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READING JUMP Plus 1

Casey Malarcher

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Unit
01

YouTube



WARM-UP

Discuss and answer the questions.

1. Does your family like to take videos of themselves?
Why or why not?
2. Do you like to watch videos of other people?
If so, what kind of videos do you like most?

Vocabulary Preview

Write each word next to its meaning.

clip | soar | aspect | homemade | electronic

1. _____ a section of videotape
2. _____ to grow or expand rapidly
3. _____ related to something that uses electricity
4. _____ a side; a part
5. _____ produced by an individual, not by a business

> YouTube

Before You Read

Many people own cameras that have the capability to record videos. But once they record a video, what do they do with it? In the past, the video footage may have been stored on a tape, CD, or computer where it could be lost. Today, people are choosing to keep their videos alive by sharing them with the world via the Internet. One very popular place to upload videos to the Internet is the website called YouTube.



YouTube is an amazing success story. After just a few years, it has become one of the most popular sites on the Internet. People in 19 different countries visit YouTube to watch, upload, or download video **clips**. Every minute, an estimated 24 hours of new videos are uploaded to the site. These range from **homemade** videos to segments of
5 movies, concerts, and television shows.

YouTube was started in the winter of 2005 by three college friends in the US. By the following summer, its users were viewing 100 million videos a day. In the winter of 2006, the founders sold YouTube to Google for \$1.65 billion in stock, and its popularity continued to **soar**. In 2008, it became the most popular social networking site in the
10 United Kingdom. Today it is estimated that about 75 percent of the videos on the site come from outside of the United States.

Why is YouTube so popular? There are a number of theories. Some say it is because the site is free. Some say it's because it is easy to use—the clips can be downloaded to cell phones and iPods. Others cite the social **aspects** of YouTube, noting that people have



15 a need to share their lives with others. In 2009, YouTube earned a Peabody Award for excellence in **electronic** media. The judges called YouTube “a ‘Speakers’ Corner,’ . . . an ever-expanding archive-cum-bulletin board that both embodies and promotes democracy.”

20 Whatever the reasons, YouTube continues to grow. It now attracts more than one billion views each day. In 2008, it signed a deal allowing it to post some full-length films and television shows. In March 2010, YouTube streamed 60 Indian cricket matches for free. YouTube
25 claims this is the first such free online broadcast of a major sporting event.



8 **founder** a person who first starts a company

19 **embody** to represent

25 **claim** to state the recognition or ownership of something

Time Limit 02:00 Reading Time _____ minutes _____ seconds 298 words

Choose the best answer.

1. What is the main idea of the passage?
 - a. Three friends started an Internet video website that is a lot of fun to use.
 - b. People can download whatever they want on YouTube.
 - c. YouTube has improved its services over the years.
 - d. The story of YouTube is an amazing success story.

2. How many hours of new videos are uploaded to YouTube every minute?
 - a. 2
 - b. 4
 - c. 20
 - d. 24

3. Who started YouTube?
 - a. Google
 - b. Mr. Peabody
 - c. Steve Jobs
 - d. Three friends

4. Which is NOT true about YouTube?
 - a. You can watch home videos and movies on YouTube.
 - b. The original founders sold YouTube to Google.
 - c. You have to pay a small fee to use YouTube.
 - d. About 25 percent of the videos on YouTube come from the US.

Answer these questions.

5. When was YouTube started?

6. What is one reason given for YouTube's popularity?

7. What did YouTube do in March 2010?

Complete the outline.

billion | continues | created | free | full-length | sporting
 one | popular | share | soared | winter | networking

1 st Paragraph	Thesis	YouTube became one of the most _____ sites on the Internet just a few years after it was _____.
------------------------------	--------	---



2 nd Paragraph	Main Idea	It _____ in popularity over just a few years.
	Detail	It was started in the _____ of 2005.
		In the winter of 2006, it was sold to Google for \$1.65 _____ in stock.
		In 2008, it became the most popular social _____ site in the UK.



3 rd Paragraph	Main Idea	There are several reasons why it is popular.
	Detail	The site is _____.
		It is easy to use.
		It lets people _____ their lives with each other.



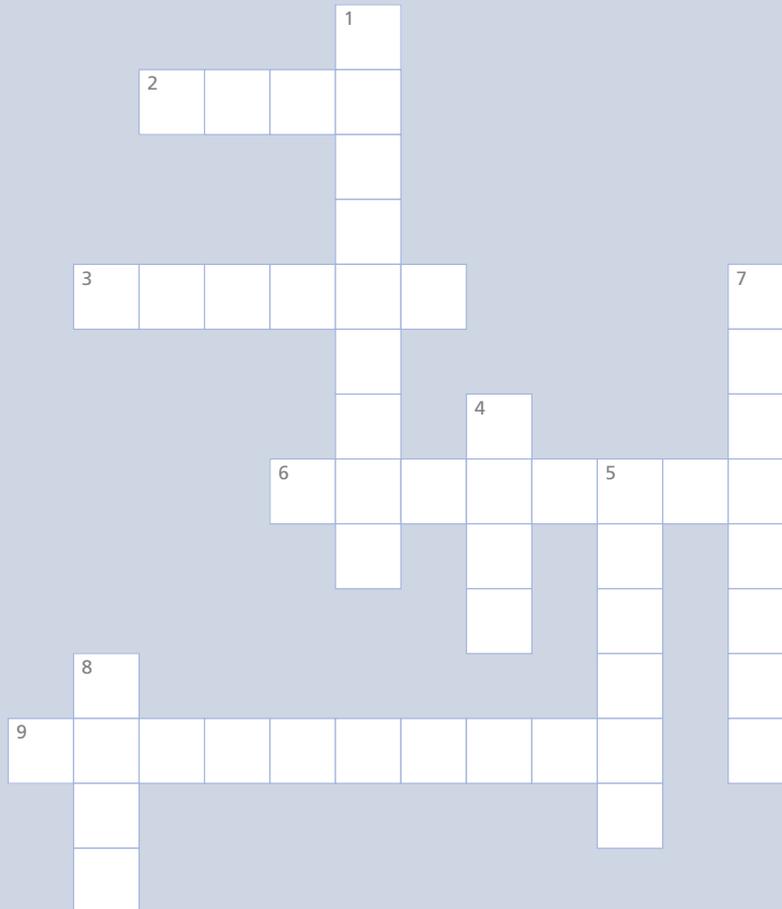
4 th Paragraph	Main Idea	YouTube _____ to grow.
	Detail	It attracts more than _____ billion views each day.
		Companies now post _____ films and TV shows on the site.
		In 2010, the site hosted the first free online broadcast of a major _____ event.

Discuss and answer the questions with your friends.

1. Have you ever visited YouTube? If so, what do you think about it?
2. Why do you think YouTube is so popular?
3. Would you use a site like YouTube if it wasn't free? If so, how much would you be willing to pay?

Vocabulary Practice

Complete the puzzle with words from the unit.



Across

2. to rise quickly
3. to represent
6. to guess an approximate amount
9. related to electricity

Down

1. to send out a signal
4. a social networking ____
5. part or side
7. made by a person at home
8. a short piece of a film or video