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Date General

CompuServe

1896 The tabulating machine was a machine designed to assist in tabulations. Invented by Herman Hollerith, the machine was developed to help process data for the 1890 U.S. Census.

1911 In 1911, four corporations, including Hollerith's firm, merged to form the Computing Tabulating Recording Corporation (CTR).

1924 In 1924 CTR was renamed IBM - International Business Machines. IBM developed faster and faster tabulators until the invention of the electronic computer in the 1940s.

1929 The term "Super Computing" was first used by the New York World newspaper in 1929 to refer to large custom-built tabulators IBM made for Columbia University.

1939 The 1939 census became the basis for a national register of Jews. That year, German census forms for the first time included explicitly racial categories. Hollerith machines were the best data processing devices available. The Nazi regime employed thousands of people in 1933 to 1939 to record national census data onto Hollerith punch cards.

1960 [Development of internet begins.](#)

1969

The original, 1969 dial-up technology was fairly simple — the local phone number in Cleveland, for example, was merely a line connected to a time-division multiplexer which connected via a leased line to a matched multiplexer in Columbus, which was in turn connected to a particular timesharing host system.

1975

1980

1981 First generation e-mail

25/06/1981

12/08/1981

1984

1985

By the mid-1980s CompuServe was one of the largest information and networking services companies in existence, and it was the largest consumer information service in the world.

1988

1989 HTTP language invented by Tim Berners-Lee (March)

In the late 1980s, it was possible to log into CompuServe via worldwide X.25 packet switching networks, but gradually it introduced its own direct dialup access network in many countries, a more economical solution.

01/08/1989

1990

1991 First World Wide Web page appeared in Europe. The first Web site built was at CERN and was first put online on 6 August 1991

In the early years of the 1990s, CompuServe was enormously popular, with hundreds of thousands of users visiting its thousands of moderated Forums, forerunners to the endless variety of discussion sites on the Web today. During the early 1990s the hourly rate fell from over \$10 an hour to \$1.95 an hour.

1993

1994

04/04/1994

01/06/1994 [HTTP Cookies Invented](#)

13/10/1994

25/10/1994 [First graphical web ad in UK. Modem Media Creates first internet banner ad. AT&T and Coors Brewing Company on Global Navigator Network and HotWired. The very first banner campaign attracted 42 per cent clickthrough](#)

14/11/1994

1995 The first technology to fundamentally change the face of internet advertising was Java, a programming language that delivered 'applets' - small, executable programs - to web browsers. Designed by Sun Microsystems, by 1996 Java became established as the language of choice for programmers developing early multimedia ads. Early Java interactive ad banners let users enter email addresses or data and delivered basic animation.

09/08/1995 Start of dot.com boom and \$2bn per week was flowing into the venture capital firms of Silicon Valley.

24/08/1995

01/10/1995

07/12/1995

1996 The banner ad is created. AT&T carried out the first 'roadblock', again through Modem Media, which involved placing interactive banners on the home pages of the top 50 US web sites. Also in 1996, ABC Electronic was founded in the UK to audit both sites and internet ad campaigns

12/02/1996 FT publishes article about Cookies and sparks privacy concern. Jackson, T. (1996, Feb. 12). This Bug in Your PC is a Smart Cookie. Financial Times.

25/03/1996

01/05/1996 FutureWave Software created FutureSplash Animator

15/06/1996

01/07/1996

01/08/1996 Microsoft was working on MSN and wanted to create the most TV-like experience on the Internet. They became big fans of FutureSplash and adopted the technology. Disney Online useFutureSplash to build animation and the user interface for the Disney Daily Blast.

01/12/1996 Macromedia acquired FutureWave Software, and FutureSplash Animator became Macromedia Flash 1.0

1997 Overture, launched in 1997 as GoTo.com, pioneered the advertising model, known as "paid search" or "pay-per-click".

31/12/1997

1998 IAB Europe formed. The industry releases a package of shapes and sizes to extend the scope of online with six new formats. Start of venture capital investments bought in anticipation rather than actual bottom line – was the promise of what could be. Get Big Fast business strategy

01/03/1998

18/03/1998

30/06/1998

01/07/1998

01/09/1998

01/10/1998

24/11/1998

1999

26/02/1999 [Intel's Pentium III chip, which went on sale Friday 26/2/1999, contains a unique identifier called the Processor Serial Number \(PSN\). Intel intends to make the PSN a de facto ID number for the Internet: they anticipated that it would be disclosed during v](#)

