

The HISTORY of VIDEO TECHNOLOGY

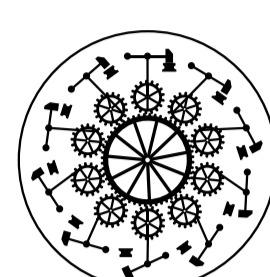
CULTURAL TRENDS

TECHNOLOGICAL ADVANCEMENTS

Pre 1900 Pictures Are Put Into Motion

1832

The first animation device, called the **phenakistiscope**, takes the form of a spinning cardboard disk with images that blur together in a similar fashion to a flipbook.



1878

Eadweard Muybridge creates the first **motion picture** by combining 24 still photographs of a horse galloping.



1891

Thomas Edison's company creates the **Kinetoscope**, a device for viewing films through a peephole.



1895

Filmmakers Auguste and Louis Lumiere patent the first motion picture camera, a.k.a. the **cinematograph**.



1900-1940 The Film Industry Is Born

1905-1915

The first movie theaters pop up across the U.S., referred to as **nickelodeons** because of their five-cent (nickel) admission charge.



1927

The Jazz Singer becomes the first feature-length movie with sound, marking the end of silent film.



1939

Gone With the Wind and **The Wizard of Oz** both premier in technicolor.



1941-1980 Video Technology Finds Its Way Into Homes

1941

The **first U.S. TV ad** airs on NBC for a Bulova watch.



1950s

Televisions become common household items, often displaying black and white images.



1969

Millions gather around their TV sets to watch **Neil Armstrong walk on the moon** via a live network broadcast.



1960

Cinematographer Morton Heilig invents the **first head-mounted virtual reality (VR) display**.



1981-2019 Interactive Technologies and Online Video Change the Game

1981

Nintendo releases Donkey Kong and introduces the world to **Jumpman** — an early moniker for Mario.



1987

The **infamous GIF is invented**, sparking debates on its pronunciation for years to come.



1993

The **first live video is streamed online**, using up half of the bandwidth available across the entire internet.



2007

Netflix launches direct-to-consumer streaming, forever changing how video is consumed.



2020 Onward Streaming Technology Makes Video Ubiquitous

2020s

COVID-19 ushers in a streaming boom as **doctor's appointments**, **business meetings**, and **fitness classes** all go virtual.



2021

Video accounts for 80% of all internet traffic worldwide*



2022

Online video promises to power every technology on the horizon — including the metaverse, smart IoT ecosystems, and more.

Curious what's next?
Check out our report,
The Future of Video Technology

Get the Free Report



*Cisco, Visual Networking Index, 2018