# TELETEXT 1970-2012
## The Life and Death of a Medium

**1960s**
The General Post Office research method of transmitting text messages over telephone lines, in which systems would connect via centralised terminals.

The service would later become known as Viewdata.

**Circa 1970**
BBC research a method of transmitting closed captioning via television sets after research team comes up with the idea of sending digital information in a hitherto unused part of the television signal.

**1973**
Test pages for Ceefax, the BBC's teletext service, go live.

**1974**
BBC, ITV and Post Office decide on 'teletext' umbrella and aesthetic: 'Broadcast Teletext Specification'.

**1976**
Ceefax is formally launched with 100 pages. Service includes 8-colour palette. ORACLE, ITV's teletext service, soon formally introduced.

**1977**
First televisions with built-in teletext encoder produced, making the service available to the masses.

**1978**
Following the UK's example, teletext spreads worldwide. French and American systems are tested and demonstrated.

**1979**
Prestel, the Post Office's Viewdata service, launched. Its two-way modem networking capability allows users to purchase simple games and send 'e-mail'.

**1980**
Teletext upgraded Level 2.0. No British teletext broadcaster adopts it due to television encoding specifications.

**1983**
Ceefax's service exceeds 600 pages for the first time. The newly released Telesoftware offers teletext support for the BBC Micro educational computer.

**1985**
Teletext reaches in excess of 2 million viewers.

**1990**
BBC's Telesoftware service ends.

**1993**
ORACLE closes down, replaced by Teletext Ltd's commercial (advert subsidises) service on ITV and Channel 4.

**1995**
Ceefax's regional teletext services introduced.

**1997**
Teletext expands to a number of newly launched satellite channels.

**1999**
Marking the 25th anniversary of teletext, 'digital teletext' is introduced on digital set top boxes.

**2000**
Teletext 2.0 released, offering enhanced graphics and higher resolution text. Once again, no British broadcaster adopts it.

**2001**
When terrorist attacks hit New York, teletext provides a working, dependable service as many Internet news websites crash due to heavy traffic.

**2002**
Launch of the free-to-air Freeview box brings digital teletext to a wider audience.

**2006**
Teletext Ltd. release Teletext Mobile allowing users to browse Teletext pages on their mobile phone.

**2007**
First UK regional analogue teletext services turned off. Over 500 teletext services available online via emulation.

**2012**
UK analogue switch off set for completion and with it all teletext services scheduled to end transmission.

### 1960   1970   1980   1990   2000   2010

**1967**
Engineer Ralph Baer and his development team create two interactive TV games: a chase game and a tennis game.

**1969**
ARPANET, a US packet switching computer network, is installed, with terminals at four locations nationwide.

**1970**
ARPANET expands its network overseas, connecting to terminals in Norway and Hawaii.

**1970**
Computer Space becomes first video arcade game ever released. 1500 games are distributed.

**1971**
Ray Tomlinson invents email program to send messages across a distributed network.

**1972**
Pong hits video game arcades with a primitive, blocky graphic representation of table tennis. It sells over 8,000 units within a year of its release.

**1973**
Xerox's Alto becomes the first computer to pull together all elements of the modern Graphical User Interface (GUI) but still relies heavily on text.

**1978**
Midway introduces Space Invaders into arcades. It is the first arcade game that tracks and displays high scores: user enters three character initials.

**1983**
Apple introduces the Lisa, one of the first commercial computers to have a GUI and a mouse.

**1983**
Nintendo Entertainment System released in Japan. With its more advanced but still obviously pixellated graphics, it would become the best selling home video game console of all time.

**1986**
NSFNET, a network of 'super computers' opens up, allowing an explosion of connections, especially from academic institutions.

**1987**
Computer imaging standard formats GIF and JPEG developed, allowing images more detailed than basic graphics to be transmitted over networks.

**1990**
ARPANET ceases to exist. Berners-Lee develops the first web browser.

**1994**
First on-line ordering service (for Pizza Hut) introduced.

**1997**
Internet experiences major growth spurt. Businesses and companies begin to see the commercial opportunities of the medium.

**1998**
STNC develop the first mobile web browser enabling Internet access via mobile telephones. The interface is restricted in screen size and image use.

**1999**
The number of Internet users worldwide reaches 150 million.

**2001**
Web grows to over 36 million sites.

**2001**
Capcom and Midway, two of the world's most popular video game developers, cease production of arcade games. It is an indication of the decline of the coin operated video gaming machine.

**2007**
Internet usage up by 244% since year 2000, an overall reach of 19% of the world population.

**2007**
Three out of every ten American households own at least one High Definition Television. The medium, at 1280 x 720 px, offers significantly higher resolution TV than traditional format.