

1450-1900: Printed Advertising

- **1450**, Gutenberg invents the printing press. The world of books and mass copies is revolutionized.
- **1730**, the magazine emerges as a means of communication.
- **1741**, the first American magazine is published in Philadelphia.
- **1839**, posters become so popular that it becomes prohibited to put them in London properties.

1920-1949: New Media

- **1922**, radio advertising begins.
- **1933**, more than half of the population in the United States (55.2%) has a radio in their home.
- **1941**, television advertising begins. The first advertisement was for Buova watches and reached 4,000 homes that had television.
- **1946**, more than 50% of the homes in the United States already had a telephone.

1950-1972: Marketing is Born and Grows

- **1954**, for the first time revenue from television advertising surpasses revenue from radio and magazine ads.
- Telemarketing grows as a means of contacting buyers directly.
- **1972**, print media starts to become less popular

1973-1994: The Digital Era Flourishes

- **1973**, Martin Cooper, a Motorola researcher, makes the first call through a cell phone.
- **1981**, IBM launches its first personal computer.
- **1984**, Apple introduces the new Macintosh.
- **1990-1994**, major advances in 2G technology, which would lay the foundation for the future explosion of mobile TV.
- **1994**, the first case of commercial spam through e-commerce is produced.

1995-2020: The Era of Search Engines and Social Media

- **1995**, the Yahoo! and Altavista search engines are born.
- **1995-1997**, the concept of SEO is born.
- **1998**, Google and MSN launch new search engines.
- **1998**, the concept of blogging arises. By mid-2006, there are already 50 million blogs worldwide.
- **2003-2012**, the era of inbound marketing begins.
- **2003-2004**, three social networks are launched: LinkedIn, MySpace, and Facebook.
- **2005**, the first video is posted on YouTube
- **2006**, Twitter is born.
- **2009**, Google launches real-time searches.