

# Shuttleworth: Ubuntu in 2013

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This is a time of year to ponder what matters most and choose what we'll focus on in the year to come. Each of us has our own priorities and perspective, so here's what I'll be working towards in the coming year, and why.

First, what matters most?

It matters that we not exclude people from our audience. From the artist making scenes for the next blockbuster, to the person who needs a safe way to surf the web once a day, it's important to me, and to the wider Ubuntu community, the people be able to derive some benefit from our efforts. Some of that benefit might be oblique ? when someone prefers XFCE to Unity, they are still benefiting from enormous efforts by hundreds of people to make the core Ubuntu platform, as well as the Xubuntu team's unique flourish. Even in the rare case where the gift is received ungraciously, the joy is in the giving, and it matters that our efforts paid dividends for others.

In this sense, it matters most that we bring the benefits of free software to an audience which would not previously have had the confidence to be different.

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**Source URL:** <http://www.tuxmachines.org/node/59243>

## Links:

[1] <http://www.tuxmachines.org/taxonomy/term/121>

[2] <http://www.markshuttleworth.com/archives/1221>