

A Timeline of Electronic Marketing

1989 – TELEVISION – Cable in the Classroom (CIC), the US cable industry's education foundation, founded. CIC provides commercial-free programming licensed for rebroadcasting in schools. It benefits the industry by providing indirect marketing of its products and promoting the industry in a favorable light to community regulators.

(*On DEMAND Brings History Lessons Home* (February 28, 2008). Press release, Cable in the Classroom)

1990 – TELEVISION – Channel One launched by Whittle Communications.
(Molnar, 1998)

1993 – RADIO – Star Broadcasting launched; provides music and ads (ad supported; participant schools can have students sell ads to local companies).
(Molnar, 1998)

1994 – INTER/INTRANET – Channel One purchased by Primedia, which adds complementary website.
(Molnar, 1998)

1996 – INTER/INTRANET – Family Education Network launched by Family Education, Inc.; helps schools set up websites where sponsors advertise, sells family info to sponsors
(Molnar, 1998)

1996-1998 – INTER/INTRANET – Family Education Network launches ad-supported websites for teachers (TeacherVision) and students (Funbrain and Fact Monster).
(Wood, 2009)

1998 – INTER/INTRANET – Children's On-line Privacy Protection Act passed; requires websites to get parental consent before collecting personally identifiable information -- like name or e-mail address -- at any time from children younger than 13.
(Children's Online Privacy Protection Act of 1998)

1998 – INTER/INTRANET – ZapMe! launched; provides computer & web access in exchange for use at least 4 hours per day, access to computer lab after hours by ZapMe and partner corporations, and ads on web portal.
(Molnar, 1999)

- 1999 – INTER/INTRANET – Adam Powell and Donna Williams found Neopets, an on-line virtual world for kids. In 2000, after Doug Dohring buys the company, it trademarks the “immersive advertising” model that integrates advertising into users’ activity on the site, including location names, games, and surveys.
(Kushner, 2005)
- 1999 – TELEVISION – Youth News Network (YNN, like Channel One) introduced into Canadian schools by Athena Educational Partners.
(Molnar, 1999)
- 1998-2000 – INTER/INTRANET – Several companies offer ad-bearing school websites to connect home and school (e.g., Kickstart.com, highwired.net, familyeducation.com, thinkwave.com, and American School Directory).
(Molnar & Morales, 2000)
- 1998-2000 – INTER/INTRANET – Several companies providing services to connect parents to school sports info (e.g. SportsCapsule.com, VarsityOnline.com, iHigh.com).
(Molnar & Morales, 2000)
- 2001 – TELEVISION – DirecTV announces it will provide educational programming to up to 50,000 K-12 schools and provide 2,000 low-income schools with equipment to access the programming. Most of the channels in DirecTV’s “school choice package” include commercial advertising.
(Molnar & Reaves, 2001)
- 2001 – INTER/INTRANET – Nuveen Investments launches website, promoted through elementary schools, called KidSense to help children learn about money.
(Molnar, 2002)
- 2005 – INTER/INTRANET – Ganz launches Webkinz World virtual world for kids.
(Ganz, 2009)
- 2005 – INTER/INTRANET – Disney launches Virtual Magic Kingdom (www.vmk.com), a virtual world for kids based on Disneyland theme parks. VMK is closed down in 2008.
(*Virtual Magic Kingdom*, 2005)
- 2005 – INTER/INTRANET – Club Penguin, a virtual world for kids, launches.
(*It’s Launched*, 2005)
- 2006 – RADIO – BusRadio, providing the radio equipment to play the BusRadio radio station in schoolbuses, launches.
(Mayer, 2006)

2006 – INTER/INTRANET – David Birnbaum launches TAKKLE (www.takkle.com), a resource and college recruitment website for high school sports. This site is purchased by Alloy in 2009.
(Smith, 2009)

2007 – INTER/INTRANET – Family Education Network launches Poptropica, a casual gaming site for kids.
(Wood, 2009)

2007 – INTER/INTRANET – Alloy launches www.teen.com, a youth-focused media content and advertising network.
(Smith, 2009)

2008 – INTER/INTRANET – Apple launches the App Store (in its first 9 months, 35,000 applications are available and more than 30 million devices are in market)
(Schmitt, 2009)

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