

Making truly global conversations possible

If the web has become a place of inclusion, the hashtag has become a marker of social allegiance; an opportunity for global communities to rally around the causes they believe in. From movements to support women's rights and equality with the UN's #HeForShe, or #BringBackOurGirls and the #MeToo campaign, to enabling people to be a part of something bigger by helping fund crucial research with the #ALSIceBucket which raised \$115 million for crucial research.



Opening our minds to the possible

We are now more informed than ever before. There is no curriculum or library book today that will truly quench our thirst for knowledge, yet there are immeasurable sources of information and ways to enrich our minds. Approximately 500 European institutions provide short courses and entire degree programmes at a distance, which when combined with advances in technology are creating opportunity in never before seen ways for the previously excluded - whether in remote Indigenous communities in Canada and Australia, or for women in Africa to study IT.

To mark the 30th anniversary of the World Wide Web, we celebrate



- 1990 World's first website and server go live at CERN, the European Organization for Nuclear Research
- 1992 First dial-up Internet access was introduced
- 1992 Interior Gateway Routing Protocol (IGRP)
- 1992 First smartphone launched
- 1993 First images appeared on the web
- 1994 The first online takeaway order
- 1994 First thing bought on the web
- 1994 First banner ad
- 1994 SSL Protocol is developed
- 1994 The first search engine that provides full text search is created
- 1994 Amazon's first customer purchases book
- 1994 Online banking is introduced
- 1994 First blog published on the web
- 1996 The first free web-based email service is launched

Years of Possible

Making it possible for communities to come together and save lives

Connectivity is changing how communities in Africa are able to work together to help prevent the premature deaths of children. It is connecting disaster zones with critical communications to aid recovery, and to tackle challenges such as flooding, national infrastructure risks and public safety.



- 1996 One of the first viral videos
- 1997 First recorded successful online crowdfunding
- 1997 Introduction of Wi-Fi
- 1997 First social media site
- 1998 Google is officially launched and the first Google search took place
- 1998 World's first streaming service
- 1998 First cyber-attack
- 2001 The first Wikipedia entry was created
- 2005 The world on your screen - Google Maps, introducing digital maps into the mainstream
- 2005 First YouTube video - 'Me at the zoo'
- 2006 World's first Tweet
- 2007 The iPhone was released, launching the smart phone revolution
- 2010 First Internet connection in space
- 2014 First time mobile internet usage exceeds desktop
- 2016 The Internet reaches a Zettabyte of traffic

Opening up the possibilities of industry

The web has completely transformed the face of industry, empowering consumers with huge amounts of information to make smarter buying decisions and transforming how brands interact with us each and every day. Whether it's retail, financial services, manufacturing or healthcare, the web has made accessing their services easier and simpler. It continues to create more opportunities, such as omni-channel retailing, allowing online and offline experiences to work together as one, so we can expect even more possibilities in the next 30 years.

