**History of Internet Website**

**Video\_3: The True Story of the Internet- Internet Search**

We cannot imagine a world without Google these days. A world where we could not find out with the click of a mouse any trivial thing we wish to search. It is amazing just ten years ago there was no Google and in five years before that there was no way at all to search the Internet.

The companies like Yahoo and Excite took a stab at search but even though the guys who started and were some of the brightest young things in the annals of American business in the end they found themselves unable to crack the code. But a pair of super brainy super nerdy Graduate Students solved the search problem.

Jerry Yang and David filo, Stanford Graduate students who were left to their own devices they hit on an idea that would become the basis for one of America's best-known businesses and turn them into billionaires today their company is called Yahoo. All began when Jerry and David were trying to find a sneaky way to use the internet to win a Stanford fantasy basketball league. They were electrical engineering students and they had access to the web they scoured a laboriously site by site looking for up-to-date sports information. Jerry and David we're taking the first steps on the road to search even to understand what this thing was what dinner had to offer you needed some kind of guide you needed some kind of directory to kind of help you kind of navigate through that this was a simple but brilliant thought a directory that could show Virgin web users how to find cool stuff in this new electronic world but it was nothing like search today it was just a bunch of categories and sub-categories that you could hunt and peck around it.

Jerry and David's guide to the world wide web was the first thing of its kind and it proved immensely popular millions of users from around the globe flocked to the site. Yahoo was a great idea, but a great idea isn't enough to become a great company it requires money and lots of it but as everyone knows there's no shortage of cash in Silicon Valley most of it emanates from buildings along Sand Hill Road the offices of many of the Valley's legendary venture capitalists. Most successful VC firms Sequoia Capital it's most famous partner Michael Moritz decided to pay Yahoo's young founders. Yahoo began taking banner ads, for the first-time yahoo had shown it was possible to make money on the web it was a crucial moment in the story, and it meant one thing the web boom had begun. By focusing on the ads, they've lost sight of what it was that brought users to them in the first place. search engine companies stopped caring about search the problem.

The world was hungry for a radically better way of searching the web sure enough it came from the exact same institution that had already produced Yahoo and excite. Stanford once again the name of the company was unrepentantly goofy Google a twist on the word Google a mathematical term for 10 to the hundredth power and once again the founders were a pair of barely socialized young geeks Larry Page and Sergey Brin. The initial idea used backlinks to help rank websites for better search. The backlinks show you how one website that links to another site counts as a vote. This idea is the basis of a website’s authority. Today’s algorithm still relies on the same initial concept. It has advanced tremendously in the past 20 years, but backlinking still plays a part in the ranking. When Larry and Sergey launched Google onto the Stanford website everyone who saw it realized it was something special.

By 1996 yahoo faced an assortment of challenges. Yahoo’s most formidable rival was a company called excitement superficially excite seemed an awful lot like Yahoo it was another search startup founded by another bunch of burrito-eating Stanford kids but the technology that excite developed was considerably more sophisticated than that developed by Yahoo rather than a list of sites compiled and sorted into categories by human beings excite was pure software when you type in your query the service would crawl the web finding pages that contain the term you'd enter it was that is a rudimentary version of what we think of a search today.

By 1997 the internet was exploding as millions of people flocked online to see what all the excitement was about companies like Yahoo excite and the other search engines were busy turning themselves into what were known as portals one-stop destinations jam-packed with diversions from stock tickers to email to chat rooms. There were online carnivals filled with an array of glittery enticements and trinkets and baubles designed to turn users into a captive audience for the benefit of advertisers. John Doerr arguably Silicon Valley's most famous and successful venture capitalists having bankrolled Sun Compaq Netscape and amazon.com he's officially the man with the Midas touch and so it was probably inevitable that page and Brin would eventually wind up on doorstep they were so convinced that search was so big so important was gonna grow so much that value of the company they said 10 billion in revenue. They were very ambitious entrepreneurs with a powerful vision. Page and Brin had ambitions that would make any mere mortal blush they wanted to organize literally all of the information in the world make it searchable and universally accessible.

Bill Gross launched a site based on keywords and sponsored links that would eventually be known as overture it was an instant success. keywords are the future of the business keywords were so valuable because when a person types in a key word to a search engine they are giving you a huge window into the mind of their intent at that moment you get them to type a few words that's insanely valuable. Gross believed that he could sell keywords to advertisers BMW for instance would pay good money to ensure that every time someone typed the word car into a search engine a link to the BMW site appeared up high in the search results. Google saw his idea as the solution to its business model quandary.

