Reading 2

Skills:

- Details
- scanning
- Collocations
- Language function
- Understand negative facts

Getting started: How do you listen to music?

DEEZER



Deezer is a French online music streaming service like Spotify, or Apple Music. With tons of active users globally, it's one of the largest music platforms in the world, as it offers a catalogue of more than 73 million tracks. Deezer is popular in countries and regions where music streaming is still not widely adopted by consumers, making it the perfect choice for people who want to discover new music.

Deezer's roots began in 2006 with Blogmusik, a website started by founder Daniel Marhely to give unlimited access to music through streaming technology. After heavy pressure related ____ copyright violations, the website shut down in early 2007. **Thus**, Deezer was born. On August 22, 2007, it was

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officially launched by founders Daniel Marhely and Jonathan Benassaya, with a promise to pay the artists fairly. In its first month, the company rapidly gained over 700,000 users, and by 2009 Deezer already had 7 million users. Today, it operates in 189 countries and has over 14 million active users, including 7 million paid subscriptions. It offers songs, podcasts, and other content from artists and podcasters around the world.

On the surface, Deezer is a lot like Spotify, YouTube Music, Apple Music, or any other online streaming service. Music fans go to Deezer to listen to their favorite artists by streaming music to smartphones, computers, SmartTVs, video game consoles, or any other device that has an internet connection and a Deezer app. Unlike iTunes or Amazon MP3, Deezer doesn't have a store, so it's not a place to buy tracks or albums. Like Spotify, Deezer is funded via a subscription model. That means that customers have the choice of listening for free via an ad-supported model or pay a monthly fee for a premium subscription. The freemium account, Deezer Free, allows listeners to play songs with advertisements inserted every few songs. With the premium subscription, users get ad-free listening and the ability to listen offline.

Like Spotify, Deezer has its own playlists, created by expert teams, plus personalized recommendations for everybody's music tastes. Speaking of playlists, one interesting feature is the "Flow" playlist that Deezer offers. Using machine learning algorithms, it creates an endless playlist for you of songs that you might like based on what it thinks you like and mixes it into a playlist with songs you've already listened to. So, the more you use Deezer, the better it gets at predicting songs **you'd** enjoy listening to.

To conclude, if you don't already have a subscription to a music streaming service, you should give Deezer a shot. It has an easy to navigate app on both mobile and desktop, has a huge catalogue, and it plays well with plenty of speaker systems. Additionally, both the premium and family plans are priced the same as all the other major competitors, so you're not paying much more for a service that has reasonable fees in the market.

**Adapted from https://imusician.pro/en/resources/guides/deezer-for-artists-labels/what-is-deezer*

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Answer the following questions:

1. What is NOT stated in paragraph 1?
   a. Deezer was created in France.
   b. It's a platform that is similar to Spotify.
   c. Their catalogue offers over 70 million tracks.
   d. It's the top music streaming service in the globe.

2. What word can be inserted in the gap (____) in paragraph 2?
   a. to
   b. of
   c. with
   d. about

3. In paragraph 2, what function does the word **thus** have?
   a. Express addition
   b. Express reason
   c. Express result
   d. Express contrast

4. When did Marhely's original project close down?
   a. 2006
   b. 2007
   c. 2009
   d. 2021

5. According to paragraph 3, in which way is Deezer different from other music platforms?
   a. They don't broadcast advertisements.
   b. You have to pay to use Deezer.
   c. Deezer offers a subscription.
   d. They don't sell music.

6. How does Flow work?
   a. It offers a limited playlist with songs you may like.
   b. It gives you a song list based on your own taste in music.
   c. It predicts exactly the kind of music you want to listen on a specific day.
   d. It uses algorithms that allow you to listen to music without inserting ads in between.

7. What is **you'd** in paragraph 4?
   a. You would
   b. You had
   c. You did
   d. You do

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What do you think?

Have you tried both Deezer and Spotify? Which one do you prefer? Why?

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