­ **Cloud Computing.**

1. **Gap filling. Complete this text introducing how *Cloud Computing* works by choosing the correct word(s) from the box.**

computer industry with communicate running buying computing system make up to run to keep

instead of to retrieve besides allow require current which

Let's say you're an executive at a large corporation. Your particular responsibilities include making sure that all of your employees have the right hardware and software they need to do their jobs. Buying (1) [computers](http://computer.howstuffworks.com/pc.htm) for everyone isn't enough -- you also have to purchase software or software licenses to give employees the tools they require (2). Whenever you have a new hire, you have to buy more software or make sure your current (3) software license allows another user. It's so stressful that you find it difficult to go to [sleep](http://science.howstuffworks.com/life/inside-the-mind/human-brain/sleep.htm) on your huge pile of money every night.

Soon, there may be an alternative for executives like you. Instead of (4) installing a suite of software for each computer, you'd only have to load one application. That application would allow (5) workers to log into a Web-based service which (6) hosts all the programs the user would need for his or her job. Remote machines owned by another company would run everything from [e-mail](http://computer.howstuffworks.com/e-mail-messaging/email.htm) to word processing to complex data analysis programs. It's called cloud computing, and it could change the entire computer industry (7).

In a cloud computing system (8), there's a significant workload shift. Local computers no longer have to do all the heavy lifting when it comes to running applications. The network of computers that make up (9) the cloud handles them instead. Hardware and software demands on the user's side decrease. The only thing the user's computer needs to be able to run (10) is the cloud computing system's interface software, which can be as simple as a Web browser, and the cloud's network takes care of the rest.

Video 1.28

Listen and make notes about these topics: https://www.youtube.com/watch?v=q2TBfFW736E

1. What does cloud computing mean?

**storing and accessing data via a network, generally the Internet.**

1. What do you need to access the cloud?

**an online device such as a computer, a tablet or a mobile phone.**

1. What is expected to happen by 2020?

**The circulation of the data in the cloud will be 50 fold.**

1. What is today's Amazon's market share?

**30%**

1. Where are the data centers located?

**it is secret, for reasons of security.**

6. What two issues are raised by this type of technology?

**The massive consumption of electricity: it uses the equivalent amount of electricity as an industrialised country like Germany.**

**Data protection: in Sept 2014, hundreds of photos taken by celebrities were leaked on the internet as a result of the weakness in Apple's online data storage facility.**