

The History of Commercials and TV Advertising

STRATEGUS
What's next in CTV advertising



1941-1955

TV Advertising Is Born



1941

The FCC lifts its ban on TV advertising, and the first commercial airs for a Bulova watch.



1952

Eisenhower's presidential campaign pioneers political TV advertising.

1945

Vitamix founder "Papa" Bernard stars in the world's first infomercial, broadcast live in Ohio.



1955

Television replaces radio as the primary broadcast medium for home entertainment.



1956-1988

Commercials Become Engrained in Our Culture



1963

A series of local TV spots introduce the world to Ronald McDonald.



1979

"The Big 3" (ABC, CBS, and NBC) earn approximately \$4 billion from advertising revenue.

1973

The Oscar Mayer "My Bologna Has a First Name" jingle debuts in one of the longest-running U.S. commercials.



1984

Apple's iconic Macintosh commercial airs via a \$500,000 Super Bowl spot.



1989-2006

Online Entertainment Brings a New Era of Advertising



1989

British Scientist Tim Berners-Lee invents the World Wide Web.



1994

Online advertising arrives in the form of the first banner ad.

1993

The first live broadcast is streamed online.



2006

YouTube launches its ad concept.



2007-2014

OTT Services and CTV Devices Are Brought to the Masses



2007

Netflix launches direct-to-consumer streaming, forever changing how video is consumed.

2007

LG and HP unveil Smart TVs — with Samsung, Sony, and others hot on their heels.



2008

Hulu launches as an ad-supported streaming platform.

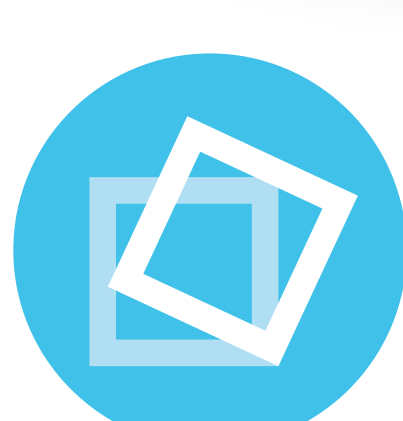
2008

Roku releases its set-top box, transforming any TV set into a connected TV (CTV) device.



2015-2023

CTV Advertising Thrives as Cord-Cutting Becomes the Norm



2015

Strategus runs the first-ever programmatic CTV campaign.

2019

70% of Hulu's 82M viewers stream content on its ad-supported plan.



2022

Netflix and Disney+ launch ad-supported tiers of their services.

2022

Streaming viewership surpasses cable for the first time.



2023 ONWARD

Curious about what's next?

Check out our article on [OTT Advertising Trends in 2023](#)

Sources for Infographic:

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