# Early 2000s video revisits the coolest websites and predicts Google’s dominance



A video clip from the early 2000s highlighting the "coolest" websites of that period has reignited nostalgia and sparked debate three decades later, as internet users reflect on the early days of the web. The clip, originally from the BBC technology show The Kit, features British presenters Gia Milinovich and Tom Lanham discussing essential websites that people allegedly visited "almost every day" around the turn of the millennium.

The Kit, which aired between 1999 and 2000, was a programme dedicated to reviewing gadgets and emerging technology. In the excerpt that has recently gone viral on social media platforms such as TikTok and Facebook, Milinovich and Lanham sit before a computer and highlight prominent websites of the time, including “everyone’s favourite” search engines like Yahoo, Ask Jeeves (now Ask.com), and AltaVista, a long-defunct search engine sold to Yahoo in 2003 and closed in 2013.

At the time, Google was still regarded as a newcomer; Tom Lanham refers to it as the “pretty new” search engine, noting it was only “nine or ten months old”. He praised Google for its speed and relevancy, saying: “If you type in ‘volcano’, the first hundred of them will all be what you’re looking for.” Together, the presenters enthusiastically chanted, “Google rules! Google rocks!” This prediction of Google's enduring influence has proven accurate, as Google Search remains the world’s most visited website in 2025, commanding around 90 per cent of the global market share.

The programme also explored websites providing news, with Tom Lanham recommending the BBC’s online service as “the most comprehensive, the most regularly updated, biggest news resource in the country.” For those less inclined towards the BBC, he suggested CNN, noting its strength in American and global news coverage including financial indices such as Dow Jones and Nikkei.

Other websites mentioned in the discussion included ZDNET, a technology news site focused on business and professional analysis, and Britannica.com, described as a “digital encyclopedia” offering concise, free information. The presenters expressed fascination at how those early websites allowed users to download games and screensavers, as well as a “UK freebie site” praised for aggregating and linking to other sites.

The present-day reaction to the clip has been mixed. Some viewers on Facebook and TikTok expressed delight and wistfulness for the relative simplicity of the internet in its infancy, with comments like “Ahh innocent times – before AI and algorithms really started to dictate what you saw and could search for”. Others criticised the current dominance of advertising on search engines, with one user remarking: “Remember the days when Google used to return relevant results to your search and not 20 adverts based on a conversation you had three days ago.” Another user lamented the disappearance of Ask Jeeves, while some made light-hearted jabs about the BBC’s claim to news supremacy.

In response to critics, a comment defending the BBC stated, “Maybe you don’t like that they actually have journalists instead of just making sh\*\* up.” The discussion about Google also touched on the significant changes that have occurred in the past decade. Today, Google’s search results frequently include numerous ads, sponsored links, and content from Google-owned properties such as Maps and YouTube before organic results appear. This transformation has led to legal challenges; in 2020, the US Department of Justice filed a lawsuit accusing Google of monopolistic practices related to search and advertising. A recent ruling found Google had illegally built monopoly power to control online advertising. Google has refuted these claims, maintaining that its services are free for users and that people choose to use Google voluntarily.

The evolution of internet search and online advertising highlights how the digital landscape has dramatically shifted in 30 years—from the early days of sites like Yahoo and Ask Jeeves to the present-day dominance of Google, with implications for both users’ experiences and the wider online economy.

The BBC itself shared the nostalgic clip on Facebook with the caption: “Gia Milinovich and Tom Lanham from The Kit searched the Information Superhighway to show us the coolest websites from 25 years ago.” The recently resurfaced footage serves as a snapshot of a formative moment on the web, illustrating both the rapid advancements made and the ways in which early internet culture is still remembered today.

Source: [Noah Wire Services](https://www.noahwire.com)