

06242021 Windows Global Briefing Satya Nadella

**Windows Global Briefing**  
**Satya Nadella - Chief Executive Officer**  
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**SATYA NADELLA:** Thank you so much, Panos.

I'm really excited to be here with you all. Today marks a major milestone in the history of Windows. It's the beginning of a new generation.

I'm excited by what we have shown you today and how we are reimagining everything, from the operating system itself to the browser to the store and the feed, and I want to reflect briefly on how we got here.

Throughout its history, Windows has been a democratizing force for the world. Windows has created entirely new categories for both consumers and businesses. It's led to many of the world's most successful software categories, from communications and productivity to design and business applications, each of which has created their own ecosystems.

The web itself was born and grew up on Windows. It's driven silicon innovation and device innovation. It's enabled so many people, including hobbyists, students, developers, and entrepreneurs, to all dream big, turn their ideas into reality, and monetize their creation.

Windows has always stood for sovereignty for creators and agency for consumers. With Windows, you can consume apps and build apps. You can play games and design games. You can buy a PC and build a PC. You can join your community and create your community. You can buy from a business and start your own business.

With Windows 11, we have a renewed sense of Windows's role in the world. As I look ahead, I see three clear opportunities.

First, Windows recognizes that there is no personal computing without personal agency. Personal computing requires choice, and we need to nurture and grow our own agency over computing itself. We want to remove the barriers that too often exist today and provide real choice and connection.

We need to be empowered to choose the applications we run, the content we consume, the people we connect to, and even how we allocate our own attention. Operating systems and devices should mold to our needs, not the other way around. That's why we are making it easier for you to connect with the people you want, the content you want, the apps you want, across all devices you want.

Second, Windows is the stage for the world's creation. As a creator, every time you pick up a Windows device, it becomes a stage for your inspiration, so you can dream big and create something profound and lasting.

Creation is going through a sea change as the balance between consumption and creation changes. With this new generation of Windows, we are unleashing the innovation and ingenuity inherent in each of us. We want to foster these virtuous loops between content, consumption, and commerce, driven by communities for everyone. These cycles should flow freely, giving people frictionless access to apps, files, games, movies, shows, content, and communities that matter to them.

We want to empower you to produce and inspire you to create. It's why we're introducing a complete new user experience and helping you be more productive.

And finally, Windows isn't just an operating system. It's a platform for platform creators. It allows for the broadest of design spaces, enabling people to build their own businesses and communities.

Today, the world needs a more open platform, one that allows apps to become platforms in their own right. Windows is a platform where things that are bigger than Windows can be born, like the web. That's our aspiration with Windows 11, to be the platform for the next web, the next transformational software category, the next personalized content business.

A platform can only serve society if its rules allow for this foundational innovation in category creation. It's why we're introducing new store commerce models and policies and creating new opportunities for local publishers, and supporting even more apps with Android apps on Windows.

This is the first version of a new era of Windows. We're building for the next decade and beyond. And when I reflect on those chapters to come, I'm reminded of an analogy from a 19th century philosopher who compared creators to objects in our solar system. He wrote about meteors that flash, but fade away, planets that burn longer, but whose energy is confined to their own orbit, and compared them to stars that are constant and light the path of their own. That's our ambition with Windows, to help other stars and entire constellations to be born and thrive.

I'm incredibly proud of what Windows has achieved and how it has fostered lasting opportunity for others, and I look forward to seeing what you achieve with Windows 11 and how it will unlock enduring opportunity for people and the world.

Thank you all very, very much.

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