

## Amazon History and Timeline

Year	Month and date	Event type	Details
1994	Jul-04	Company	Amazon founded.
1997	May-15	Company	Amazon IPOs at \$18.00/share, raising \$54 million.
1998	Apr-27	Acquisitions	Amazon acquires the Internet Movie Database, a comprehensive repository for movie information on the Internet.
1998	Aug-05	Company Direction	Amazon announces that it will move beyond books.
1998	December	Competition	Jack Ma launches Alibaba in China, which would later grow to dominate the Chinese online retail market and provide an obstacle to Amazon's attempts to expand in China.
2002	January	Product	Amazon launches Free Super Saver Shipping, which allows customers to get free shipping for orders above \$99.
2002	March	Legal, Competition	Amazon settles its October 1999 patent infringement suit against Barnes & Noble (over its 1-Click checkout system, which it received a patent for in September 1999). It originally charged that Barnes&Noble.com had essentially copied Amazon's 1-Click technology.
2003	October	Product	Amazon launches A9.com, a subsidiary of Amazon.com based in Palo Alto, California that develops search and advertising technology.
2003	December	Company	First profit announced.
2004	Aug-19	International	Amazon acquires Joyo, an online bookstore in China, for \$75 million, which then becomes the 7th regional website of Amazon.com. joyo later becomes Amazon China.
2005	February	Product	Amazon launches Amazon Prime, a membership offering free two-day shipping within the contiguous United States on all eligible purchases for a flat annual fee of \$79.
2005	November	Product	Amazon launches Amazon Mechanical Turk, an application programming interface (API) allowing any Internet user to perform "human intelligence" tasks such as

			transcribing podcasts, often at very low wages.
<b>2006</b>	Aug-25	Product	Amazon launches Amazon Elastic Compute Cloud (Amazon EC2), a virtual site farm allowing users to use the Amazon infrastructure to run applications ranging from running simulations to web hosting.
<b>2006</b>	Sep-19	Product	Amazon launches Fulfillment by Amazon (FBA), allowing small businesses to use Amazon.com's own order fulfillment and customer service infrastructure – and customers of Amazon.com shipping offers when buying from 3rd-party sellers.
<b>2006</b>		Legal	Amazon agrees to settle a legal dispute with Toys R Us (over a partnership that gave Toys R Us exclusive rights to supply some toy products on Amazon's website) and pays \$51 million. <sup>[99]</sup>
<b>2006</b>	March	Product	Amazon launches Amazon Simple Storage Service (Amazon S3), which allows other websites/developers to store computer files on Amazon's servers.
<b>2007</b>	August	Product	CreateSpace announces launch of Books on Demand service, which makes it easy for authors who want to self-publish their books to distribute them on Amazon.com.
<b>2007</b>	August	Product	Amazon launches AmazonFresh, a grocery service offering perishable and nonperishable foods.
<b>2007</b>	Sep-25	Product	Amazon launches Amazon Music, an online music store and music locker.
<b>2007</b>	Nov-19	Product	Amazon launches the Amazon Kindle.
<b>2009</b>	Jul-22	Acquisitions, Competition	Amazon acquires Zappos for \$850 million.
<b>2009</b>	Oct-20	Competition	Barnes & Noble announces the Nook, an eReader.
<b>2010</b>	January	Competition	Apple introduces its own virtual bookstore, called iBooks, and then partners with five major book publishers. It later convinces them to raise the price of ebooks (using the agency pricing model that gives publishers full control over ebook prices).
<b>2010</b>	Feb-01	Competition	Microsoft launches Microsoft Azure, a cloud computing platform that will compete with Amazon AWS over cloud services.

<b>2010</b>	July	Product	Amazon announced that e-book sales for its Kindle reader outnumbered sales of hardcover books for the first time ever.
<b>2011</b>	January	Acquisitions, International	Amazon acquires Lovefilm, a DVD rental service known as the Netflix of Europe.
<b>2011</b>	Feb-16	Competition	Borders Group, outcompeted by Amazon, applies for Chapter 11 bankruptcy.
<b>2011</b>	Feb-22	Product	Amazon rebrands its Amazon Video service as Amazon Instant Video and adds access to 5,000 movies and TV shows for Amazon Prime members.
<b>2011</b>	Mar-22	Product	Amazon launches the Amazon Appstore for Android devices and the service was made available in over 200 countries.
<b>2011</b>	Jul-01	Legal	California starts collecting sales taxes on Amazon.com purchases.
<b>2011</b>	September	Product	Amazon launches Amazon Locker, a delivery locker system that allows users to get items delivered at specially-designed lockers.
<b>2011</b>	Sep-28	Product	Amazon announces the Kindle Fire, a tablet computer that takes aim at Apple's iPad with a smaller device that sells at \$199, compared with the \$499 value of Apple's cheapest iPad.
<b>2012</b>	April	Legal	The Department of Justice filed suit against Apple Inc and five major publishing houses (the "Big Five"), alleging that they colluded in 2010 to raise the price of ebooks (using the agency pricing model that gives publishers full control over ebook prices). Amazon had originally set the price of ebooks at \$9.99 (using the wholesale pricing model giving Amazon full control over ebook prices).
<b>2012</b>	Mar-19	Acquisitions	Amazon acquires Kiva Systems for \$775 million, a robotics company that creates robots that can move items around warehouses.
<b>2012</b>	April	Legal	Amazon agrees to allow collection of sales taxes in both Nevada and Texas (starting on July 1), and agrees to create 2,500 jobs and invest \$200 million in new distribution centers in Texas.
<b>2012</b>	Sep-06	Product	Amazon announces the Kindle Fire HD series of touchscreen tablet computers.
<b>2013</b>	March	Acquisitions	Amazon acquires social reading and book-review site GoodReads.

