

Page 1 ex 2(1&) A

Theres no 2 A, only 1 A

creators: people who make things (in this case, videos) consumers:

people who use a service

adverts: advertisements — public announcements of something for sale

audience: people who watch or listen to something

content: creative material or information that is presented

techniques: technical skills used to create or present something,

subscribe: register by giving basic personal details and your email address in order to receive something regularly or join a group

investment: spending of money in order to achieve something or gain a profit.

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The company seems to have a focused goal and a comprehensive plan to achieve it. They also have a clear target audience and an engaging content strategy that can potentially generate a lot of public interest. Overall, their proposal seems well thought out and if presented to the right investors, it may stand a good chance of securing funding.

Extra

Ex 2 A

a)4 b)1 c)6 d)3 e)5 f)2

ex 3

1)d 2)a 3)f 4)g 5)b 6)c 7)h 8)e