

# ONLINE MEDIA AND HOW IT BEGAN

**1993** The World Wide Web is launched for the public to use

**1994** The Telegraph becomes the first British newspaper website

**1997** BBC Online begins and produces over 140,000 pages of content in just one year

**2000** The number of people regularly using the internet in the UK jumps to 12 million but online news is yet to become popular

**2005** Citizens sending photographs and reports on mobile phones provide the first look at important scenes for journalists, with many photographers worried their jobs are threatened

**2008** Newspaper sales have experienced a shocking decline since the '90s and The Independent announces job cuts

**2009** The Daily Mail announces deep job cuts, including in local newspapers owned by the same chain

**2016** The Independent stops printing its newspaper for the first time since 1986

**2019** Half of the British people now get their news from social media websites such as Facebook and Twitter

## KEY FACTS

Online media is published virtually every second of every day – we have what is called a '24-hour rolling news cycle'

Audiences: International, National, Regional, Local

Money generated through advertisements mostly, and sometimes subscriptions

Types of online media: Online newspapers, magazines, blogs, YouTube videos

Examples:

