

Web		Mobile
HotWired sells banner ads to AT&T and Coors	1993	
First central ad servers	1995	
DoubleClick sells ads priced per impression, first rich media ad	1996	
Search engines use keyword auctions	1998	
Google AdWords	2000	SMS advertising
	2003	MMS advertising
First ad exchange: RightMedia	2005	
Facebook Ads	2006	AdMob
YouTube rolls out in-video ads, Google acquires DoubleClick	2007	First mobile ad exchange, AdSense for Mobile
Real-time bidding adopted by many ad exchanges	2009	In-app ads and mobile video ads, Google acquires AdMob
Promoted tweets on Twitter	2010	Apple iAd
	2012	Facebook Ads on Mobile