

YouTube

Gap fill

Listen to the story and fill in the blanks.

Everybody knows YouTube. It's the little video _____ that became a big success. How did it become so _____ ?

The history of YouTube starts in 2004. A few friends got together for a _____ party. They shot some video and _____ it was impossible to upload it to the internet. At that time, the web was almost _____ text and images. That's when three people had an idea: build a site where people could easily _____ video for the world to watch. The three _____ of YouTube were Chad Hurley, Steve Chen, and Jawed Karim.

In the early days, YouTube was _____ office above a pizza restaurant. There were a few _____. The biggest expense was the monthly bill for computer _____ space. Soon, the money problems disappeared. _____ saw the potential of video and they liked YouTube. There were a few online video sites, but YouTube _____ them all. The main reason? YouTube was easy to use. With just a few _____, your video was online.

YouTube quickly became a hit. It was so successful, Google _____ for \$1.6 billion in 2006. The deal was signed around midnight in a restaurant parking lot. Some people thought the price was high, but the investment _____. In 2014, YouTube's global ad _____ was about \$6 billion.

Another reason for its success is income for _____ creators. People who upload videos are paid based on the number of _____. For example, a video of a baby biting his brother's finger was watched _____ times. The person who made that video earned \$ _____. Today, YouTube is a global _____. You can watch important speeches and _____ interviews from _____ years ago, popular TV shows and music videos. And it all started with some friends who found a problem and _____ a solution.

Synonym match

Match the words or phrases.

- | | |
|----------------|-------------------|
| 1. exclusively | a. operating cost |
| 2. expense | b. defeat |
| 3. deal | c. income |
| 4. revenue | d. contract |
| 5. beat | e. entirely |

True or false

Choose the correct answer.

1. A video about a baby finger earned \$15,000. T or F
2. YouTube solved a problem. T or F
3. YouTube beat its competitors because it earned more money. T or F
4. The first YouTube company office was in a pizza restaurant. T or F
5. Google bought YouTube for \$6 billion. T or F

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Anagrams

Move letters. Make a new word.

UXLCSILVYEE _____

ARGKNPI _____

AYSEIL _____

EVURENE _____

ESEXPEN _____

TAGFIINSNAC _____

ESL discussion questions

Talk about the story

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1. What kind of story is this?
 2. Inventions often start with a problem. What was the problem in this story?
 3. Describe the early days of the YouTube company office.
 4. What factors helped make YouTube a financial success?
 5. Have you ever created YouTube content?
 6. Do you know any famous YouTubers?
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Writing practice

Put the words in the correct order.

1. With / few / was / online / video / clicks / your / a / just
-

2. restaurant / was / in / a / early / above / small / office / pizza / days / In / the / a / YouTube
-

3. based / who / views / are / videos / number / the / upload / of / People / on / paid
-

4. interviews / fascinating / can / 50 / years / from / ago / videos / and / and / shows / TV / popular / watch / speeches / You / music / important
-

5. video / that / success / It's / big / the / website / became / little / a
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