

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.

RTSP

2001-2010

The Era of Flash and RTMP

ABR

Oct 2002

The DVD Forum creates adaptive bitrate streaming.



Apr 2005

YouTube launches, and Adobe acquires Macromedia.



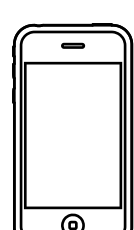
Oct 2006

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.



HLS

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.

MPEG-DASH

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.

R.I.P. Flash
Dec 1996 - Dec 2020



Dec 2020

Flash is no longer supported.



2022 Onward

CHECK OUT OUR REPORT:
The Future of Video Technology

Get the Free Report