07/06/1999

13/06/1999

22/07/1999

01/09/1999

01/10/1999

05/11/1999 [Rights groups urge government to protect privacy](#)

16/11/1999

24/11/1999

01/12/1999

2000 IAB introduces the skyscraper format

2000 The birth of an enhanced version of html, the standard language for creating web pages, was the key catalyst in the take-up of Flash. Dhtml, which emerged at the start of 2000, gave control over the layers within a page - cue expanding banners, pop-ups, Skyscrapers and Overlays.

10/01/2000

13/01/2000

25/01/2000

10/02/2000

14/02/2000

01/03/2000 [EU data laws threaten UK firms - tightening up between sharing cookie data between EU and US](#)

10/03/2000 Dotcom peak and begin of crash

20/03/2000 [Companies fight to protect cookies](#)

01/04/2000

03/04/2000 Huge sell-off from investors that caused chain reaction, ultimately seeing 50% of businesses close by 2004.

04/04/2000

13/04/2000

09/05/2000

26/06/2000

17/07/2000

16/08/2000

25/10/2000

01/11/1999

12/12/2000

2001 Flash Player is now the most widely distributed piece of software on the Internet - ahead of Internet Explorer, Netscape Navigator, and Real Player. Taskforces for standardising and developing rich media advertising formats

16/01/2001 [Click Rates are in decline](#)

30/01/2001

01/02/2001

09/03/2001

30/03/2001

01/05/2001

14/05/2001

26/07/2001

2002 IAB sets goal to double market size within
three years

2002
09/01/2002

16/01/2002

27/02/2002

01/05/2002
15/07/2002

19/07/2002

26/08/2002

01/09/2002

22/09/2002

01/11/2001

03/12/2002

2003 Website owners launch universal advertising package – four formats that run across thousands of websites in the UK and make media planning easier

12/03/2003

29/04/2003

01/05/2003

01/10/2003

14/10/2003

02/11/2003

03/12/2003

2004 Search advertising overtakes cinema (by size and market share). Online catches radio – rapid growth rate in the size of this market suggests it is neck and neck with radio on about 3.5–3.7% of total UK ad spend Source: IAB

2004
26/01/2004

16/02/2004

24/02/2004

19/04/2004

22/04/2004

18/06/2004

24/06/2004

30/06/2004

01/08/2004

18/08/2004

05/10/2004

01/12/2004

2005

28/01/2005

01/02/2005

16/03/2005

01/04/2005

28/04/2005

22/05/2005

01/08/2005

01/10/2005 [Video Overlay ads invented by Brightcove](#)

01/12/2005 Adobe Systems acquired Macromedia
2006

01/03/2006

17/05/2006

14/06/2006 [BlueLithium Launches First Behaviorally Targeted Streaming Video Ad Network](#)

01/09/2005

19/09/2006

09/10/2006

2007

01/03/2007

20/03/2007

13/04/2007

08/05/2007

15/05/2007

16/05/2007

18/05/2007

12/06/2007

23/07/2007

09/08/2007 [Washington Group Calls For New Privacy Law - calling on the Federal Trade Commission to reevaluate the 5-year-old National Advertising Initiative guidelines for behavioral marketing and data collection.](#)

01/09/2007

17/09/2007

27/09/2007

24/10/2007

30/10/2007 Google generated £327 million in advertising between July and September, compared with an estimated £317 million for all of ITV1

01/11/2007

07/11/2007

01/12/2007

09/12/2007 [Acxiom Brings Offline Data to Web Ads with Relevance X](#)

12/12/2007

19/12/2007

20/12/2007 [FTC Proposes Online Behavioral Ad Guidelines - The FTC urges Web sites to explain clearly that information is collected for targeted advertising and allow consumers to choose whether their information is gathered.](#)

21/12/2007

[MSN](#)

AOL

Prodigy

Microsoft founded

Broadcaster CBS and telecommunications firm AT&T originally gauged consumer interest in a Videotex-based TV set top device

Microsoft Incorporates
IBM introduces its personal computer with Microsoft's 16-bit operating system, MS-DOS 1.0

February: Trintex was founded as a joint venture between CBS (who subsequently left), computer manufacturer IBM, and retailer Sears, Roebuck and Company

Microsoft introduces earliest version of Office suite of productivity applications

AOL Launched

[America Online's Rapid Rise :It's the Hottest Player In Dial-Up Computer Services, But Stiff Competition Looms](#)

Launched regionally

September: Launched Nationally

Began charging hourly rates for its most popular feature, i.e. the message boards and lost droves of subscribers

The MSN network of Internet services debuts in the United States. Along with Windows 95.

