

## TV sales fell for the first time ever in U.K.

11<sup>th</sup> December, 2014



A new report from Britain shows that things are not looking good for companies who sell televisions. The number of U.K. homes with a TV fell last

year for the first time ever. The report is from an organization called Ofcom, which studies business, habits and trends in Britain. It said that after decades of television sales increasing, things are now moving in the opposite direction. Ofcom found that the number of homes with a TV fell from 26.33 million at the end of 2012 to 26.02 million at the end of the following year. This is a drop of 300,000. The first survey on TV ownership in Britain was in 1956. Then, just over 30 per cent of homes had a TV. This figure rose to around 93 per cent by the 1970s.

Ofcom said the fall in TV ownership in Britain was probably because of people using tablets, mobile phones and other devices to watch TV. Many people nowadays are choosing to watch 'catch-up' TV, whereby they record their favourite programmes and watch them later on their digital devices. Ofcom said catch-up TV is becoming increasingly popular and is being watched on smartphones, tablets, computers and games consoles. Figures from the BBC showed that 47 per cent of requests for its iPlayer service came from tablets or mobiles, up from just 25 per cent in October 2012. In the 18-24 age group, 15 per cent watch most of their television on a laptop, compared to the national average of 3 per cent.

Sources: *The Guardian* / *BBC* / *DigitalSpy.co.uk*

## Writing

Television does more good than harm. Discuss.

## Chat

Talk about these words from the article.

*report / homes / business / habits / trends / decades / drop / TV ownership / figure / tablets / mobile phones / nowadays / favourite programmes / popular / laptop*

## True / False

- The number of U.K. homes fell last year for the first time ever. T / F
- The report on TV sales is from a group of TV makers. T / F
- There were more than 26 million homes with a TV in the UK in 2012. T / F
- In 1956, around a third of UK homes had a television. T / F
- An organization blamed digital devices for the fall in TV sales. T / F
- Many people in the UK watch 'catch-up TV' on their digital devices. T / F
- Fewer people are using tablets to watch BBC's iPlayer. T / F
- Around 15% of British people watch TV on their laptop computer. T / F

## Synonym Match

- |                 |                  |
|-----------------|------------------|
| 1. report       | a. due to        |
| 2. fell         | b. number        |
| 3. increasing   | c. shows         |
| 4. moving       | d. rising        |
| 5. figure       | e. decreased     |
| 6. because of   | f. category      |
| 7. programmes   | g. countrywide   |
| 8. increasingly | h. study         |
| 9. group        | i. more and more |
| 10. national    | j. heading       |

## Discussion – Student A

- What features do you really need on a television?
- Is it better to watch shows on a TV or on a tablet?
- What are the good things about television?
- What do you think of TV shows from the USA?
- What size TV would you like (and why)?
- What useful things could you do if you didn't watch TV?
- Does TV kill conversation?
- What questions would you like to ask the researchers?

## Phrase Match

- |   |                                |
|---|--------------------------------|
| 1. things are not looking                 | a. nowadays                    |
| 2. things are now moving in               | b. by the 1970s                |
| 3. This is a drop                         | c. just 25 per cent in October |
| 4. The first survey on TV                 | d. group                       |
| 5. This figure rose to around 93 per cent | e. of 300,000                  |
| 6. people                                 | f. good for companies          |
| 7. catch-up TV is becoming                | g. average of 3 per cent       |
| 8. up from                                | h. ownership                   |
| 9. the 18-24 age                          | i. increasingly popular        |
| 10. compared to the national              | j. the opposite direction      |

## Discussion – Student B

- How important is television to you?
- What are your favourite programmes (and why)?
- What kind of TV would you like?
- What's the maximum number of hours you should watch TV?
- What are the bad things about television?
- What's the best TV show ever?
- How surprised are you that TV sales are falling in the UK?
- What would you do without TV?

## Spelling

- business, habits and tsrnde in Britain
- after sdcaeed of television sales
- moving in the episotpo direction
- The first evruys
- TV wnrphioes
- This uifgre rose to around 93 per cent
- yblobapr because of people using tablets
- mobile phones and other svdceei
- record their toraievuf programmes
- becoming increasingly laouppr
- 47 per cent of ssreteug
- the national eaevagr of 3 per cent

### Answers – Synonym Match

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

## Role Play

### Role A – Comedies

You think comedies are the best shows on TV. Tell the others three reasons why. Tell them why their things aren't so good. Also, tell the others which is the most boring of these (and why): documentaries, movies or cooking shows.

### Role B – Documentaries

You think documentaries are the best shows on TV. Tell the others three reasons why. Tell them why their things aren't so good. Also, tell the others which is the most boring of these (and why): comedies, movies or cooking shows.

### Role C – Movies

You think movies are the best shows on TV. Tell the others three reasons why. Tell them why their things aren't so good. Also, tell the others which is the most boring of these (and why): documentaries, comedies or cooking shows.

### Role D – Cooking shows

You think cooking shows are the best shows on TV. Tell the others three reasons why. Tell them why their things aren't so good. Also, tell the others which is the most boring of these (and why): documentaries, movies or comedies.

## Speaking – Shows

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

- |               |            |
|---------------|------------|
| • comedy      | • sport    |
| • documentary | • business |
| • cooking     | • drama    |
| • weather     | • movies   |

### Answers – True False

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