

(8)

- 1 becoming harder to grow
- 2 relatively new to menus
- 3 losing popularity with consumers
- 4 not important to the economy

(9)

- 1 Nevertheless
- 2 Furthermore
- 3 In other words
- 4 In exchange

DAY
4

(10)

- 1 reduced poverty among
- 2 been celebrated by
- 3 increased the workload of
- 4 caused difficulty for

3

Read each passage and choose the best answer from among the four choices for each question. Then, on your answer sheet, find the number of the question and mark your answer.

The U.K. Music Industry

While many sectors of the U.K. music industry have suffered in the last decade, companies in the recording, production, and distribution side of the business have had a particularly tough time. Even the retail sector was hard hit — album sales in Britain fell to 110 million in 2011, dropping for the seventh straight year from a peak of 160 million in 2004. Thousands of workers lost their jobs as smaller record companies disappeared or were absorbed into major international labels. Some longstanding players in the industry have fallen — retailer Tower Records went bankrupt in 2006, and in 2009, London’s Olympic Studios, where legends such as the Beatles recorded albums in the 1960s, shut down.

Illegal downloading is often blamed for declining music sales in Britain and around the world, but the digital revolution has affected other areas of the industry as well. Affordable computer hardware and software enable artists to record music at home with a quality once attainable only in the best-equipped studios. Furthermore, musicians are using file-sharing technology to bypass established retailers and distribute their work independently over the Internet. Many musicians offer their music to the public for free or for less than standard retail prices, making it hard for record companies to keep prices up.

One area of the U.K. music industry is growing, however. Live-event sales have tripled since 2004, and since 2008, revenue from concerts has exceeded that from album sales. Each year, major music festivals attract bigger crowds, and many newer festivals are also growing fast. The Latitude, a festival that began in 2006 with an audience of 12,000, drew nearly three times that

number in 2011. Though festivals can generate high profits from sales of food, alcohol, and goods, losses in other areas of the industry outweigh these gains. People in the music business are trying to adapt to the shifting landscape, but there are undoubtedly more hurdles ahead.

(11)

What is one way the U.K. music industry has changed in the last decade?

- 1 Album sales have experienced ups and downs since reaching a high point in 2004.
- 2 The retail sector has been less willing to sell albums produced by international labels.
- 3 Financial failures and ownership changes have caused the number of record companies to decline.
- 4 Musicians have begun to leave famous record companies in favor of smaller record companies.

DAY
4

(12)

What effect has new technology had on the music industry worldwide?

- 1 It has changed the way recorded music is made available, so consumers are less willing to pay as much for it.
- 2 It has lowered distribution costs, thereby allowing record companies to share more profits with artists.
- 3 It has helped to increase sales of recorded music by encouraging people to buy music from retailers online.
- 4 It has forced recording studios to upgrade their equipment to meet higher expectations for quality.

The author of the passage believes that the U.K. music industry

- 1 will begin to see a rise in profits due to the public's renewed interest in live music performances.
- 2 needs to make a greater effort to develop new marketing strategies to promote concerts and festivals.
- 3 will continue to struggle in spite of the fact that one particular sector has been making money.
- 4 is declining because musicians are finding it difficult to adapt to consumers' changing tastes.