[Internet Explorer 2 is launched, supporting cookies](#)

Bill Gates outlines Microsoft's commitment to supporting and enhancing the Internet

MSN reaches the 1 million dial-up subscriber mark in the United States.

MSNBC, a joint venture between NBC and Microsoft Corp., launches its 24-hour news and information television channel along with its interactive online news service distributed on MSN in the United States.

[America Online announces launch of new product AOL 3.0, new pricing and member benefit programs](#)

Microsoft purchases the Hotmail Web-based e-mail service, with its 8 million users, and integrates it into MSN.com. MSN integrates Passport services, which offer single sign-in services to participating Web sites.

MSN launches the first local-language European MSN sites in the United Kingdom, France and Germany. MSN UK launches MSN Street, Europe's first wired street, in London.

NineMSN is created in Australia as a joint venture with Channel Nine.

The MSN portal becomes available to consumers in 22 markets worldwide after adding Austria, Belgium (French and Dutch), Brazil, Denmark, Finland, Italy, Latin America, Malaysia, Mexico, Netherlands, New Zealand, Norway, Singapore, Spain, Sweden, Switzerland (French and German) and South Africa.

America Online (AOL) announced it would acquire Netscape Communications in a tax-free stock-swap valued at US\$4.2 billion at the time of the announcement. The acquisition was seen as a way for AOL to gain a bargaining chip against Microsoft, to let it become less dependent on the Internet Explorer web browser.

Service was axed

MSN introduces MSN Messenger Service, which reaches more than 700,000 people in its first six days of availability.

Telmex and Microsoft join to create T1msn, which becomes the leading Spanish-language Internet portal in Mexico.

MSN hosts what becomes the biggest webcast music concert in history at the time, as Sir Paul McCartney makes a historic return to the Cavern Club in Liverpool, England. MSN Hotmail is launched in Spanish, Brazilian Portuguese and Italian, increasing the number of languages in which it is available to seven. MSN Messenger Service launches in 24 new languages, for a total of 26.

America Online, a favorite of dot-com investors and pioneer of dial-up internet access, acquired Time Warner, the world's largest media company

Microsoft introduces the now-trademarked Butterfly logo with a large consumer advertising campaign to support the recharged MSN and demonstrate its unique vision of The Everyday Web.

MSN Hotmail is featured in the Guinness Book of Records as the world's largest free Web-based e-mail service provider, with more than 67 million active users. MSN Internet Access reaches the 2.5 million dial-up subscriber mark in the United States.

Microsoft declared a Monopoly

MSN becomes the No. 1 Web destination worldwide with 201 million unique users. The number of MSN Internet Access subscribers in the United States reaches 3 million. MSN becomes the first major Web site to offer consumers instant voice messaging from PC to PC.

MSN Explorer launches, combining the best of MSN content and services with the best of Microsoft Internet software to form a single integrated experience that helps consumers get more from the Web. MSN launches the biggest worldwide consumer campaign undertaken by Microsoft to promote awareness of MSN as a global brand.

The number of active users of MSN Hotmail, the most popular free Web-based e-mail service, surpasses 100 million worldwide.

MSN attracts more than 250 million users a month worldwide and is the No. 1 destination in 11 markets, including the United Kingdom, Mexico and Canada. In addition, MSN Internet Access subscribers in the United States now total more than 6.5 million.

MSN and Verizon Communications announce plans to deliver co-branded high-speed Internet service in Verizon's 31-state service area, reaching nearly 34 million customers. This makes MSN the preferred online service to more households in the United States, via a DSL connection, than any other online service.

