

# History of Content Management

## Prehistory

### The First Content

- 35,000 years ago, our ancestors painted figures and symbols on the walls of their caves.
- Cave paintings transmitted information to tribe members and future generations.
- This is the earliest evidence we have of people recording their experiences.



## 1700 B.C.



### The Code of Hammurabi

- One of the oldest written texts and the first ever legal text known to humanity.
- It's based on the principle of "an eye for an eye, a tooth for a tooth".
- Copies were distributed throughout the kingdom.

## 300 B.C.

### The Library of Alexandria

- The city of Alexandria was founded to house the knowledge of the whole world.
- Its Great Library is thought to have held one million scrolls at its peak.
- A poet named Callimachus composed the Pinakes to catalogue them all.



## 62 B.C.



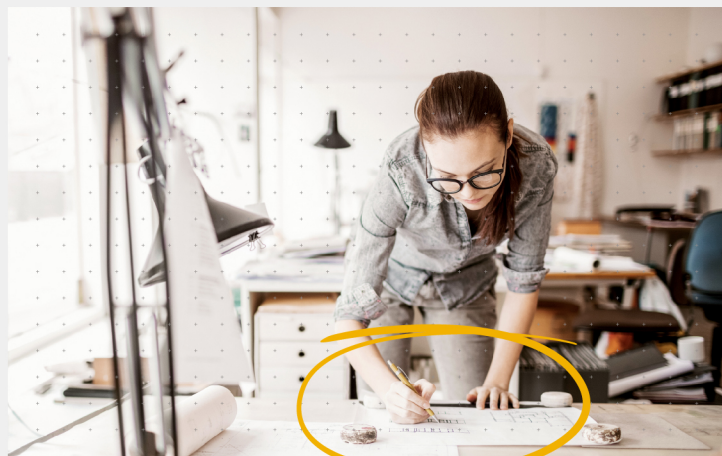
### Roman Postal Service

- Augustus created the first postal service in history: The Cursus Pub.
- The service enabled messages to be sent quickly across the whole Roman Empire.
- Rome's information management allowed it to extend its domain for 400 years.

## 105 A.C.

### The Invention of Paper

- Paper was invented in China in the 2<sup>nd</sup> Century A.C.
- The Emperor's advisor found archiving wood and bamboo too inconvenient.
- Paper was an affordable alternative, as it was cheaper to produce than silk.



## 14th Century



### The Printing Press

- Gutenberg's press fostered the emergence of a new social class: The Bourgeoisie.
- Information could be generated, copied, and distributed quicker and with fixed costs.
- This ultimately led to the French Revolution and the first modern democracies.

## Mid-19th Century

### The Telegraph

- Transmitting electrical signals over a wire revolutionised long-distance communications.
- Messages could be sent by switching the current on and off: Morse Code.
- The first transatlantic undersea cable was laid to connect Europe and North America.



## 1876



### Telecommunications

- Alexander Graham Bell filed the first patent for his invention: The telephone.
- People were blown away by the thought of speaking to each other over large distances.
- Bell founded a telecommunications company and revolutionised the industry.

## Nowadays

### The Computer Age

The invention of computing transformed how content is managed, but the real revolution came with the creation of the internet. Today, such vast amounts of information are created, managed, and distributed in our society and organisations that we need a new label. That's why we are calling all of this information "content". Our biggest challenge now lies in managing this content and converting it into knowledge that we can use, as mankind has done throughout history.



Welcome to the era of Content Services.