

## 22.1: History of the Internet

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| 1958    | US ARPA (Advanced Research Projects Agency) established to lead science and military technological developments.   |
| 1961    | MIT research paper on Packet Switching Theory.   |
| 1961-69 | Ongoing research into inter-computer communications and networks.  |
| 1969    | ARPANET, commissioned by US Defense Department, goes live. US universities connect up network facilities for the first time.   |
| 1971    | Ray Tomlinson creates first network email application.   |
| 1973    | Development of protocols to enable multi-network Internet opportunities. First international ARPANET connections made.   |
| 1976    | HM Queen Elizabeth II sends an email.  |
| 1978    | First spam email is recorded.  |
| 1980    | Tim Berners-Lee develops rules for the World Wide Web and is credited as the Web Father. Alan Emtage develops the first search tool, known as 'ARCHIE'.  |
| 1982    | Standard network protocols are established: Transmission Control Protocol (TCP) and Internet Protocol (IP), commonly referred to as TCP/IP.  |
| 1984    | Joint Academic Network (JANET) is established, linking higher education institutions.<br>Domain Name System (DNS) is introduced.   |
| 1985    | A company named Symbolics becomes the first registered dot-com domain.   |
| 1987    | National Science Foundation (US) is the catalyst for the surge in funded work into the Internet.<br>Number of Internet hosts increases significantly in this period.   |
| 1988-90 | 28 countries sign up to hook up to the NSFNET, reinforcing international Internet potential.   |
| 1990    | Senator Al Gore coins the term 'information superhighway'.   |
| 1991    | Web Father Tim Berners-Lee releases World Wide Web (www) with scientists from CERN.  |
| 1992    | America Online (AOL) is launched and raises \$23m in floatation. The term 'surfing the net' is introduced by Jean Armour Polly.<br>The World Bank goes online.   |
| 1993    | Mainstream media attention increases awareness of the Internet. The first Internet publication, Wired, goes on sale.<br>Mosaic introduces the first web browser with graphical interface and is the forerunner of Netscape Navigator.<br>First online shopping malls and virtual banks emerge, as does evidence of spam.<br>First clickable banner advert is sold by Global Network Navigator to a law firm. |
| 1995    | Amazon is launched by Jeff Bezos.<br>Trial dial-up systems such as AOL and CompuServe launch.<br>Charging is introduced for domain names.<br>Search technology companies such as Alta Vista, Infoseek, Excite and Metacrawler rapidly appear.  |
| 1996    | Yahoo! is launched on the stock exchange and shares are up nearly 300% on first day.   |

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| 1997 | MP3.com is founded. The term 'search engine optimisation' is used for the first time in a forum.  |
| 1998 | XML is released to enable compatibility between different computer systems. Google founded by Larry Page and Sergey Brin.   |
| 1999 | Peter Merholz coins the word 'blog'.  |
| 2000 | AOL and Time-Warner announce that they are merging.<br>Pay-per-click campaigns are introduced for top ten search rankings.<br>Google AdWords launches, charging for adverts on a CPM basis.   |
| 2002 | UK online monthly consumer shopping breaks through the £1 billion barrier.<br>Google AdWords charges on a PPC basis instead of CPM.   |
| 2003 | eBay topples Amazon as the most visited UK website.   |
| 2004 | CD-WOW loses court case and rights to source cheaper CDs outside EU, undermining the global concept of the Internet.<br>Facebook launches from the Harvard dorm room of Mark Zuckerberg, Dustin Moskovitz, Chris Hughes and Eduardo Saverin.  |
| 2005 | Iceland leads the world with broadband penetration: 26.7 inhabitants per 100 have broadband compared with 15.9 per 100 in the UK.<br>YouTube launches.<br>Google buys Android Inc.  |
| 2006 | Google buys YouTube for \$1.6 billion. Facebook membership opens to everyone.<br>Twitter launches.<br>Technorati notes that a blog is created every second of every day.<br>TIME Magazine names 'You' as person of the year, as a result of online activity.  |
| 2007 | Facebook launches Facebook Ads.<br>Apple launches the iPhone.<br>The Google Phone, with the Android operating system, launches.<br>Google launches Gmail.   |
| 2008 | Firefox 3.0 launches with over 8 million downloads in 24 hours.<br>Groupon launches, to become the fastest growing company of all time.<br>Google Chrome, a browser, launches.<br>Apple opens the App Store.  |
| 2009 | Facebook adds the 'like' feature.<br>Foursquare launches.   |
| 2010 | Facebook reaches 500 million users.<br>24 hours of video are uploaded to YouTube every minute.<br>Pinterest launches.<br>Apple releases the first iPad. Google launches Nexus One.<br>The number of Internet users tops 1.9 billion worldwide.<br>Instagram launches.<br>Astronaut TJ Creamer sends the first tweet from space. |
| 2011 | 200 million tweets are sent daily on Twitter – about one billion a week.<br>Social media is credited with a crucial role in political movements in Egypt, Tunisia and Libya.<br>Apple's App Store downloads top 10 billion.<br>Google+ launches.<br>YouTube reaches 1 trillion views.   |

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| 2012 | <p>Facebook tops 1 billion users.</p> <p>Apple releases the iPad Mini.</p> <p>The number of Internet users tops 2.4 billion worldwide.</p> <p>Online advertising spend surpasses print advertising spend for the first time.</p> <p>Facebook buys Instagram for \$1 billion, as the service tops 100 million active users.</p> |
| 2013 | <p>Video-sharing service, Vine, launches.</p> <p>Smartphone sales overtake feature phone sales globally.</p> <p>100 hours of video are uploaded to YouTube every minute.</p> <p>Over 45 billion apps have been downloaded from the Apple App Store.</p>  |
| 2014 | <p>Number of Internet users hits 3 billion.</p> <p>Facebook buys messaging app WhatsApp for US \$19 billion.</p> <p>Facebook introduces autoplay videos and provides video metrics as part of its native analytics package for brands and businesses.</p>  |
| 2015 | <p>Smartphones become the most popular device used to browse the Internet.</p> <p>WordPress powers 25% of websites.</p> <p>The use of mobile banking and payment apps rises by 54%.</p>  |
| 2016 | <p>The Internet of Things (IoT) gains momentum.</p> <p>From wearables to smart homes, increasingly things are becoming connected online.</p>   |
| 2017 | <p>Facebook hits 2 billion active monthly users.</p> <p>Big data and AI continue to change how we conduct business.</p> <p>Gaming becomes a 2.6 billion US\$ dollar industry and voice begins to replace typing for online queries.</p>  |

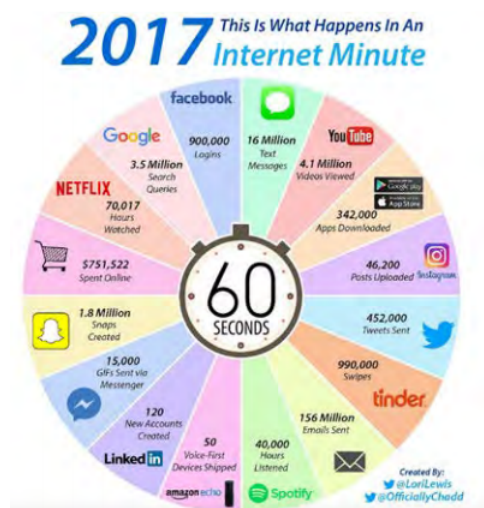


Figure 22.1.1: Internet activity in one minute in 2017 Adapted From Visual capitalist, 2017.

#### Note

What new developments have happened recently? Keep an eye on the news for digital updates.

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