

**Instruction:** Read the comments made about the pictures and complete the exercise below.



1 That **post** was really popular—I got 400 **hits** in one day on my blog!

2 If you want to know more about this band, visit their **website**! It's great! You can **download** their new album. Free!! [Click here](#).

3 Do you have any funny photos to send us? **Upload** them [here](#).

4 More than 10,000 **viewers** have seen this news clip today. Add your name to the list!

Match the words in **bold** with definitions 1–7.

- 1 the number of times people connect to an online site.
- 2 to copy information from the Internet onto your computer
- 3 to copy information from your computer onto a page on the Internet
- 4 an entry that you place on a blog
- 5 people who watch something
- 6 a page or group of pages on the Internet
- 7 press a button on your mouse to go to a new page

**Instruction:** Read the article and complete the exercise below.

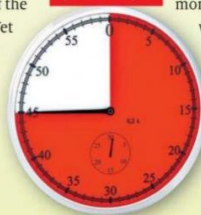
## A minute of your time...

Everyone knows that YouTube is one of the most popular websites in the world. Yet nobody actually watches that much video on it. Confused? Don't be. There's a simple explanation: people who watch video clips on the Internet watch a lot of videos. But none of the clips are very long. Just like TV viewers, they're always looking for the latest thing. In fact, it is unlikely that most viewers will get to the end of longer video clips.

It's common sense, really. TubeMogul, a company that studies people's viewing habits, shows exactly how long the average web video watcher stays with any particular clip. Answer: Less than one minute!

Ten seconds into an average clip—which is nothing—and more than 10% of viewers have started watching something else, TubeMogul says! And by 60 seconds,

by Peter Kafka



more than half of viewers have closed the window. Anything more than five minutes is exceptional: more than 91% of viewers have gone by then.

Are you finding it hard to believe that our attention spans are so short? Let me invite you to put it to the test. Click [play](#) on the 6-minute, 48-second clip below: Stevie Wonder singing "Superstition." If anyone gets all the way to the end, I'll send them a link to a free album download!



**Instruction:** Based on the information in the article, check if the sentences are true or false. Write TRUE or FALSE to answer.

- 1 YouTube watchers are similar to television viewers.
- 2 TubeMogul is a website that shows video clips.
- 3 Most viewers stop watching after ten seconds.
- 4 Fewer than 10% of people watch clips for longer than five minutes.