

## Reading

### What do you think about online video sites?

It's more than 10 years since the first video was uploaded to YouTube. The first clip, called 'Me at the zoo' was not very original but it represented a new way of watching videos. Now, nearly five billion videos are viewed every day – and that's just on YouTube. We've asked some of our readers: what do you think about online video sites?

#### A Gabby

I'm not sure what to think. You can find interesting things like educational programmes or 'how to' guides and that's what I usually use them for. However, there are also a lot of videos of people playing silly jokes and making fun of animals. I really don't understand why people want to upload that sort of thing. If I want to see something funny, I can just watch a sitcom on TV. Another thing which annoys me is the number of adverts – a few years ago, there weren't any and now you might have to watch 30 seconds of adverts before the video starts.

#### B Neil

I really like them! I don't often post my own videos but I enjoy watching ones that other people have uploaded, especially funny home videos. My favourite is called 'Charlie bit my finger' and it's had more than 800 million views. It shows a little boy and his baby brother called Charlie, and basically the boy keeps putting his finger in Charlie's mouth and Charlie keeps biting it. When the brother finally gets upset, Charlie just laughs at him. I keep watching it again and again! It's simple and funny and, most importantly, everyone can identify with it. I think the inventors of YouTube thought that people would upload exactly this type of video.

#### C Megan

I think it's great that people can share their videos online. It means that anyone can have their 15 minutes of fame. For example, lots of pop stars spend thousands of dollars on making videos so that they go viral, but some of the most popular ones are made by ordinary people. 'Evolution of dance' is a great example of this, it shows a man dancing to different types of music in a school concert. He's a good dancer but he also dances in an amusing way so viewers love it. It's clearly not a professional video but it's very popular, it's had more than 290 million views!

#### D Justin

I used to spend hours online watching short videos but I hardly ever do this now. The problem for me is that it's hard to tell if they are real or not. For example, some of the vlogs (video logs) want you to think that the presenter is an ordinary young person talking in their bedroom about beauty products or video games. However, the reality is that they are often paid huge sums by big companies to advertise their products. I don't have a problem with advertising but it's important to know if the video is real or not.

### 7 Read the text. What do these words and numbers represent? Choose the correct answer.

- 1 Five billion
  - a) The number of videos uploaded to YouTube every day.
  - b) The number of videos watched on YouTube every day.
- 2 Thirty seconds
  - a) The time you can spend watching adverts before each video.
  - b) The average time of an online video.
- 3 800 million
  - a) The number of times people have watched a particular video.
  - b) The number of subscribers to a particular video channel.
- 4 Thousands of dollars
  - a) The amount of money you can earn from a pop video.
  - b) The amount of money some people spend on pop videos.
- 5 Huge sums
  - a) The amount people spend on beauty products and video games.
  - b) The amount of money some people earn from their online videos.

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### 8 Read the text again. For each question, choose from the people A–D. The people may be chosen more than once.

#### Which person

- 1 thinks that online videos can make you famous? \_\_\_\_
- 2 uses online videos to learn things? \_\_\_\_
- 3 doesn't watch many online videos now? \_\_\_\_
- 4 prefers to watch comedies on television? \_\_\_\_
- 5 has uploaded videos to the internet? \_\_\_\_

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