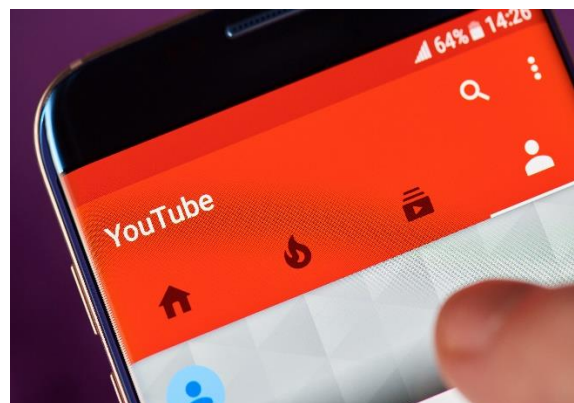


YOUTUBE VERSUS TV



Children and young adults now watch much less TV than they did in 2010, preferring instead to spend more time online. The number of people watching TV is falling continuously.



YouTube is one of the most popular online destinations for children and teenagers. 400 hours of content is uploaded to YouTube every minute. One billion hours of content are watched every day. And it's in the top five most popular websites on the Internet. The YouTube video for 'Gangnam Style' was the site's first to reach 1 billion views. That was on December 21, 2012. 'Despacito' reached 1 billion views in just 97 days in 2017.

But it must be said that the television networks are fighting back. They have developed ways to compete with YouTube. Viewers can watch their favourite programmes on-demand and they can watch them on their smartphones.

What makes YouTube so incredibly popular? First of all, viewers have a better choice – they can choose from a huge number of videos. Secondly, television is more suitable for older generations and YouTube targets younger audiences. Teenagers see it as part of their everyday social experience. They watch and share videos and engage with content in a way they could never do when watching television.

Next, young people don't want commercials to dominate their viewing experience in the way it does when watching TV. YouTube has also got adverts, but YouTube commercial breaks are much shorter than those on TV and they can often be skipped after 5 seconds. Another factor helping with the popularity of YouTube is that the platform is free.

YouTube first arrived on the Internet scene back in 2005. Three friends and colleagues, Chad Hurley, Steve Chan and Jawed Karim were having problems trying to email a video clip. Very soon they came up with an idea that changed internet history. They created YouTube and it became an instant success. What made it so popular was the fact that it was a place where you posted videos and you could chat about them. Only two years after the launch of YouTube, Google bought it for \$1.65 billion. Now it could be worth \$ 300 billion, according to one Wall Street analyst.

A1 Mark the sentences T (true) or F (false). Correct the false sentences.

- 1 More and more people are watching TV.
- 2 YouTube is more popular with younger generations.
- 3 Despacito was the first video on YouTube to reach 1 billion views.
- 4 If a TV programme is on demand, you can watch it whenever you want.
- 5 YouTube commercials are shorter than TV commercials.
- 6 YouTube was created in 2005.
- 7 YouTube wasn't popular at the beginning.
- 8 Google sold YouTube for \$1.65 billion.

A2 Do you remember what these numbers refer to?

2005

1 billion

2012

400

5

300 billion

3

97

2017

1.65 billion

B What about you?

1 What programmes do you watch on TV?

2 How many TV channels do you have?

3 Who watches most TV in your family?

4 How much time do you spend watching TV and how much time do you spend on YouTube?

5 Do you think TikTok will soon become more popular than YouTube?

6 What's the difference between YouTube and TikTok?

C Do some research about the most popular apps among your classmates and make a list of TOP-5 Apps for the whole class.