

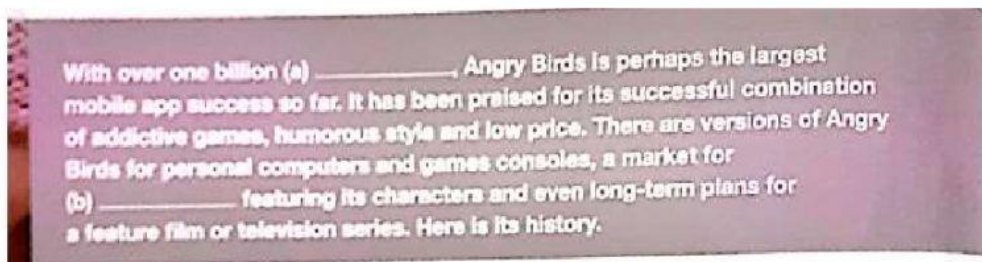
INTERNET HISTORIES

1- Angry Birds game history: Listen to a short story about the history and answer the questions:

- a) In what country was the company that developed Angry Birds based?
- b) When did development on the game first start?
- c) What were the initial development costs?
- d) When did the game first appear on the Apple App Store?
- e) By May 2012, how many downloads of the game were there?
- f) Apart from downloads, how else does the game make money?

2- Complete the timeline history of Angry Birds using the words and phrases in the box. Then, listen again to check your answers.

ANNIVERSARY	COLLEAGUES	COSTS	DISTRIBUTION	DOWNLOADS
MERCHANDISE	PARTNERSHIP	PLATFORMS	REVENUES	SPIN OFF



EARLY 2009 – A designer, Jaakko Iisalo, **presents** the idea for a new game to his (c) _____ at Finnish computer game developer, Rovio Entertainment. The game featured some angry-looking birds. They like the basic idea, but decide to give the birds some pigs as an enemy because of an outbreak of swine flu at the time. They **estimate** the initial (d) _____ of developing the game were €100,000.

DEC 2009 – In (e) _____ with Chillingo, Rovio **publish** Angry Birds on the Apple® App Store.

MARCH 2010 – Angry Birds **achieves** top-selling app status on the USA's App Store, where it stays until October that year. Also in March they **launch** a version of the game for Facebook.

OCT 2010 – They **release** the first version of the game for Android, and experience more than one million downloads in the first 24 hours and two million in its first weekend. Throughout 2010, versions for other (f) _____ **appear**. The company **claim** (g) _____ of over \$100,000 a month just for the advertising on the free version of the game.

DEC 2010 – On the (h) _____ of its first release, Rovio **announce** over 50 million downloads, including 12 million on iOS devices (Apple) and 10 million on Android.

APRIL 2011 – The UK Appy Awards **name** Angry Birds as both the 'Best Game App' and 'App of the Year'.

MAY 2012 – The different versions of the game **reach** one billion downloads.

JUNE 2012 – At the Electronic Entertainment Expo in Los Angeles, California, Rovio and (i) _____ partner Activision **reveal** plans to bring Angry Birds and two of its (j) _____ games (the Angry Birds Trilogy) to the PlayStation 3, Xbox® 360 and Nintendo 3DS systems, taking advantage of their unique features, such as glasses-free 3D visuals.

It's been quite a success story!

3- The Birth of the Internet: Listen to a radio documentary and put the events below in the correct order:

- ☐ Bob Kahn and Vincent Cerf invent software for connecting computers on the Internet.
- ☐ Professor Kleinrock connects two computers.
- ☐ Ray Tomlinson sends the first email.
- ☐ ARPANET links four American universities.
- ☐ The first Internet browser becomes available.
- ☐ The Advanced Research Projects Agency starts work on ARPANET.
- ☐ A 'universal language' of the Internet is established.

4- Complete the article with the past form of the verbs in the box:

BECOME BEGIN CALL CONNECT (X 2) INCREASE INVENT LAUNCH MAKE REACH SEND

Birth of the Internet

How old is the Internet? Different experts suggest different dates. It depends on what they understand the Internet to be.

We know that in 1965, the Advanced Research Projects Agency (ARPA), under the US Department of Defence, (a) _____ work on a system to connect computers. They (b) _____ the project ARPANET.

On September 2nd, 1969, in a laboratory at the University of California, Professor Leonard Kleinrock (c) _____ the first two machines. For many people, that day the Internet was born. The next month they sent the first message to a computer at Stanford University.

By January 1970, ARPANET (d) _____ computers in four American universities, and by the following year there were 23 in the system, connecting different universities and research institutes. In 1973, Ray Tomlinson

(e) _____ the first email via ARPANET. In the same year the Net went international, connecting computers in England and Norway.

The next step was to connect different networks and to create an 'internetwork'. In 1974, Bob Kahn and Vincent Cerf (f) _____ a software called TCP/IP that connected networks using different operating systems. On January 1st, 1983, this software (g) _____ the universal language of the Internet - many experts think that this event was the real birth of the Internet because it (h) _____ it possible to link different networks in one web.

More and more networks joined the system and the number of connected computers (i) _____

dramatically: from 10,000 in 1984 to 100,000 in 1987. By the early 1990s, the network was accessible to anyone in the world with a computer. In 1992, the number of hosts (j) _____ 1,000,000.

In 1993, two programmers, Marc Andreessen and Eric Bina, (k) _____ the first version of Mosaic - the first graphics-based browser of the type we all use today - which made the Internet an easy means to browse websites, get information and spread news.



5- VOCABULARY: Complete with an appropriate verb.

- a Angry Birds™ b _____ a popular app very quickly.
- b The company plans to r _____ a new version next year.
- c It can take a lot of time and money to d _____ an idea into a successful product.
- d They c _____ to have a turnover of over \$1,000,000 a month.
- e The final costs were much higher than they originally e _____.
- f Our objective is to r _____ sales of \$30 million this year.
- g They a _____ the joint venture at the Las Vegas conference.
- h Last month 3 million people d _____ the app.
- i The designer p _____ an idea for a new product at the meeting.
- j Did they a _____ the expected turnover last year?