[Said it will feature so-called rich media ads throughout member pages](#)

MSN announces its alliance with Eyeblander Inc. and PointRoll Inc., two leading developers and distributors of rich media advertisements. Advertisers now can place media ads with moving and expanding images, full-page overlays, and interstitial windows or other features across the 12 most popular channels on MSN, including CNBC on MSN Money, MSNBC and the MSN Autos online automotive service

Microsoft announces an alliance with Unicast Communications Corp., a leading provider of online advertising solutions, and support for Unicast's Online Format Suite on MSN.

MSN Messenger Service reaches a record high of 100 million active users per month worldwide. MSN Messenger is also rated the No. 1 instant messaging (IM) service in 11 countries, according to independent third-party rating organizations.

MSN Ordered to pay AOL damages

Microsoft paid US \$750 million to AOL and agreed to share some technologies, including granting AOL a license to use and distribute Internet Explorer royalty-free for seven years. This was considered to be the "death knell for Netscape

Takes video ads in IM

MSN debuts the beta version of MSN Video — a free, ad-revenue supported, streaming video service available to everyone on the MSN network. As part of the service MSN will offer free access to high-resolution, on-demand news, sports, entertainment and other video, including programming from NBC News and MSNBC.com that isn't available anywhere else on the Web.

MSN debuts an innovative, custom online marketing program for American Honda Motor Co. for the online launch of the 2004 Honda Accord. The campaign includes extensive use of video and consumer participation to capture the attention of the millions of consumers who frequent MSN.

MSN announces new customer milestones for MSN communications services with more than 145 million customers worldwide visiting MSN Hotmail and 110 million customers worldwide logging on to the MSN Messenger instant messaging service each month.

MSN launches a beta version of the new MSN Toolbar in the United States. The MSN Toolbar offers features that include a customizable Pop-Up Blocker and the new Highlight Viewer tool.

A special online marketing campaign conceived and developed by MSN allows Visa Extras, a customer rewards program from Visa USA, to reach out to small businesses via a branded Web site for owners of small companies. The site, located at <http://yourbusiness.msn.com>, debuts in the United States.

Openwave Systems Inc. and MSN announce an agreement to bring MSN Mobile services to mobile operators and handset vendors worldwide. The companies announce they have built and are including MSN Mobile software in the Openwave Phone Suite V7 phone software platform.

MSN reports more than 350 million unique users per month, over 170 million active Hotmail accounts, and more than 120 million customers that log into the MSN Messenger instant messaging service each month, as well as 8.2 million MSN subscribers.

MSN announces a new advertising program in the United States called MSN Creative Connection.

[America Online to Acquire Advertising.com in \\$435M Deal](#)

As part of a \$100 million investment in improving the customer experience, MSN launches a range of new and updated services for its MSN Search service, including a new MSN Search home page (<http://search.msn.com>)

MSN TV (<http://www.msntv.com>) announces the debut of the new MSN TV 2 Internet & Media Player. MSN TV 2 is the only product that brings premium MSN content, PC-stored digital media and e-mail to TV for a truly integrated Internet and media experience.

MSN announces the beta availability of MSN Spaces, a new Web logging (blogging) service that enables consumers to create their own personal place on the Web

MSN has 3.5 million narrowband Internet access subscribers; MSN has 9.3 million total subscribers worldwide. In addition, MSN reported over 380 million unique users, 190 million active MSN Hotmail accounts and 155 million active Messenger accounts worldwide.

MSN announces the worldwide launch of the new MSN Search in 25 markets and 10 languages, the first search engine built from the ground up by Microsoft to help consumers more quickly search the Web and get precise answers.

MSN unveils Microsoft's next-generation online advertising platform, MSN adCenter, and demonstrates the platform's first component, a new prototype of an MSN paid-search solution, at the sixth annual MSN Strategic Account Summit, a leading industry forum held on Microsoft's main campus in Redmond.

MSN has 200 million active Hotmail accounts, over 165 million active MSN Messenger accounts and over 400 million unique monthly users visiting the MSN portal. MSN has 3 million narrowband Internet access subscribers and approximately 9.1 million subscribers worldwide. There have been over 7 million MSN Spaces created since the beta was launched in December 2004.

[AOL Acquires Mobile Ad Firm Third Screen Media](#)
[AOL Acquires ADTECH AG](#)

Microsoft is buying Seattle online advertising giant aQuantive in a cash deal valued at \$6 billion or \$66.50 per share - its largest acquisition in history. The acquisition is a huge bet for Microsoft, which is trying to catch Google in the lucrative online advertising market. Google earlier this year said it was acquiring DoubleClick, a competitor to aQuantive.

