PEAK MOMENTS

The development of DE-CIX is closely linked to the **big milestones in Internet history**.
Here is how DE-CIX' traffic increased — and how the Internet became what it is today.

DE-CIX 25 YEARS

1995

VocalTec
Birth of **VoIP**
VocalTec launches first **Voice over IP software**

eBay Auction Web
Foundation of ebay — under the name **Auction Web**

DE CIX
Standard connection at newly founded **DE-CIX: 10 MBit** Fast Ethernet (10,000x slower vs. today's standard of 100 GBit/s)

PEAK TRAFFIC — 40 MBit/s

1996

The Dancing Baby sets out to become one of the first virals

Releases of the **Nokia 9000 Communicator**, the first web-enabled mobile phone (2,700 D-Mark, only 800 US$)

PEAK TRAFFIC

1997

NETFLIX
Marc Randolph & Reed Hastings found NETFLIX as an alternative to video stores

Launch of the first **IEEE WIFI** standard 802.11

PEAK TRAFFIC

1998

DE CIX
DE-CIX moves its first switch from an old post office to the Interxion data center, laying the foundation for its growth

SEGA launches the Dreamcast — the first ever console to feature a built-in modem, allowing gamers to connect and play with others around the globe

PEAK TRAFFIC

1999

Napster launches as a music sharing platform – making the term "peer-to-peer" popular

The first German **DSL** lines become active at 768 kbit/s down- and 128 kbit/s upstream

PEAK TRAFFIC

2000

GNUTELLA, the first completely decentralized peer-to-peer network protocol, launches

gnutella

PEAK TRAFFIC

2001

The foundation of **WIKIPEDIA** introduces a broad audience to the idea of open collaboration – and creates what became one of today's most popular global websites

iTunes
APPLE introduces the first version of iTunes, based on the software SoundJam MP

PEAK TRAFFIC — 4 GBit/s

2002

The Sims replaces MYST as the best-selling computer game (6.3 million copies sold)

MYST

PEAK TRAFFIC — 8.5 GBit/s

2003

Engineers Martin Eberhard and Marc Tarpenning found **TESLA**, winning a certain **ELON MUSK** as one of their co-founders

LinkedIn and MySpace see the light of day

PEAK TRAFFIC — 16 GBit/s
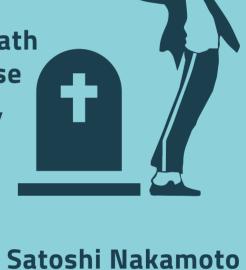
2004

TheFacebook goes online at Harvard University ("The" was dropped in 2005)

APRIL 1
GOOGLE announces its e-mail service Gmail with 1 GB free storage on April 1. Most people thought this was one of Google's April Fools' jokes

Gmail by Google

PEAK TRAFFIC — 24 GBit/s

2005

Ex-Paypal employees Chad Hurley, Steve Chen and Jawed Karim found the video platform

YouTube Broadcast Yourself™

REDDIT launches, quickly becoming one of the most popular social news aggregating platforms

PEAK TRAFFIC — 49 GBit/s

2006

"JUST SETTING UP MY TWTTR" is the first tweet by TWITTER founder Jack Dorsey

PEAK TRAFFIC — 90 GBit/s

2007

STEVE JOBS presents the first iPhone, forever changing the way people interact with technology and the internet

DE CIX
DE-CIX becomes the 2nd largest Internet Exchange worldwide. Peak record: 300 Gbit/s

PEAK TRAFFIC — 300 GBit/s

2008

T-Mobile launches the G1 (HTC Dream), the 1st smartphone with Google's new software **ANDROID**

PEAK TRAFFIC — 504 GBit/s

2009

MICHAEL JACKSON's death leads to the collapse of lots of websites, including Twitter and Wikipedia

Satoshi Nakamoto (a pseudonym) develops the first block of the online cryptocurrency **BITCOIN**

PEAK TRAFFIC — 800 GBit/s

2010

INSTAGRAM launches as an ad-financed online service for photos and videos

1TB/s
Breaking the sonic barrier: DE-CIX Frankfurt reaches a record traffic peak of 1TB/s

PEAK TRAFFIC — 1.2 TBit/s

2011

Microsoft officially launches **OFFICE 365**

ROYAL WEDDING
With over 330k live viewers, Kate & William shatter previous livestreaming peaks

PEAK TRAFFIC — 1.5 TBit/s

2012

8 M VIEWERS watch a YouTube livestream as Felix Baumgartner parachutes from the stratosphere

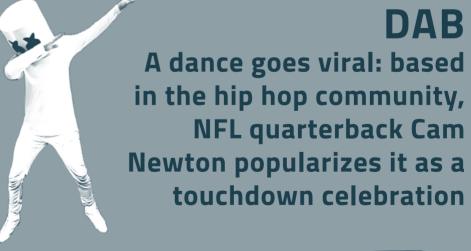**GANGNAM STYLE** by Psy becomes the first ever YouTube video to reach more than 1 BILLION VIEWS

DE-CIX Frankfurt takes over the pole position as IX with the HIGHEST DATA THROUGHPUT – worldwide!
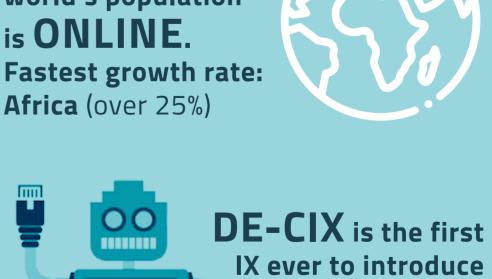
PEAK TRAFFIC — 2 TBit/s

2013

HARLEM SHAKE becomes a phenomenon: People around the globe re-enact the choreography

DE CIX
Make-over at the world's leading IX: DE-CIX implements its state-of-the-art **APOLLON PLATFORM**

PEAK TRAFFIC — 2.9 TBit/s

2014

MINECRAFT
Microsoft acquires Mojang, the company behind Minecraft, for **$2.5 BILLION**

The **ICE BUCKET CHALLENGE** raises over $100 M globally, leading to new findings and research approaches in the fight against ALS

PEAK TRAFFIC — 3 TBit/s

2015

DAB
A dance goes viral: based in the hip hop community, NFL quarterback Cam Newton popularizes it as a touchdown celebration

Want to read your messages on your wrist? You can now – thanks to Apple releasing the first **APPLE WATCH**

PEAK TRAFFIC — 5.1 TBit/s

2016

Pokémon GO
The location-based AR game is launched and played by millions worldwide. Damage by players unaware of their surroundings: app. $7.5 BILLION

PEAK TRAFFIC — 5.6 TBit/s

2017

#MeToo
becomes a wide-spread hashtag during the Harvey Weinstein scandal, raising awareness for SEXUAL ASSAULTS on women and resulting in numerous legal initiatives to improve their situation

PEAK TRAFFIC — 6 TBit/s

2018

For the first time, more than half of the world's population is **ONLINE**. Fastest growth rate: Africa (over 25%)

DE-CIX is the first IX ever to introduce a fully automated patch robot: **Patchy McPatchbot**

PEAK TRAFFIC — 6.7 TBit/s

2019

DE CIX
8.1 TB/s
DE-CIX Frankfurt sets a new **WORLD RECORD** in data throughput

PEAK TRAFFIC — 8.1 TBit/s

2020

A new **MOBILE STANDARD: 5G** will enable technologies like remote surgeries, autonomous driving and much more

A quarter-century of interconnection in Frankfurt: DE-CIX celebrates its **25TH BIRTHDAY**