

NEWS ENGLISH LESSONS.com

Music streaming sales up 40%

MANY FLASH AND ONLINE ACTIVITIES FOR THIS LESSON, PLUS A LISTENING, AT:

http://www.NewsEnglishLessons.com/1208/120817-music_streaming.html

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17th August, 2012

THE READING / TAPESCRIPT

From: http://www.NewsEnglishLessons.com/1208/120817-music_streaming.html

Global demand for streaming music has greatly increased. Sales went up by 40 per cent, which means it is the fastest-growing area of music sales. Music downloads went up by 8.5 per cent this year, while CD and record sales have dropped by 12 per cent. Physical CDs and vinyl records are still the most popular way of buying music. They make up for over 60 per cent of all the music we buy. However, it seems likely that CD and record sales will continue to decrease. Total spending on music fell by 2.6% globally this year.

A music industry expert, Ed Barton, believes streamed music via services like Spotify and Pandora may become more popular than downloads from iTunes. He said: "Although downloads still account for nearly 80 per cent of online music revenues...streaming music... will be the key growth drivers over the next five years." Mr Barton said streamed music will grow at four times the rate of downloads - 27.8 per cent compared to 6.7 per cent. He added that cloud storage services are helping this growth.

PHRASE MATCH

From: http://www.NewsEnglishLessons.com/1208/120817-music_streaming.html

Match the following phrases from the article.

Paragraph 1

- | | |
|-----------------------------|-----------------------|
| 1. global | a. of music sales |
| 2. greatly | b. way |
| 3. the fastest-growing area | c. up by 8.5 per cent |
| 4. Music downloads went | d. demand |
| 5. still the most popular | e. on music fell |
| 6. Total spending | f. increased |

Paragraph 2

- | | |
|-----------------------------|---------------------------|
| 1. music industry | a. than downloads |
| 2. become more popular | b. at four times the rate |
| 3. account | c. storage services |
| 4. over the | d. for nearly 80% |
| 5. streamed music will grow | e. expert |
| 6. cloud | f. next five years |

LISTENING GAP FILL

From: http://www.NewsEnglishLessons.com/1208/120817-music_streaming.html

Global demand for streaming music (1) _____.

Sales went up by 40 per cent, which means it is the fastest-growing (2) _____. Music downloads went up by 8.5 per cent this year, (3) _____ sales have dropped by 12 per cent. Physical CDs and vinyl records are still the (4) _____ buying music. They make up for over 60 per cent (5) _____ buy. However, it seems likely that CD and record sales will continue to decrease. Total (6) _____ fell by 2.6% globally this year.

A (7) _____, Ed Barton, believes streamed music via services like Spotify and Pandora may become more popular (8) _____ iTunes. He said: "Although downloads (9) _____ nearly 80 per cent of online music revenues...streaming music... will be the key growth drivers (10) _____ years." Mr Barton said streamed music will grow at four (11) _____ downloads - 27.8 per cent compared to 6.7 per cent. He added that (12) _____ are helping this growth.

MULTIPLE CHOICE

From: http://www.NewsEnglishLessons.com/1208/120817-music_streaming.html

Global demand for streaming music has (1) _____ increased. Sales went up by 40 per cent, which means it is the fastest-(2) _____ area of music sales. Music downloads went up by 8.5 per cent this year, (3) _____ CD and record sales have dropped by 12 per cent. Physical CDs and vinyl records are still the most popular (4) _____ of buying music. They make (5) _____ for over 60 per cent of all the music we buy. However, it seems likely that CD and record sales will continue to decrease. Total spending on music (6) _____ by 2.6% globally this year.

A music industry (7) _____, Ed Barton, believes streamed music via services like Spotify and Pandora may become more (8) _____ than downloads from iTunes. He said: "Although downloads still account (9) _____ nearly 80 per cent of online music revenues...streaming music... will be the (10) _____ growth drivers over the next five years." Mr Barton said streamed music will grow (11) _____ four times the rate of downloads - 27.8 per cent compared to 6.7 per cent. He added that cloud (12) _____ services are helping this growth.

