

listening bank

TV – any time, anyplace, anywhere

You are going to listen to a radio feature discussing a new way to watch TV programmes on the Internet. The speaker interviews two industry experts – asking for their opinions and predictions. Listen to the recording as many times as you need to and answer the questions below. The recording is on the MultiROM at the back of this Student's Book.

- 1 Which of the following companies are not mentioned in the interview?

Joost Amazon Gmail Skype Yahoo!
MTV YouTube CBS NBC MySpace

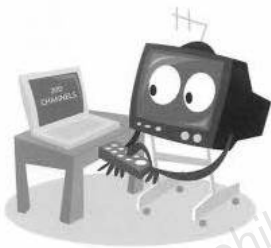
- 2 Match the letters (a–e) with the descriptions (1–5) from the recording.

- a 2
b under-25 age group
c 16–24-year-olds
d 3
e under 30s

- 1 the age group that is seeing the biggest change in the way that TV is watched
2 the age group that most downloads TV programmes
3 the age group that Joost might be most popular with
4 entrepreneurs behind the Joost idea
5 the annual percentage increase in the number of people no longer watching TV

- 3 Mark the sentences true (T) or false (F).

- 1 Joost intends to be more structured than existing TV websites. _____
2 Skype has revolutionized the way people communicate. _____
3 The telecommunications industry does not think Joost will succeed. _____
4 Skype will eventually be merged with Joost. _____
5 Lauren McCall suggests that TV companies are likely to do business with Joost. _____
6 In the UK the under 25s only watch four channels. _____
7 Anil Ramesh suggests Joost will face the same legal issues as music sites. _____
8 The interview suggests that conventional television will never be replaced. _____



- 4 Match the words and phrases (1–8) with the definitions (a–h).

- 1 brainchild
2 to envisage
3 quaking in your boots
4 to meet sth head on
5 to get behind sth
6 proliferation
7 to be riddled with
8 to have sb onside

- a to shake because you are very frightened or nervous
b to imagine what will happen in the future
c to give sth your support
d an idea or invention of one person or a small group of people
e the sudden increase in the number or amount of sth
f be full of sth, especially sth bad or unpleasant
g to face sth directly and firmly
h to have the support of sb for an idea or proposal

Over to you

- 1 Do you use VoIP, instant messaging, or watch TV on the Internet? If so, how satisfactory is the experience?
2 Has increased customer choice (i.e. any time, anyplace, anywhere) affected the way you now do business?

ANSWER KEY
1 Myspace, Amazon, Yahoo!, Gmail, and NBC are not mentioned.
2 d, 3 a, 4 b, 5 c, 6 e, 7 f, 8 h
3 1 T, 2 T, 3 F, 4 T, 5 F, 6 F, 7 T, 8 F
4 business one : one