Sequoia Capital and others invest in Google. Website google.com was different startling as Google's radical simplicity and the results that spit out were remarkably on target. Google's profitable concern proved to be no easy thing and as the passing days turned into passing months without a business model the VCS grew queasy. Larry and Sergey met Bill gros and found some way to blend the really great monetization that go-to was having and the incredibly relevant search results that Google had. Google would tweak grosses original idea in important ways most crucially it would separate the ads from the so-called organic search results. If we type in query the untainted results generated by the Google relevance algorithm and then the ads sponsored links that companies have paid for shows separately.

Google has derived billions in profits over the past few years it was clear that it was a better user experience than arriving at a website that looked as if it was 42nd Street or Times Square at two o'clock in the morning and they thought that would be better for advertisers as well because it would bring advertisers more business and that was a wonderful shrewd stunning incredible insight. At beginning of 2000 what Google had done wasn't merely to chart a path towards its own commercial success it had laid the foundations for the astronomical takeoff of Internet advertising.

The internet economy was being born with Google as its most essential player. On August 19 2004 Google went public listing its shares for sale on the Nasdaq stock market in the previous five years the company had gone from zero to a staggering three billion dollars annually in revenue and it became household name the Google IPO caused a frenzy of speculation and anticipation especially among those who hoped and prayed it might revive a tech sector still recovering from the dot-com crash out in Silicon Valley.

At noon the trading turned on and the first trade was at $100 and $15 higher than the previous day's price and it never went below that in the end despite all the Sturm went wrong the Google IPO was a success by the measure that matters most anyone who bought shares that day and is still lucky or smart enough to have them it's made a whopping bundle three years after the offering Google is valued more highly than FedEx McDonald's coke Intel IBM or Walmart shares the traded at $100 had soared to nearly 700. Meanwhile Brin and Page are ranked among the top 30 richest people in the world. Google is the fastest growing company ever despite racing into the fortune 500.

**Video\_4: The True Story of the Internet- Dot Com Bubble**

21st century humans have come up with an awful lot of entertaining ways of filling up the few free moments in our over schedule lives. We dance we surf and ski week aboard and canoodle and watch TV but what diversion do we love most of all nano man we love to spend. Every time we whip out a piece of plastic and slap it down to buy some fresh bling, we're taking part in a noble tradition the evolution of capitalism. But now a new phase of capitalism is upon us the age of e-commerce, An age that change the way the business works the way we buy and sell, An age assured in by a transformative technology the world wide web and by two of its seminal companies amazon.com and eBay.

It's easy to forget just how revolutionary these companies were when they first burst upon the scene back in the 1990s how they shook big business to its very core ever since the Industrial Revolution corporations have always been based on the power of high-flying executives sitting in their gilded offices way up there with the consumer almost as an afterthought. But now Amazon and eBay were creating a whole new model of commerce one based on taking the internet and harnessing the power of the great mass of individuals.

It’s a cliche, but big things in high-tech took in garage, where according to high-tech lore the greatest startups were incubated Hewlett-Packard, Apple the list goes on and is for amazon.com. It was in suburban Seattle and belonged to a guy named Jeff Bezos. He started out on Wall Street in the early 1990s he was highly analytical a spreadsheet junkie and when the web came along, he started thinking in a systematic way about its unique properties and what kinds of stuff it would be ideal for selling. He made a list after list and always at the top it was books there are millions of books active and imprint around the world and you could build something online and there could not exist any other way to have a physical bookstore with millions of titles. Bezos launched Amazon in the summer of 1995. In the first 30 days after Amazon went live with its first employees sitting at desks, the site shipped books to 45 different countries and all 50 US states. Favor of rapid growth strategy Bezos boiled down to three simple words get big fast.

In 1995, around same time Amazon was launched, down in Silicon Valley another young guy Pierre Omidyar was thinking hard about the web to today. Omidyar is a multi-billionaire but back then he was just another idealistic software programmer but one who had an interesting idea, the idea that would become eBay. Pierre did not have a business plan he had not done any market research he was just a humble software coder who thought that the idea of making an online auction site sounded pretty cool. It was an idea that he could take care of all by himself tapping away at his home computer. He thought, maybe use the web, and use the power of this technology to bring people in one place to create a marketplace. A market mechanism that was truly efficient where regular people could compete on a level playing field with the big players. An auction site on the web would be fairer and more accessible than any existing market so he decided to make it happen all by himself over one long holiday weekend in September 1995, He started writing code and it was, simple create an item, list an item and get a list of all the items that have been created and then you could bid on an item. It was just those three things.

