

Complete each gap with one word.

YouTube intends to offer a customized edition of its site, especially for schools and colleges, in an (1) _____ to get a foothold in the market for digital education tools. The video giant plans to sell this service, (2) _____ Player for Education, to education technology companies, which can then filter YouTube's enormous library with different restrictions. The service won't play advertisements or show video recommendations. Initially, YouTube is working (3) _____ EDpuzzle, Purdue University and Google Classroom.

(4) _____ the pandemic, Google has delved deeper into education with its inexpensive Chromebooks and software. (5) _____ to one estimate, global edtech spending is expected to rise to \$404 billion by 2025.

This isn't YouTube's (6) _____ opening in the market. For many years, the platform encouraged classrooms to use its numerous educational videos. But those initial approaches were met with concern (7) _____ the popular video service's advertising material.

YouTube said it will give all sales from its new service to creators (8) _____ videos play in classrooms for the first two years. Then YouTube will take a commission of sales. The company has not revealed how much its new service will cost.

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