

Digital Television: A Quarter-Century of Milestones and Innovations

- 1989:** General Instrument commences development of first end-to-end digital television system
- 1990:** GI submits first all-digital HDTV system to FCC for consideration as next generation over-the-air broadcast TV standard
- 1992:** First digital SDTV content transmitted via satellite to cable headends by Rogers (Canada), Telefe (Argentina), Multivision (Mexico), and HBO (United States)
- 1994:** PrimeStar delivers first digital SDTV satellite signals directly to consumers (followed by DirecTV)
- 1996:** TCI becomes first digital SDTV cable operator (in Hartford, Connecticut)
FCC adopts Grand Alliance digital TV specifications as the new US over-the-air broadcast standard (HDTV and SDTV)
- 1999:** HBO launches HBO HD, the first full-time HDTV channel
Time Warner Cable starts Video-On-Demand (VOD) service
- 2000:** Motorola acquires General Instrument for \$17 billion
Tivo and ReplayTV develop the first Digital Video Recorders (DVRs)
- 2002:** ESPN launches ESPN Broadband, an entertainment-quality Internet video service for sports highlights and the X Games, streamed on-demand to Comcast and AT&T Broadband cable modem subscribers
- 2005:** Verizon launches fiber-to-the-home digital TV service (FiOS)
YouTube introduces website for self-published personal videos
- 2006:** AT&T launches DSL-based digital TV service (U-Verse)
- 2007:** Netflix begins streaming movies and TV shows to PCs
- 2008:** DirecTV and Dish Network deliver over 100 HD channels; consumer HDTV penetration achieves critical mass in the United States
- 2010:** FCC issues Open Internet Order for network neutrality (but the rules are invalidated in 2014 by US Court of Appeals for the DC Circuit)
- 2012:** Google acquires Motorola Mobility for \$12.5 billion (including the former GI business units, which are sold to Arris in 2013)
- 2014:** Comcast agrees to acquire Time Warner Cable for \$45 billion
AT&T announces deal to acquire DirecTV for \$48.5 billion
Initial Ultra HD (4K) content delivered by Netflix and others