[AOL/Time Warner buys TACODA behavioural advertising company](#)

[UNESCO and the Council of Europe, is organizing a meeting on Ethics and human rights in the information society](#)

DoubleClick Privacy?

Microsoft bought a 1.6% stake in the social networking website Facebook for US\$240 million, making the company worth US\$15 billion.

[AOL buys content-targeted advertising company Quigo](#)

[AOL Acquires Q&A Platform Yedda](#)

[Aol launches Platform A - Platform A will encompass Ad.com, the direct-response network AOL acquired in 2004; Tacoda, the behavioral ad network it recently bought for \\$275 million; the video ad network named Lightningcast; Third Screen Media, a mobile ad network, and AdTech AG, an international online ad-serving company based in Frankfurt, Germany.](#)

Yahoo

Netscape

DoubleClick

Founded by Stanford University graduate students Jerry Yang and David Filo in January of 1994

Mosaic Communications Corporation by Marc Andreessen and Jim Clark, and was the first company to attempt to capitalize on the nascent World Wide Web

Lou Montulli was an employee of Netscape Communications, which was developing an e-commerce application for a customer. Cookies provided a solution to the problem of reliably implementing a virtual shopping cart

Released a web browser called Mosaic Netscape 0.9

Browser was subsequently renamed Netscape Navigator, and the company took on the 'Netscape' name

Incorporated on March 2, 1995

[Internet Advertising Network was started by Kevin O'Connor and Dwight Merriman in 1995](#)

Netscape floated. The stock was to be offered at \$14 per share; a last-minute decision doubled the initial offering to \$28 per share; the stock's value reached \$75 on the first day of trading, which was nearly a record for a stock's first-day gain. The company's revenues doubled every quarter in 1995.

IAN was acquired by Poppe-Tyson (a division of Bozell, Jacobs, Kenyon & Eckhardt advertising) and named DoubleClick

[Launch of DART. Kevin Ryan, chief executive of digital advertising technology firm DoubleClick, thinks e-commerce was a necessary development for the growth of web advertising. 'The key thing that was necessary to make internet advertising work was e-commerce,' he states](#)

[DoubleClick goes public
DoubleClick Network has the third largest audience reach on the Internet behind AOL and Yahoo, according to Media Metrix.](#)

AOL Buys Netscape

At a cost of US \$1.7 billion, DoubleClick merged with the data-collection agency, Abacus Direct,

DoubleClick entered into an agreement to acquire Abacus Direct Corporation ("Abacus"), a leading provider of specialized consumer information and analysis for the direct marketing industry.

[DoubleClick acquires Abacus and sparks privacy fears](#)

[Privacy fears raised by DoubleClick database plans](#)

EPIC's FTC Complaint against DoubleClick Inc. Re: online privacy practices.

Chooses Google as Search Engine

[U.S. judge drops DoubleClick privacy case](#)

[Double Click is doing more to attract advertisers to its network of sites in the US by ensuring that these sites are able to take Superstitials, interstitials and dhtml formats](#)

[The four companies have developed technologies that make it hard to avoid Web advertisements. Eyebaster produces flash-animated pop-up ads; PointRoll technology expands ad banners when a mouse cursor touches it; EyeWonder lets advertisers stream video commercials onto a Web page; and Unicast creates ads that allow users to navigate within them without leaving a Web site.](#)

[DoubleClick settled with the Attorneys General of ten states after an investigation of its privacy practices.](#)

Dethknell for Netscape

[DoubleClick buys Tangozebra for £15m](#)
[Google announced that it came to a definitive agreement to acquire DoubleClick for \\$3.1 billion in cash](#)

[GOOGLE CALLED FOR A SET of global standards for protecting consumer Web privacy at a recent United Nations Educational, Scientific and Cultural Organization \(UNESCO\) ethics conference.](#)

[U.S. senators on Thursday injected themselves into a high-stakes dispute between Google and Microsoft over whether the search giant's proposed acquisition of display advertising company DoubleClick presents antitrust or privacy concerns.](#)

[FTC Clears Google to Buy DoubleClick - In a 4-1 decision, the FTC concluded that Google's purchase of the Internet advertising services company "is unlikely to substantially lessen competition."](#)

Google

Atlas

January 1996, company founders Larry Page and Sergey Brin had begun collaboration on a search engine called BackRub.

