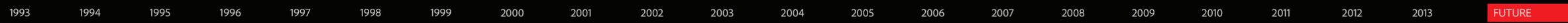


THE EVOLUTION OF DIGITAL TV

From rabbit ears to broadband, television has come a long way. Innovations and technology have profoundly changed the way we watch our favorite shows and movies. We live in the era of Digital TV, when TV is where you want it, when you want it. But how did we get here and where are we going? We'll look back 20 years to 1993, when the first seeds of the Digital TV revolution were sown. Then we'll speed ahead to today and beyond to see the innovations yet to come and a look at the next frontier: TV Everywhere.



BROADCASTING

- 1st Live Streaming Web Video** (1993): Done as a "proof of concept," the first live streaming web video broadcasts from Xerox PARC, a performance by the chief scientist's garage band, Severe Tire Damage.
- Netflix** (1997): Netflix launches as a DVD-by-mail rental service. Co-founder Reed Hastings gets the idea after paying \$40 in late fees for Apollo 13.
- MLB.TV** (2002): MLB begins broadcasting live streams of games over the Internet on August 26th, 2002—giving rise to MLB.TV—a pioneer in live online broadcasting. 30,000 fans watched the Rangers vs. the Yankees game live online.
- Hulu** (2008): Disney, NBCUniversal and News Corp form Hulu—an entirely ad-supported distribution platform—a move that was considered a bold experiment in Digital TV monetization.
- Digital Entertainment Content Ecosystem** (2008): A consortium of Hollywood studios, consumer electronics manufacturers, and DRM vendors form the Digital Entertainment Content Ecosystem (DECE) with the goal of enabling consumers to share purchased digital content across a wide range of devices.
- Summer Olympics Video** (2008): NBC teams up with Adobe and YouTube to power the 2012 Summer Olympics video experience, enabling viewers all over the world to watch any event live on any screen for the first time ever.
- Adobe Primetime** (2009): On April 9th, Adobe launches Adobe Primetime, a multi-screen video solution that enables programmers and MVPDs to capitalize on video across every IP-connected screen.

BUSINESS

- Video Ad Serving Template** (2008): The Interactive Advertising Bureau (or IAB) introduces the industry's first Video Ad Serving Template (VAST) standards along with definitions of digital video ad formats metrics and measurement.
- Flash** (2005): Macromedia acquires FutureWave Software and begins to distribute the Flash Player as a free browser plugin, enabling users to view multimedia content online.
- Dotcom Crash** (2000): The dot-com bubble bursts, stocks fall precipitously, and many technology and internet companies fail spectacularly. Online advertising dollars fall 32%.
- Adobe Flash** (2005): Adobe acquires Macromedia, taking ownership of Flash, in a deal valued at \$3.4 billion. Adobe begins to add multimedia playback capabilities that make it easier to embed and watch video content.
- TV Everywhere** (2009): The beginning of the "TV Everywhere" movement, Turner Broadcasting, Warner Bros. and HBO announce a strategic alliance with Adobe to improve the discovery and monetization of content across multiple distribution platforms.
- Chromecast** (2013): Google releases Chromecast, an ultra-portable digital streaming media adapter. For just \$35 viewers can plug this thumb drive sized device into their HDTV to enjoy online content.

CULTURE

- Mosaic** (1993): Students at the University of Illinois develop Mosaic, the world's first popular browser that makes the World Wide Web more accessible to the average person.
- TiVo** (2002): TiVo arrives. People discover the magic of pausing, rewinding and fast-forwarding live TV. With easy recording and playback, "Appointment TV" becomes "When I Want It" TV.
- Xbox Live** (2002): The online gaming service for Xbox, Xbox Live, launches and gives gamers the ability to connect with anyone around the world in a multiplayer gaming experience and download new content.
- iPhone** (2007): Apple introduces the iPhone, combining a touchscreen mobile phone, an Internet communicator and an mp3 player into one device, defining a new breed of smartphones.
- iPad** (2010): Building on the successful media platform the iPhone 4 brought to market, Apple launches the iPad. The revolutionary 10-inch touchscreen tablet takes an 84% share of the tablet market by year's end.
- Zero TV** (2007): The Nielsen Company coins the term "Zero TV" households for consumers who have dropped pay TV services in favor of OTT content delivery methods. Data shows a 250% increase in Zero TV homes in the U.S. since 2007.

TECHNOLOGY

- Pay Per Click** (1998): Packard Bell creates the first known pay per click (PPC) application which allows advertisers to pay only for ad interactions.
- Google** (1998): Google launches with the mission "to organize the world's information and make it universally accessible and useful."
- Akamai Technologies** (2001): Akamai Technologies is founded and deploys the world's largest content delivery network (CDN), enabling content providers to serve up rich web-based experiences economically and reliably.
- Facebook** (2004): Mark Zuckerberg creates Facemash for students at Harvard. The site attracts 450 visitors in its first four hours online. By 2013 the site, now known as Facebook, attracts 699 million daily active users.
- Android & Open Handset Alliance** (2007): Android is unveiled along with the founding of the Open Handset Alliance: a consortium of hardware, software, and telecommunication companies devoted to advancing open standards for mobile devices.
- Playready** (2007): Microsoft announces the launch of Playready, a DRM (digital rights management) for portable devices, simplifying access for the user to a broad range of content across multiple devices.
- House of Cards** (2012): "House of Cards" premieres as an original series produced and aired by Netflix. The series makes Emmy history by becoming the first online series to receive Emmy Nominations.
- Xfinity 2** (2013): Comcast unveils the next generation X2 from Xfinity, which will integrate live and On Demand TV, web content, home control and apps in one user interface and personalized recommendations accessible from any connected device.



The future of digital TV starts with Adobe® Primetime.

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