Put the correct words from this table into the article.

- | | | | |
|-----|-------------|--------------------|----------------|
| 1. | (a) greeted | (b) greatly | (c) grateful |
| 2. | (a) growing | (b) demanding | (c) upping |
| 3. | (a) when | (b) whoever | (c) while |
| 4. | (a) why | (b) way | (c) weigh |
| 5. | (a) up | (b) off | (c) over |
| 6. | (a) fall | (b) fallen | (c) fell |
| 7. | (a) expert | (b) experience | (c) experiment |
| 8. | (a) online | (b) popular | (c) uploaded |
| 9. | (a) for | (b) to | (c) on |
| 10. | (a) lock | (b) chain | (c) key |
| 11. | (a) as | (b) at | (c) an |
| 12. | (a) luggage | (b) lost and found | (c) storage |

SPELLING

From: http://www.NewsEnglishLessons.com/1208/120817-music_streaming.html

Spell the jumbled words (from the text) correctly.

Paragraph 1

1. Global mneda
2. greatly naiecsde
3. the fastest-gniogr area
4. record sales have dopdepr by 12%
5. still the most ulporap way
6. Total ipnsegdn on music fell by 2.6%

Paragraph 2

7. A music industry ertpex
8. swdaodnol from iTunes
9. cunaotc for nearly 80%
10. music erenvuse
11. cloud tgarose services
12. helping this wtorhg

PUT THE TEXT BACK TOGETHER

From: http://www.NewsEnglishLessons.com/1208/120817-music_streaming.html

Number these lines in the correct order.

- () downloads went up by 8.5 per cent this year, while CD and record sales have
- () record sales will continue to decrease. Total spending on music fell by 2.6% globally this year.
- () still account for nearly 80 per cent of online music revenues...streaming music... will be the key
- () A music industry expert, Ed Barton, believes streamed music via services
- (**1**) Global demand for streaming music has greatly increased. Sales went
- () dropped by 12 per cent. Physical CDs and vinyl records are still the most popular way of buying
- () music. They make up for over 60 per cent of all the music we buy. However, it seems likely that CD and
- () up by 40 per cent, which means it is the fastest-growing area of music sales. Music
- () growth drivers over the next five years." Mr Barton said streamed music will grow
- () like Spotify and Pandora may become more popular than downloads from iTunes. He said: "Although downloads
- () at four times the rate of downloads - 27.8 per cent compared to
- () 6.7 per cent. He added that cloud storage services are helping this growth.

THE READING / TAPESCRIPT

From: http://www.NewsEnglishLessons.com/1208/120817-music_streaming.html

With a partner, put the words back into the correct order.

1. increased greatly has music streaming for Demand.

2. music sales It is the fastest - growing area of.

3. of the buying most music popular way Still.

4. continue and to record decrease sales will CD.

5. Total music 2.6%. on by spending fell

6. popular more Become iTunes from downloads than.

7. online nearly of revenues for 80% music Account

8. years five next the Over .

9. four rate music at the Streamed grow times will.

10. this helping are services storage Cloud growth.

DISCUSSION (Write your own questions)

STUDENT A's QUESTIONS (Do not show these to student B)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

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DISCUSSION (Write your own questions)

STUDENT B's QUESTIONS (Do not show these to student A)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

HOMEWORK

1. VOCABULARY EXTENSION: Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.

2. ONLINE MUSIC: Search the Internet and find more information about online music. Talk about what you discover with your partner(s) in the next lesson.

3. MAGAZINE ARTICLE: Write a magazine article about online music. Include an imaginary interview with an industry expert. Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.

4. WHAT HAPPENED NEXT? Write a newspaper article about the next stage in this news story. Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.

5. LETTER: Write a letter to an online music expert. Ask him/her three questions about online music. Give him/her three of your opinions on it. Read what you wrote to your classmates in the next lesson. Your partner will answer the questions you asked.