



Tip The adverb can go before or after the main verb.
*CD sales **fell** steadily in the early 2000s.*
*CD sales steadily **fell** in the early 2000s.*

Trends that are developing now can be described in the **present continuous**.
*The price of music streaming subscriptions **is going up**.*

Trends that started and finished at a specified time in the past can be described in the **simple past**.
*The quality of sound recordings **went up** significantly in the early 20th century.*

Trends that started in the past and are now complete can be described in the **present perfect**.
*Profits from recording sales **have shrunk** considerably in the last twenty years.*

Trends that started in the past and will probably continue into the future can be described in the **present perfect continuous**.
*The power of record companies **has been gradually decreasing** since the start of digital streaming.*



We saw a **dramatic** **increase** in cake sales.



Instead of using verb + adverb, you can use adjective + noun.
*The number of festivals **has jumped** sharply.*
 ► *There **has been** a **sharp jump** in the number of festivals.*
*Attendance at classical music concerts **is declining** steadily.*
 ► *There's a **steady decline** in attendance at classical concerts.*