Collision of two technologies and the pair of laws that made them unique in the history of mankind. The first technology was the silicon chip governed by what is called Moore's law coined by Intel co-founder Gordon Moore more than 40 years ago. Moore's law states but the speed and power of integrated circuits from microprocessors to memory chips doubles every 18 months. From 1 to a million you only need 20 steps; in very few steps you get tremendous growth. This logic-defying doubling stems, engineer’s ability to make transistors smaller and smaller and computers have gone from giant machines that fill up entire rooms super-powerful laptops.

Another rule known as Metcalfe's law coined by Robert Metcalfe inventor of Ethernet. Metcalfe's law says that every new node meaning something like your computer that's added to the network doesn't just increase the networks value by plus one the curve is much steeper than that. It's the Moore's law of connectivity and this is how it works if we have two users and that's one connection between them, they can each talk to each other and increases. This is the growth of the internet, to say as the number of users increases the usefulness of the network increases and it becomes even more compelling.

Trio of California-based mathematicians named Whitfield Diffie, Martin Hellman and Ralph Merkle developed something called public key cryptography. Their scheme turned how encryption had been done for centuries on its head. The essential idea which is brilliant but kind of subtle. The sender puts a message in a box, this time instead of locking it with her own padlock she asks the person who will receive the message to buy a padlock and send it to her. when the sender gets the padlock, she uses it to lock the box and then sends it now if someone intercepts the box, they can open it in fact even the sender can't open the box once it's locked. The only person who can open it is the intended recipient the only person who has the code. Its perfect security it took several years in some very clever math to create Internet friendly digital versions of the padlocks and boxes used in our analogy. Public key cryptography is the linchpin of secure ecommerce the public key is used for encrypting that is rendering secret the data that the sender wishes to send confidentially to the receiver. And private key which is the combination used by the receiver to take the encrypted data, decrypt them and produce the original message that's readable with consumers flocking to Amazon on the basis of their competence and secure convenient ecommerce.

The Amazon and eBay IPOs made Jeff Bezos and Pierre Omidyar richer than Croesus on paper at least but they also had an even larger effect the IPOs made them famous as their story spread they inspired legions of imitators business school students from across the country who suddenly started packing up their cars and heading for Silicon Valley. 1999 was a wild year almost impossible to fathom now from the start of the boom in 1995 there had never been more than 30 internet companies to go public in any given year in 1999 the total number of internet IPO s was 250 but eBay and Amazon stood head and shoulders above the rest of the dot-com crowd eBay's market value on the Nasdaq was now 21 billion dollars and it was even profitable. It was very unreal from a stock market point of view. American business icons but more cynical Minds read it another way as a sign that the epicenters of the Internet bubble may have been Silicon Valley and Wall Street but there was one central player who resided in Washington DC the chairman of the Federal Reserve Bank Alan Greenspan.The Greenspan famously said that irrational exuberance was fueling the bubble. Greenspan believed that technology was creating a new economy one was the old rules no longer applied but after witnessing the stock market's crazy run up in 1999 and after glimpsing signs that the overall economy was dangerously close to overheating.

**Video\_5: The True Story of the Internet- People**

A new generation of companies like YouTube, MySpace and Facebook companies that have begun to turn the web into a two-way participatory Democratic medium controlled by no one and shaped by everyone in other words our medium. History of the web tells the story of how the seeds of this remarkable transformation were sown right now. We all know how the web has changed the world, but this is the story of how the world is changing the web. Chad Hurley, Kevin Rose, and Jay Adelson are the leaders of the web 2.0 revolution Rosen a Tolson run Digg social news website the content of which is chosen by its devoted user community of millions.

Meanwhile the co-founder of one of the planet's most insanely popular websites YouTube, the online video sharing service that was bought by Google in 2006 for a jaw-dropping 1.65 billion dollars now. Like other startup players these guys are not in it to get rich but they're on a mission to change the world through web enabled people power.

Dig and YouTube are part of a new wave of web services each more popular than the last all of which offer an alternative to old-school media. It was a clubby system that decided on its own what would get on the air. In other words, today the TV industry is being blown wide open made accessible to everyone all because of YouTube and a transformation summed up by its two-word slogan broadcast yourself. Chad Hurley and his gang have given us all a power they used to reside only in the hands of the Masters of big media, they've given each and every one of us our own personal broadcast tower from which we can transmit our home video creations be they brilliant or utterly moronic to a potential audience of millions over a dig a similar kind of experiment underway, only here the subject isn't frivolous TV entertainment but that most self-serious of subjects news like a newspaper dig is full of the latest goings-on from around the world what lands on digs front-page isn't decided by some stripe, it's decided by you the user the more people who dig which is to say vote for a given story more prominence gets on the site.

