

The way forward

Television is still one of our most popular forms of entertainment. It's cheap and it is both informative and fun. It also brings people together. Many friends and families still watch a show or a soap together, or enjoy live sports programmes together. TV gives people something to talk about at school and at work and it often gets us talking about important **issues**. However, television – like everything else in the world today – is changing.

The most important influence on television recently has been technology. Computers and the Internet have completely changed the way we get information. They are now changing the way we get our entertainment. Watching films and videos online is becoming more and more popular. PCs, tablet computers and smart phones are now much cheaper than ever before and people are choosing them as their 'first screens.' Today, because life is getting faster and faster, our mobile screens are the best way to watch programmes anywhere we like – in our bedrooms, on trains and buses – even on the beach.

Because of this, TV companies are quickly changing the way they make shows in order to give the **viewers** what they want. Experts believe that even in our advanced technological world, people still want to watch programmes **in real time** and feel a part of what they are watching. An important reason for this is social networking sites, like Twitter and Facebook. People love to watch something at the same time as everyone else and then **tweet** about it or post comments. During a recent Oscars ceremony in the US, over 5 million people posted more than 19 million tweets. And over 37 million people read those tweets! And in the UK a popular game show called Million Pound Drop finds its contestants on social networking sites. The programme makers discovered that more than 12% of the 2.5 million viewers were answering the quiz questions online at the same time as the contestants.

This **interaction** between viewers and live programmes is definitely going to increase in the future. TV shows have been interactive for quite a long time. Viewers are able to vote by phone or online for **contestants** in talent shows. Also they can often predict or react to what happens in the show itself.

Sometimes viewers can influence the ending of a drama or soap. This will be more frequent in the future. In Israel there is a talent show called Rising Star where there is a video wall between the studio audience and the singers. When viewers vote, their faces appear on the video wall. If the singer gets 70% of the votes, the wall rises.

The next few years will bring a lot of changes to how we get our entertainment. One thing is sure ... it's going to be a very interesting journey for the viewers!

I. READ THE ARTICLE AGAIN. CHOOSE THE BEST ANSWERS.

1 Paragraph 1 tells us that people ...

- a prefer to watch sport live rather than on TV.
- b enjoyed TV more in the 1950s.
- c discuss things they see on television.

- 2 Television is changing because a lot of viewers ...
- a don't like the programmes on TV today.
 - b like using their mobile devices.
 - c have more than one TV in their homes.
- 3 Why is real time TV still popular?
- a It isn't difficult to get it on tablets and smart phones.
 - b Viewers like to chat about the shows online.
 - c The TV shows are improving.
- 4 Million Pound Drop uses the Internet ...
- a to see how many people are watching.
 - b to find good quiz questions.
 - c to find people for the show.
- 5 In one new TV show ...
- a the studio audience chooses the winner.
 - b the viewers change the show as it goes on.
 - c people who don't vote can't see the end of the show.

II. MATCH THE UNDERLINED WORDS IN THE ARTICLE WITH THE MEANINGS.

- 1 a person in a competition _____
- 2 communication/talking to people _____
- 3 a comment on Twitter _____
- 4 happening at the moment _____
- 5 topics/problems _____
- 6 person who watches TV _____