A year later, their unique approach to link analysis was earning BackRub a growing reputation among those who had seen it.

[Company founded under the name Avenue A. it incorporates in Washington.](#)

Larry and Sergey continued working to perfect their technology through the first half of 1998.

In September 1998, Google Inc. opened its door in Menlo Park, California.

[Google Receives \\$25 Million in Equity Funding](#)

[Google Wins PC Magazine's Technical
Excellence Award for Innovation in Web
Application Development](#)

Avenue A launches IPO during that bubbilious time for dot-coms. Company loses \$43 million on revenue of \$194.6 million. Revenue is up from \$69.7 million in 1999.

[Google Added To Go2Net's MetaCrawler and Dogpile Metasearch Services](#)

[Google Launches Full Suite of Fully Automated, Highly Customizable WebSearch Services Based on Company's Award-Winning Search Technology](#)

[Google Ranked No. 1 By Search Engine Users \(Again!\)](#)

[Google Goes Global with Addition of 10 Languages](#)

[Yahoo! Selects Google as its Default Search Engine Provider - Google Now Enables Internet Users to Search More Than 1 Billion URLs](#)

[Google's Targeted Keyword Ad Program Shows Strong Momentum with Advertisers](#)

Avenue A establishes two business units, one focused on digital media services and another to sell its technology to others. Company loses \$39.9 million on revenue of \$89.6 million. For those keeping score at home Avenue A lost more than half its revenue in the dot-com carnage.

Company loses \$4.6 million on revenue of \$132.6 million.

Avenue A becomes aQuantive. Avenue A and Atlas, the company's ad technology tool business, become subsidiaries. Company reports net income of \$11.8 million on revenue of \$222 million.

Creates a third business unit to measuring the ROI of digital media campaigns. Acquires NetConversions, a Web site usability technology provider; U.K.-based TechnologyBrokers and MediaBrokers, a firm that supported the company's Atlas platform; and SBI.Razorfish, a design and consulting firm. SBI.Razorfish is merged with Avenue A and rebranded Avenue A/Razorfish. Company reports net income of \$42.8 million on revenue of \$157.9 million.

Acquires U.K.-based DNA, an interactive ad and web development agency. Company reports net income of \$35 million on revenue of \$308 million.

Acquires a bevy of firms including Franchise Gator, a performance media company; Amnesia, an Australian interactive ad firm; Neue Digitale, a German interactive ad firm; and eCrusade, a Hong-Kong interactive ad firm. Aquantive also buys Accipiter Solutions, an ad-serving technology company. Company reports net income of \$53.9 million on revenue of \$442 million.

[Google To Acquire YouTube for \\$1.65 Billion in Stock](#)

[Google announced that it came to a definitive agreement to acquire DoubleClick for \\$3.1 billion in cash](#)

On May 8, aQuantive reported net income of \$14.2 million on revenue of \$142.6 million.

Bought by Microsoft

[Google Limits Data Retention in Compromise with EU to 18 months](#)

DoubleClick Privacy?

[European Commission said Monday that it would take until Nov. 13 to examine Google's \\$3.1 billion bid for the online ad tracker DoubleClick to review proposals meant to eliminate antitrust concerns.](#)

Google's shares were valued at over \$700, 7 times the amount that the IPO for the company. It also valued the company at US\$219 billion, making it the fifth largest company in the United States.

[European Consumer Groups Intensify Efforts To Block Google/DoubleClick Merger](#)

Eyeblaster

Pointroll

In September of 1999 a company called Ilissos was formed by Gal Trifon, Ofer Zadikario, Nir Ben Zvi and Amir Hardoof
The product they created was called: PEP – the "Personal Expression Platform"

[In 2000, the Web site iVillage.com used an Eyeblaster-enabled floating ad to promote Christmas gifts that could be purchased through the site. It was just Santa and his reindeer, but the ads were grabbers and the format caught on. "Eyeblaster did for the Internet what the 30- and 60-second ad did for television: It basically invented the standard."](#)

Company releases "Amplisell" – an e-commerce promotion platform (the foundation for the RMP)

Formats: floating ads and bursting audio

Launched

Company name changes to Eyeblander and releases the out-of-banner advertising platform with the Interstitial format

[BusinessWeek Online Becomes Client and Publisher of PointRoll Rich Media Ads](#)

The first US campaign in May, for the release of the film Moulin Rouge.