Mark Zuckerberg the founder of the burgeoning social networking site Facebook, says the reason why you spend so much time communicating with your friends and other people that you respect is because their opinions and what they say means a lot to you so what we have tried to do at Facebook is we have tried to map out all these relationships that people have. Facebook was growing like gangbusters getting ready for what was sure to be a multi-billion-dollar IPO and looking quite possibly like the next Google, but the truth is Facebook and YouTube and MySpace and Digg did not come out of nowhere they're the direct descendants of another crop of media revolutionaries.

Guys like David Weekley, Justin Frankel, Cable Sasser and Steve Frank music lovers who started playing around with some obscure technology that put tunes together with PCs and the web. Most people were not ready for the idea that real music could come from their computer and they'd actually be introduced to new music through their computer and through the internet, most computers didn't even have speakers that came with them. It's kind of exciting time because it was the beginning of that music revolution. Frank Sasser and the 18-year-old Frankel when created downloadable media players Audion and Winamp applications that allowed users to store and play music in the form of mp3s on their computers but that was just the start music lovers and internet enthusiasts like David Weekley were getting excited about the idea of distributing and accessing mp3s online. In the history of Technology in June 1999 Fanning finished hacking up the code for Napster, the first program he'd ever written he gave it to a couple dozen of his friends that he met through online chat rooms and told them hey just don't spread this around but once they got their hands on it they couldn't resist within a week some 10,000 people had downloaded Napster and a revolution that promised a future in which the record shops the world.

The explosion of downloads and the network started to go crazy for anything free were the first to catch the Napster bug in the next few months the program raged across American campuses in by October of 1999 Napster driven mp3 downloads were taking up 75 to 80 percent of the available bandwidth of many US universities in less than four months after Fannie released it Napster had passed the million-download mark making it the fastest spreading software ever.

A new generation of 21st century web startups which soon rapidly lay claim to the best known of those startups of course is YouTube which in the past couple years has become a worldwide sensation in no small part by being a place where people can go to view countless clips from popular TV shows produced known by giant media companies such as Viacom. Philippe dal Mon Viacom CEO said about YouTube carry distinct echoes of the Napster controversy is a very high-quality company. A lot of very smart people can do things very quickly when they want to and I guess they haven't wanted to until this point but maybe they will want to in the future and will want to join the consensus that the Sony need to be a part of diamonds obvious unhappiness has expressed itself in legal form Viacom has launched a 1 billion dollar lawsuit against YouTube, accusing the site of quote brazen disregard for intellectual property law because of the copyrighted material that appears on the site.

YouTube tried hard to come up with an easier system Daolon spheres seem undiminished but bringing YouTube to heel won't be as easy as shutting down Napster was, because unlike Napster YouTube is no longer some underfunded startup it's got a deep pocketed sugar daddy in the form of the search giant Google which acquired YouTube at the end of 2006.

Craigslist one of the world's most popular websites which access the kind of online notice board in 450 cities worldwide conclude with all the stuff you get in the classified section of any newspaper jobs stuff for sale stuff wanted places to rent places to buy gigs services and of course personals many of them naughty and the fact that it's classifieds are free is why the newspaper publishers are in a tizzy considering the scale and global reach of Craigslist surely the company behind it must occupy a vast and gleaming headquarters in the heart of Silicon Valley and surely the man behind it all must be a rapacious billionaire fierce and formidable and imposing or not.! Craig Newmark to be precise a cuddly middle-aged ex programmer who runs his free to use freedom Post website out of this tiny San Francisco office which was once his apartment like Jimmy Wales the founder of Wikipedia the nonprofit user-generated Web encyclopedia. Newmark is living proof that the web is not just about making money it's about setting communication free we share some values with pretty much everyone in America and maybe everyone in the world the deal is that well once you make enough money to live comfortably and provide for your future what's the point in having more.

We're just following through, we're in an era when people are starting to realize that communities self-supervising communities can produce work of very high quality whether that's open-source software or something like a PDF the openness the transparency that as long as you've got social rules in place that tend to encourage good work and to discourage bad things the product that comes out is pretty good as Wikipedia and Craigslist demonstrate as we see all around cyberspace the web belongs to us, ‘The People’.