

TAREA 1

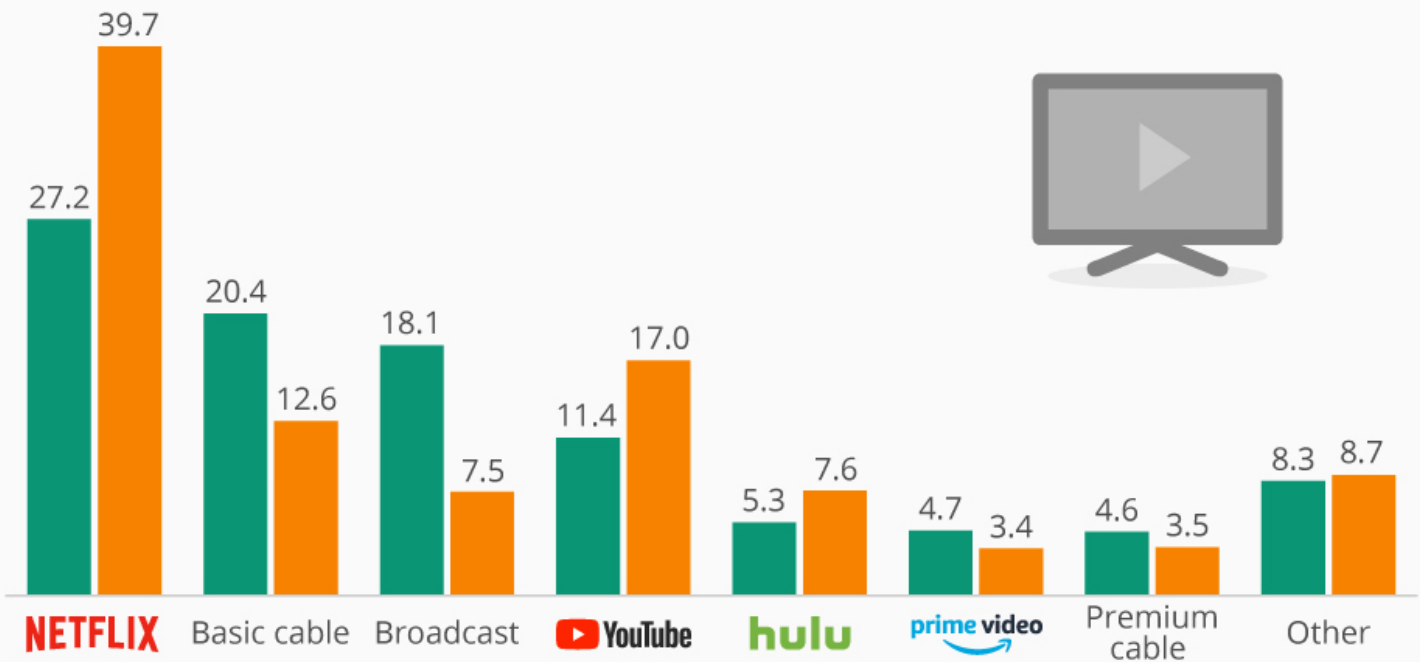
Broadcasting

For a media class you are taking, you have to prepare a summary on how young people access TV content in the U.S. and what this means for the future of traditional broadcasting and cable companies. You have found the graph below. Summarise the most relevant information in writing, focusing in particular on younger audiences. (120 words)

Netflix Is Americans' Platform of Choice for TV Content

% of Americans who prefer to watch video content on TV on the following platforms

■ All respondents ■ Age 18-34



Based on a 2018 survey of 2,500 U.S. consumers
Source: Cowen & Co.



SUMMARY

	<u>Teacher's notes</u>
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TAREA 2

New York City Explorer Pass

You are going with a friend to New York on holiday and you have been looking for special offers on-line. You come across an advert for a New York City Explorer Pass and think it is a good idea. Write an email to your friend, telling her about at least four advantages of buying the Explorer Pass for your trip (120 words). You will watch the advert twice.

Video Link: <https://www.youtube.com/watch?v=J505OcjhN9Y> (1.41 mins)

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