






The HISTORY of STREAMING

● Industry Trends ● Technological Advancements





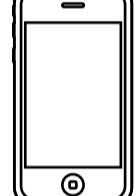




1990-2000

Streaming Debuts as a Proof of Concept

- Jun 1993**
First live video stream features the band Severe Tire Damage. 
- Sep 1995**
ESPN streams first internet radio event covering the Seattle Mariners vs. New York Yankees. 
- Dec 1996**
Launch of Macromedia Flash Player and RTMP.  
- Apr 1998**
RTSP is published. 








2001-2010

The Era of Flash and RTMP

- Oct 2002**
The DVD Forum creates adaptive bitrate streaming. 
- Apr 2005**
YouTube launches, and Adobe acquires Macromedia. 
- Oct 2006**
Justin.tv, the live streaming service that would become Twitch, is founded. 
- Jan 2007**
Netflix gets in on the streaming game. 
- Jun 2007**
The first iPhone is released. 
- Nov 2009**
Apple introduces HLS.  
- Apr 2010**
Steve Jobs announces Apple's discontinued support for Flash.  

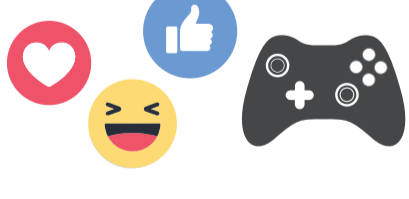
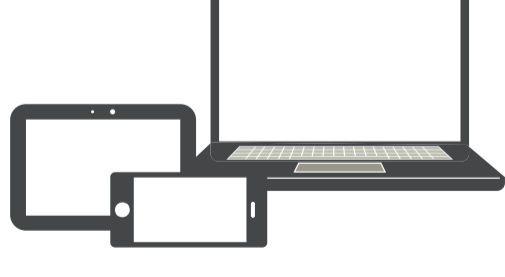


2011-2019

Live Broadcasting Is Brought to the Masses

- Apr 2012**
MPEG-DASH becomes international standard. 
- Oct 2012**
Felix Baumgartner's skydive attracts a record-setting 8 million viewers to YouTube Live. 
- Jan 2015**
YouTube drops Flash for HTML5. 
- Mar 2015**
Periscope is launched, allowing anyone to live stream from their mobile device. 
- Jan 2016**
Facebook Live is rolled out for all users. 
- Jun 2019**
Apple announces the spec for Low-Latency HLS — signaling the start of low latency at scale.  

Early 2020s

COVID-19 Ushers in a Streaming Boom and Flash Officially Dies

- Mar-Apr 2020**
More than 1/3 of all internet users were gaming or social live streamers. 
- May-Aug 2020**
Live streaming events **increased 300%**.
Live health and fitness videos **increased 1300%** in minutes streamed.
Live eLearning videos **increased 980%** in minutes streamed. 
- Dec 2020**
Flash is no longer supported.  

2022 Onward

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