

# The Telegraph

## Amazon timeline: from internet bookshop to the world's biggest online retailer

**Date:** 15th August 2015

**Author:** James Quinn - The Telegraph

Twenty years after it all began, look back at how Amazon grew from an online bookshop to a multi-billion dollar business

It is now the world's biggest online retailer, aiming to sell everything from A to Z, but it was not until three years after it launched that Amazon sold anything other than books.



An employee pushes a cart past bays of merchandise as she processes customer orders at Amazon

Since expanding into CDs, DVDs and electronics Amazon has grown and grown, celebrating its 20th birthday this year with a market capitalisation of over \$245bn.

Take a look back at Amazon's history with this timeline of the most important events in the company's development.

## Amazon: a timeline of major events

### 1995

Amazon launches in July, having been established a year earlier, as an online book retailer.

### 1997

Amazon floats on the Nasdaq in New York, with a market capitalisation of \$438m.

Acquires bookpages.co.uk and launches Amazon UK.

# The Telegraph

**1998**

Expands into CDs and DVDs.

**1999**

Expands into toys and electronics.

**2000**

Marketplace, Amazon's third party seller business, launches. New logo, with arrow running from the A to the Z in Amazon launches, reflecting desire to sell everything from A-Z.

**2001**



Photo: Alamy

Signs partnership deal to takeover running of Borders.com; Borders collapses ten year later. Amazon makes first quarterly profit at end of the year.

**2002**

Launches Amazon Web Services, its cloud computing platform.

**2003**

Expands into selling jewellery for first time.

**2004**

Sells shoes for the first time.

**2005**

Amazon Prime, its premium membership package launches in the US, followed in the UK two years later.

**2006**



# The Telegraph



Photo: Jonathan Alcorn / Reuters

Amazon Fresh, its online fresh food delivery business, launches in Seattle.

**2007**

Kindle book e-reader launches.

**2008**

Amazon Games launches.

**2010**

Amazon Studios launches to create original television content.

**2011**

Kindle Fire, the company's tablet, is unveiled.

**2012**

Acquires Kiva, a robotics company, for \$775m.

**2013**

# The Telegraph



Photo: News Scan

Amazon Art launches. Drone delivery plans unveiled for first time under 'Prime Air' name.

**2014**

Echo, Amazon's voice-activated information and home gadget device, launches in the US.

**2015**

Celebrates 20th birthday with market capitalisation standing in excess of \$245bn.

Link: <http://www.telegraph.co.uk/technology/amazon/11801515/Amazon-timeline-from-internet-bookshop-to-the-worlds-biggest-online-retailer.html>