

You are going to listen to an interview about TV technologies and formats. First you will have 45 seconds to study the task below. Then you will hear the recording twice. While listening, choose the correct answer (A, B, C or D) for each question (1-8). Put a cross (☒) in the correct box on the answer sheet. The first one (0) has been done for you.

After the second listening, you will have 45 seconds to check your answers.



The future of TV

- 0 Concerning conventional television, younger people are
- A interested in older series.
 - B unwilling to pay the fees.
 - C gradually losing interest.
 - D quite open-minded.
- 1 Mr Klimmer's business helps his clients to
- A deal with legal regulations.
 - B deal with long filming times.
 - C avoid high costs for infrastructure.
 - D avoid conventional TV services.
- 2 The profits made from the new technology have been
- A as expected by experts.
 - B increasing significantly.
 - C hard to predict worldwide.
 - D rising moderately.
- 3 The interviewer wants to know whether
- A there are differences in what is shown.
 - B people watch at different times.
 - C the production costs have risen.
 - D the quality of the productions has improved.

- 4 **The most popular TV formats make the viewers watch**
- A online clips about the series.
 - B programs with similar stories.
 - C several episodes in a row.
 - D the series every day.
- 5 **Mr Klimmer believes that the new technology has caused**
- A a large international audience.
 - B the success of well-known series.
 - C a new interest in movies.
 - D people to watch programs illegally.
- 6 **Using the new technology, the Indian TV maker can**
- A target other age groups.
 - B produce more cheaply.
 - C reach all parts of India.
 - D compete with the cinema.
- 7 **Smaller viewer groups can be addressed because of**
- A personalised advertising.
 - B low production expenses.
 - C increased advertising funds.
 - D financial support by individuals.
- 8 **Thanks to Mr Klimmer's business, TV companies can**
- A work with unknown actors.
 - B produce more programs.
 - C do without advertising support.
 - D try out new things to show.

[illegible]