<b>2013</b>	June	International	Amazon launches in India.
<b>2014</b>	Jul-25	Product	Amazon launches the Amazon Fire.
<b>2014</b>	Aug-25	Acquisitions	Amazon announced its intent to acquire the video game streaming website Twitch for \$970 million.
<b>2014</b>	October	Legal	Amazon reaches agreement with Simon & Schuster, allowing the publisher to adopt the agency pricing model and set prices on its books sold on Amazon.
<b>2014</b>	November 6 (announcement), actual rollout occurs through 2015	Product	Amazon unveils Amazon Echo, a wireless speaker and voice command device that can take commands and queries, and be used to add items to the Amazon.com shopping cart, among other things. The Alexa Voice Service that is built into Amazon Echo can also be added to other Amazon devices.
<b>2014</b>	November	Legal	Amazon resolves disputes with Hachette, allowing Hachette to adopt the agency-pricing model and set prices on Hachette books sold on Amazon.
<b>2015</b>	July	Competition, International	Alibaba announces that it will invest \$1 billion into its Aliyun cloud computing arm, some of which would go into new Aliyun international data centres. This would allow Aliyun to compete with Amazon Web Services outside of China.
<b>2015</b>	Aug-26	Product	Amazon launches Amazon Underground, an Android app through which users can get gaming and other apps for free that they would otherwise have to pay for, and also get in-app purchases for free. App creator participation is voluntary. App creators are paid \$0.002 for every minute a user spends in the app.
<b>2015</b>	Sep-08	Product	Amazon launches its Amazon Restaurants service that delivers food from nearby restaurants, for Amazon Prime customers in Seattle. The service would subsequently be rolled out to many other cities.
<b>2015</b>	Nov-02	Product	Amazon opened its first physical retail store, a bookstore in the University Village shopping centre in Seattle. The store, known as Amazon Books, has prices matched to those found on the Amazon website and integrates online reviews into the store's shelves.

<b>2015</b>	Dec-14	Company	Amazon begins moving into their new headquarters campus in the Denny Triangle neighbourhood of Seattle, beginning with the 38-story Amazon Tower I (nicknamed "Doppler" after the codename for Amazon Echo). The three towers are scheduled to be completed by 2020.
<b>2016</b>	Dec-07	Delivery	Amazon Prime Air (Amazon's drone-based delivery system) makes its first delivery in Cambridge in the United Kingdom. The successful delivery is announced a week later, on December 14, along with the video.
<b>2017</b>	Jun-15	Acquisitions	Amazon acquires Whole Foods for \$13.7 billion, a grocery-store chain located throughout the United States, United Kingdom, and Canada.
<b>2017</b>	Sep-07	Company	Amazon began the search for Amazon HQ2, a second company headquarters to house up to 50,000 employees.
<b>2018</b>	Jan-18	Company	Amazon narrows down the choices of its second headquarters location to 20 places.
<b>2018</b>	Jan-22	Company	Amazon opens a cashier-less grocery store (Amazon Go) to the public.
<b>2018</b>	Sep-19	International	Amazon launches in Turkey.
<b>2018</b>	Oct-02	Company	After widespread criticism, Amazon raises its minimum wage for all U.S. and U.K. employees to \$15 an hour, including Whole Foods and seasonal employees, beginning November 1, 2018.
<b>2018</b>	Nov-13	Company	Jeff Bezos announces that the new headquarters HQ2 will be split between New York City and Northern Virginia.
<b>2019</b>	Feb-14	Company	Amazon cancels plans to open a new HQ2 in New York City after massive backlash from local politicians and community members. Plans in Northern Virginia remain unchanged.
<b>2019</b>		International	Having already invested over \$6 billion in India, a key growth market, Amazon acquired a 49% stake in Future Coupons, a subsidiary of Future Retail, India's second largest retail chain after Reliance Industries. The deal would give Amazon a 3.58% stake in Future Retail through warrants owned by Future Coupons.