Mad B content – rise of google

2nd box – In recent times, Google have further expanded their company introducing a wider range of products and services to their roster. One of the more known parts of the Google brand is their operating system Android. Android is an operating system designed for Mobile that was released in 2007. Android has brought Google major success, with around 75% of mobile devices running on Android as of 2020.

Another major section of the Google ecosystem is Gmail. Similarly to Android, Gmail was launched in 2007. Initially, Google were seen as an innovator within the email industry particularly with data security. In 2007 Google acquired Postini, which was an email security firm, for a massive fee of $625 million to improve the security of Gmail for users.

The final main service owned by Google is Google Maps. This service allows users to get directions, restaurant and shop recommendations, and look all around the world. The service was a major success for Google, with ab estimated 1 billion monthly users as of 2019.