

# INTERNET TIMELINE

## Pre-Web Internet

- 1962** The Internet is proposed by JCR Licklider, an MIT researcher at DARPA (Defense Advanced Research Projects Agency, a US Defense Department project).
- 1969** ARPANET begins operating with connections between four West Coast universities—UCLA, Stanford, UC Santa Barbara and University of Utah—using packet switching technology.
- 1970** First cross-country link, between UCLA and BBN, an East Coast technology company.
- 1971** First email sent.
- 1972** First public demonstration of the Internet.
- 1975** First commercially-successful PC, the Altair 8800, is released.
- 1977** First commercial use of fiber optic cables for telephone lines, in London and Chicago. Modems for PCs become available.
- 1978** First BBS—Bulletin Board Service—is launched, a computer-based, dial-up social network. BBS's would proliferate through the 1980s until the appearance of web browsers in the 1990s.
- 1979** First cell phone network, 1G, launched in Japan.
- 1983** TCP/IP system established.
- 1984** Apple introduces Macintosh computers with Graphical User Interface. Domain name system created. Number of hosts surpasses 1,000.
- 1985** Microsoft releases Windows 1.0, also with a Graphical User Interface.
- 1987** Number of nodes (computer terminals connected to the Internet) surpasses 10,000.
- 1988** First trans-Atlantic fiber optic cable begins operations.
- 1989** Number of nodes surpasses 100,000. Online service provider Quantum changes its name to America Online, offering easy Internet access to the general public unfamiliar with computers.

## Web 1.0

- 1990** ARPANET is decommissioned. Tim Berners-Lee releases HTML for free to the public, technically marking the start of the World Wide Web and the Web 1.0 era. Most public access to the Internet during the 1990s will be through dial-up companies America Online (AOL), CompuServe and Prodigy, supplanting BBS's.
- 1991** First 2G network launched, giving mobile phones texting capability.
- 1992** Number of nodes surpasses 1 million. Phrase “surfing the Internet” is coined.
- 1993** Mosaic, first widely-adopted Web browser with a Graphical User Interface, is released.
- 1994** Shopping malls arrive on the Internet. Pizza Hut starts taking orders online. The first banner ads appear on hotwired.com in October. They were for Zima and AT&T. Netscape releases its Navigator browser, free for non-commercial use. Amazon Books is launched.

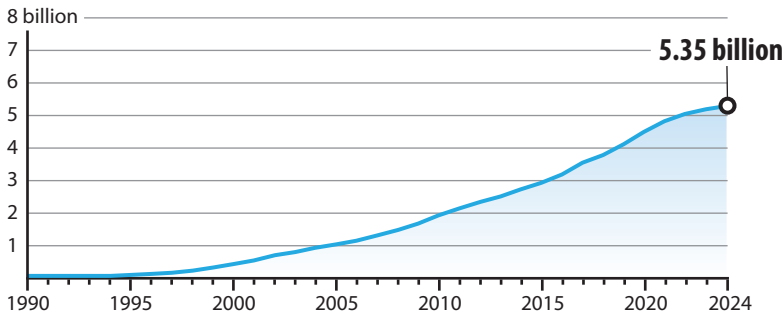
- 1995** Microsoft releases Internet Explorer, free with Windows 95.
- 1997** Google search engine is launched.  
Of all US households with Internet access, half use AOL to do so.
- 1998** First 3G network is launched in Japan, enabling mobile phones to have Internet access.  
2 millionth domain name is registered.
- 2000** In February there are 10 million sites worldwide; by September there are 20 million.  
361 million people, 7% of world population, use the Internet.  
AOL merges with Time Warner, the largest commercial merger in history with a combined value of \$360 billion.  
Internet tech bubble bursts by end of year, with many Internet companies launched in the 1990s failing.
- 2003** Apple iTunes and Safari are released.

