have a vision. Projects which rely on out of date, closed and locked business models with no respect to user control and privacy are condemned to fail over time, and users are aware about this more and more these days.

I would like to encourage anyone interested in a Telegram app for Firefox OS to check Webogram, a [webapp for Telegram](#), currently close to be ready for mobile, which need more testers and web hackers.

翻譯：

上個月有數則關於「Firefox OS 缺少某某應用程式，會讓平台發展遭遇嚴重阻礙」的討論相當熱門。對，我就是在說 Whatsapp！他們目前並沒有意願開發網路應用程式/Firefox OS App。但其實這件事情隨著時間演進，其實現在一點也不重要了。

潮只是潮一時

在過去兩週間，我們在一些國家看到了非常驚人的潮流變化，特別是在西班牙的即時通訊軟體市場。有個新的 APP 出現，使得大家瘋狂下載安裝，包括曾說過無論如何絕對不會出走 Whatsapp 的那群人。

[Telegram](https://telegram.org/) 是一個即時通訊軟體，有著與 Whatsapp 幾乎一致的介面，使用開放的 API 與通訊協定，提供開放原始碼的官方版 Android 與 iOS 應用程式，還有許多第三方的 Windows、Mac、Linux 與 Web 應用程式可免費下載使用。重點在於，任何人都可以自行開發應用端程式。而且它使用加密協定，還允許你不經由他們的伺服器來進行「暫時且保密的交談」。

西班牙的科技部落格與媒體，在幾週前開始談論它，之後就如同病毒般開始擴散，非常劇烈的擴散開來。

大部分的人用它，不只是因為不想每年付給 Whatsapp 1 歐元，而且他們也從朋友那邊得知它更快更安全。它提供在雙方處都能自動刪除的加密對話，也有桌面與網頁版。對，它就是擁有那些跟 Whatsapp 怎麼抱怨也得不到的功能。

Telegram 表示，光是在西班牙，每天就有 20 萬名新用戶，並在上週在 Android 與 iOS 商店都雄霸第一，這已經是非常成功的案例。我也很訝異我那些「不那麼科技迷」的聯絡人，在上週居然也都加入了 Telegram（已經超過 60 人，而且持續增加中）。

所以，重點是？

* 市場會瞬間改變。

- * 應用程式不應該拒絕任何特定平台。
- * 潮流就是那樣，只是潮而已嘛～
- * 人們信任朋友高於廣告（而我們知道 Mozilla 對這點相當內行）

Mozilla 對於 Firefox OS 的目標，是驅使與促進「網路」作為平台的能力，讓像 Telegram 這樣有遠見的專案能夠成功發展。如果某個專案依賴過時、封閉又畫地自限的商業模式，且不尊重使用者的掌控與隱私，最終必會消失。我想使用者們都會對這些理念越來越認同。

如果你對 Firefox OS 上的 Telegram 應用程式有興趣的話，請看一下 [Webogram](<https://github.com/zhukov/webogram>)，針對 Telegram 開發的 Web App。它的行動版將於近期完成，同時也需要更多的測試者與網頁 Hacker 參與開發。

- > 原文 / [Apps market trends, Firefox OS and Telegram](<http://www.nukeador.com/12/02/2014/app-market-trends-firefox-os-and-telegram/>)
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