

Candy Crush Saga most downloaded app

3rd January, 2014



Candy Crush Saga was the most downloaded app of 2013, both in Apple's App Store and Google's Play store. It was also the year's top revenue earning app. The game has been downloaded over 500 million times since its launch last year. Candy Crush Saga is the current favourite among gamers. One addict, Deborah Alvarez, reckons she plays it at least 10 times a day. She said: "I play it in between breaks at work, before I go home, when I get home...It's addictive." Her colleague Katie Newell said she has successfully avoided playing the game. "I know too many people who have fallen prey to Candy Crush. I can't talk to them. I have to block invites to Candy Crush. It's a slippery slope," she said.

Other top downloads of 2013 include the photo and video-sharing service Snapchat. Craig Palli, an industry expert, said: "Snapchat went from being a niche app to achieving much more critical mass, so much so that Facebook was reportedly willing to spend billions of dollars to acquire the company." Mobile communications analyst Simon Khalaf believes 2014 could be the year when mobile apps seriously challenge the television industry. He said: "Every American spends \$100-plus per month on a service that is not personalized and not mobile. It's an area that's ripe for disruption....Someone will come up with new content, maybe a new device, and more importantly a better business model."

Sources: Reuters / IBN Live / 13wmaz.com

Writing

Compare and contrast mobile apps and television. Which do you prefer and why?

Chat

Talk about these words from the article.

downloaded / revenue / gamers / addict / after work / colleague / fall prey to / slippery / video sharing / expert / niche / critical / television / mobile apps / business model

True / False

- Candy Crush Saga was number one in Apple's app store and Google's. T / F
- Candy Crush was the second-highest revenue-generating app of 2013. T / F
- The Candy Crush app was initially launched in 2011. T / F
- A woman said she likes the slippery slope best in the Candy Crush app. T / F
- Another favourite from last year was a photo and video-sharing app. T / F
- Facebook wanted to spend a lot of money on an app called Snapchat. T / F
- An industry expert believes TV will pull ahead of apps in 2014. T / F
- The expert believes someone may develop a new device to rival TV. T / F

Synonym Match

- | | |
|--------------|-----------------|
| 1. revenue | a. enthusiast |
| 2. earning | b. authority |
| 3. launch | c. buy |
| 4. addict | d. grossing |
| 5. prey | e. reaching |
| 6. expert | f. victim |
| 7. achieving | g. ready |
| 8. acquire | h. income |
| 9. ripe | i. gadget |
| 10. device | j. introduction |

Discussion – Student A

- How often do you delete apps? Why?
- Will apps ever become more popular than TV?
- In what ways are apps better than television?
- What would you like to see an app invented for?
- How could mobile technology change television?
- What might a new device do?
- What improvements would you like to see in mobile technology?
- What questions would you like to ask an app developer?

Phrase Match

- | | |
|--------------------------------|------------------------|
| 1. the year's top revenue | a. company |
| 2. the current favourite | b. breaks at work |
| 3. in between | c. slope |
| 4. many people who have fallen | d. up with new content |
| 5. It's a slippery | e. earning app |
| 6. a niche | f. is not personalized |
| 7. acquire the | g. model |
| 8. a service that | h. prey to Candy Crush |
| 9. Someone will come | i. app |
| 10. a better business | j. among gamers |

Discussion – Student B

- What's your favourite app?
- How important is your mobile phone / tablet to you?
- Do you like gaming?
- How often do you download stuff?
- Are you / Have you been addicted to an app?
- What do you do in your break time from work / studying?
- Are games apps good for us?
- Do you block apps?

Spelling

- the year's top evnruee earning app
- 500 million times since its nuhcla last year
- It's devticdai.
- Her lcluoeeg Katie Newell said...
- people who have fallen eryp to Candy Crush
- It's a ieprsypl slope
- an industry txrpee
- eicagru the company
- communications ytanlsa
- a service that is not enidlroezpsa (USA) / oasnirseedl (UK)
- It's an area that's ripe for poutdsrini
- a new cdivee

Answers – Synonym Match

1. h	2. d	3. j	4. a	5. f
6. b	7. e	8. c	9. g	10. i

Role Play

Role A – Games

You think games apps are best. Tell the others 3 reasons why. Tell them things that are wrong with their apps. Also, tell the others which is the least useful of these (and why): news apps, studying English apps or weather apps.

Role B – News

You think news apps are best. Tell the others 3 reasons why. Tell them things that are wrong with their apps. Also, tell the others which is the least useful of these (and why): games apps, studying English apps or weather apps.

Role C – Studying English

You think studying English apps are best. Tell the others three reasons why. Tell them things that are wrong with their apps. Also, tell the others which is the least useful of these (and why): news apps, games apps or weather apps.

Role D – Weather

You think weather apps are best. Tell the others three reasons why. Tell them things that are wrong with their apps. Also, tell the others which is the least useful of these (and why): news apps, studying English apps or games apps.

Speaking – Fave apps

Rank these and share your rankings with your partner. Put your favourite apps at the top. Change partners often and share your rankings.

- | | |
|--------------------|-------------------|
| • books | • travel |
| • games | • weather |
| • news | • money / finance |
| • studying English | • music |

Answers – True False

a	T	b	F	c	F	d	F	e	T	f	T	g	F	h	T
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Answers to Phrase Match and Spelling are in the text.