Out of banner platform becomes the Rich Media Platform and is enhanced with new processes and formats including the Commercial Break.

[Revenues of \\$5M. Expanded to EU, APAC](#)
[Intrusive Pop-ups - 30% of the Internet's top 100 Web sites use intrusive ads - Intrusive ads may irk some. But Joe Appendi, executive vice president of Eyeblaster Inc., says they're the wave of the future.](#)

[Halifax uses Eyeblaster in rich-media promotion](#)
[Skywards - Emirates rewards Programme uses Eyeblaster and gets 16% CTR](#)

Accepted by Yahoo

[Expandable Banner](#)
Accepted by Yahoo

Accepted by AOL

Accepted by AOL

Accepted by MSN

Accepted by MSN

The Rich Media Platform is enhanced with more features and formats including the Expandable Banner and Polite Ad

[Launches 100k Polite banner and Expandable banner](#)

New formats such as the Push Down Banner and video opportunities are added to the Platform

Launched ACM suite

[Eyblaster, the leader in rich media advertising delivery and management, today announced the closing of an \\$8 million round of venture capital funding from New York-based Insight Venture Partners.](#)

[Eyblaster Launches Industry's First Rich Media Creative Spec Database](#)

[Eyblaster Launches In-Stream Rich Media](#)

Eyblaster expands its business to deliver the most innovative digital campaign management capabilities in rich media, ad serving, gaming and more...

[PointRoll Adds Ad Sequencing](#)

[Eyeblaster Takes Online Video Advertising to the Next Level](#)

[Eyeblaster Announces Search Marketing Suite](#)

Scaled financially with \$30M investment

[EyeWonder](#)

Unicast

Launched - EyeWonder's R&D team creates a Java-powered instant streaming video proof of concept based upon a proprietary applet and codec

Launched May

Player-less instant video streaming debuts on EyeWonder website (July)

EyeWonder successfully launches first instant streaming banner ad campaign for HookMedia on major publishing sites Lycos.com, HotWired.com, Individual.com, and WebMonkey.com (November)

[EyeWonder Signs Key Interactive Agencies.](#)

Pointroll ads use EyeWonder video

CNN Interactive becomes the first online news organization to offer streaming video banner ads (February)

EyeWonder opens first international office in London (May)

Accepted by Yahoo

Accepted by Yahoo

Accepted by AOL. SBC Communications
shoots first-ever video exclusively for the web
(September)

Powers the largest streaming ad event in the
history of the Internet for GM — 131 million
views over three days (November)

Acquired by Viewpoint Corporation in 2003

AOL selects EyeWonder to bring instant
streaming ads to its instant messaging client
AIM (October)

Ad Council study shows EyeWonder's video ads are up to 77% more effective than conventional online advertising (November)

EyeWonder introduces the Video Expandable Ad (December)
Surpasses 2 billion online video views; the world's most streamed ad format in 2003

EyeWonder video ads premiere on MSN in the UK (September)

EyeWonder launches new AOL AIM SuperVideo and Pre-roll Ads (October)

EyeWonder launches Video Ads on The ICQ
Instant Messaging Service (April)
EyeWonder switches to Macromedia Flash
Video to power all its online campaigns (April)

Launch of all-new AdWonder 5.0 online
reporting system (August)
Launch of complete line of non-video Rich
Media Ad formats (August)

EyeWonder makes Flash Professional 8
standard for every video ad campaign (March)

EyeWonder shown by Dynamic Logic to
outperform other rich media providers
(September)

EyeWonder acquires German-based
interactive digital advertising firm vendi
interactive (September)

TangoZebra

Launched

[Tangozebra launched the first ever Transition Advert with Agency.com for a British Airways ad campaign. The term 'Transition' and 'Transitional' were quickly adopted as industry standard terms for interstitial adverts.](#)

Using the downtime in between page loads'

[Tangozebra unveils plans to break into US market](#)

[Lunn Poly launches holiday banner ads updated in real time](#)

[Bought by DoubleClick](#)