## Web 2.0

- 2004** Facebook is launched, marking the start of the social media era.
- 2005** YouTube is launched.
- 2006** Twitter is launched.  
More than 439 million computers have a registered IP address. 92 million sites worldwide.
- 2007** Apple releases first iPhone.  
iTunes downloads reach 1 billion mark.  
Google becomes most visited website.
- 2008** First Android phone is released.  
Apple opens App store; Google opens Android Market (renamed Google Play in 2012).
- 2009** Out of 6.7 billion people worldwide, about 1.6 billion, or 24%, use the Internet, a 342% growth since 2000. In the US, 227 million, or 75%, use the Internet.  
After years of declining numbers and revenue, AOL and Time Warner split.  
First blockchain is released, used for the first online cryptocurrency bitcoin exchange.  
4G network becomes available, first appearing in Stockholm, Sweden and in Oslo, Norway.
- 2012** 4G network becomes available in the US.
- 2019** Number of people worldwide using the Internet surpasses 50%.  
5G network begins rollout.
- 2024** Out of 8.1 billion people worldwide, about 5.35 billion, or 66%, use the Internet. More than half are in Asia.

### Global Internet use, 1990-2024

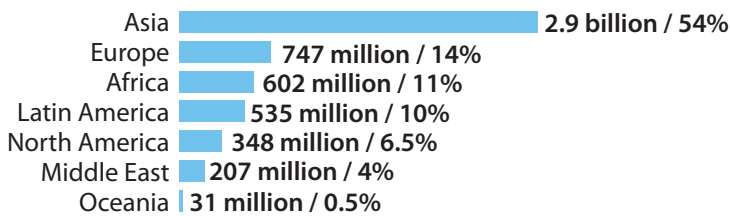
Number of active individual users Worldwide, in billions.



Sources: census.gov; datareportal.com

### Internet use by geographic region, Q1 2023

Number of users / Percent of all users worldwide

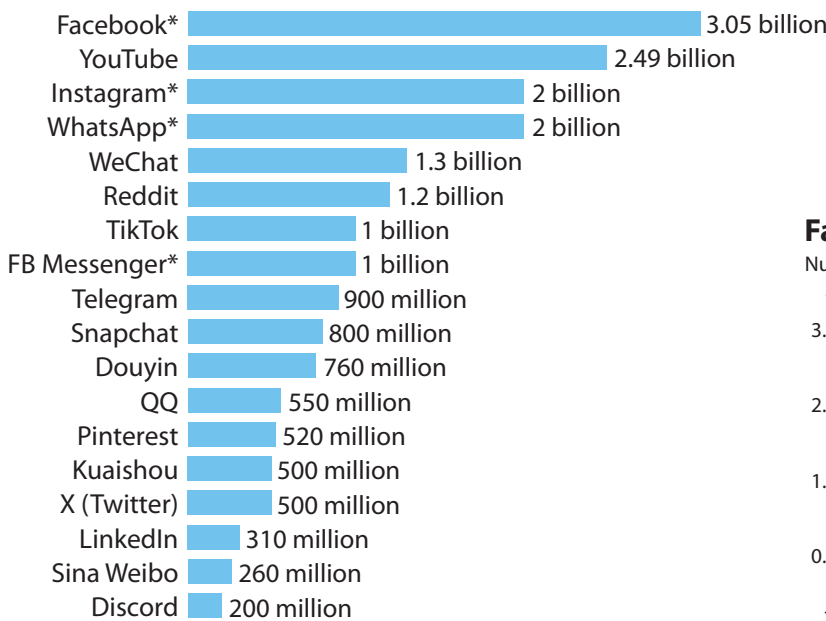


Latin America includes South and Central America and the Caribbean

Sources: internetworldstats.com; Statista.com

### Most popular social networks, Q2 2024

Ranked by number of active users Worldwide.

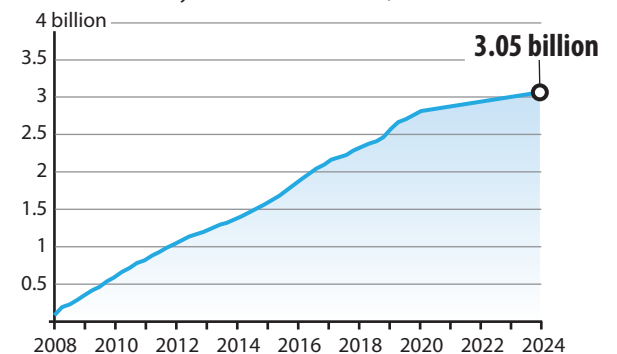


Sources: statista.com; backlinko.com; linkedin.com

\*Properties of Meta Inc.

### Facebook users, 2008-2024

Number of monthly active Facebook users, in billions.



Source: Facebook. Through Q2 2024.