

Musical trends¹

How do you listen to music? Things have changed a lot since the old vinyl records. Learn about the new musical trends.



Before you listen. Pre-listening activity

Look at the list below. How do people listen to music in your country? Discuss your ideas with a partner.

1. Internet
2. CDs
3. TV channels
4. Radio stations
5. Concerts

After you listen. Comprehension tasks

Answer the questions

Listen to the following podcast and answer the questions below.

1. What do Apple Corps and Apple both have?
2. When did their legal fight come to an end?
3. How did Steve Jobs and Paul McCartney feel about it?
4. How well have the digital versions of The Beatles' songs been selling?
5. Are digital music sales in the UK greater than the sale of CDs?
6. What do some groups dislike about iTunes?

Fill in the gaps.

Complete the sentences with a suitable word or words.

1. The iTunes has just about every _____, _____ and _____ imaginable.
2. After a series of _____, _____, the legal fight came to an _____ in 2007.
3. The exact reason for this added delay is not clear, but there are _____ that it had to do with a problem, with the _____ EMI.
4. We love The Beatles and are _____ and thrilled to welcome them to iTunes.
5. Many thought The Beatles would storm the _____ the moment they _____ their back catalogue for digital download.
6. Many don't like the way that iTunes sells individual tracks rather than _____ _____ to buy entire albums.

Classroom debate

1. How do you listen to music? With a CD player? On the internet? Etc.
2. What are the pros and cons of listening to music on an MP3 player?
3. Where do you get your music from?

¹ Source: www.hotenglishmagazine.com

Answer key

Answer the questions:

1. They both have the same apple trademark, and both claim the rights to it.
2. The legal fight came to an end in 2007.
3. Both of them felt really pleased about it.
4. Sales haven't been as good as expected.
5. At the moment the majority of music sales are still in the classic CD format.
6. They don't like the way that iTunes sells individual tracks rather than encouraging people to buy entire albums.

Fill in the gaps:

1. band, singer, group
2. court cases, end
3. rumours, record company
4. honoured
5. charts, launched
6. encouraging people

TRANSCRIPT

Digital downloads are the big thing in music. And the iTunes Music Store has just about every band, singer and group imaginable, including Take That, Du"y, James Blunt, Ke\$ha and The Black Eyed Peas. So, why did it take so long for the world's number-one band (The Beatles) to appear on the world's number-one music download site (iTunes)?

It was all down to a **copyright issue**. Both the Beatles' company (Apple Corps) and the iTunes company (Apple) have the same "apple" **trademark**, and both claimed the rights to it. After a series of court cases, the legal fight came to an end in 2007, but it took a further three years for the band's music to be made available online. The exact reason for this added **delay** are not clear, but there are rumours that it **had something to do with** a problem with record company EMI, who owned the copyright to a portion of The Beatles' music.

Anyway, they're all friends now. "We love The Beatles and are honoured and **thrilled** to welcome them to iTunes," said Apple boss Steve Jobs. Former Beatle Paul McCartney was equally pleased. "It's fantastic to see the songs we originally released **on vinyl** receive as much love in the digital world as they did the first time around." And drummer Ringo Starr had this to say, "I'm particularly **glad** that I'm no longer asked when The Beatles are coming to iTunes."

Unfortunately, sales haven't been as good as expected. Many thought The Beatles would **storm the charts** the moment they launched their **back catalogue** for digital download, but they didn't even make it to the top 10. The fact is, the majority of music sales are still in the classic CD format (only 30% of sales in the UK were digital in 2010). However, experts believe that within 10 years, all music will be sold online. And with the rise of the iPhone (and now the iPad) CD sales are **set to fall** even more.

Meanwhile, there are still a few musicians and groups who **refuse** to go on the iTunes site. They include AC/DC, Kid Rock, Garth Brooks, Bob Seger, Def Leppard and Tool. Many don't like the way that iTunes sells individual **tracks** rather than encouraging people to buy entire albums. AC/ DC **front man** Brian Johnson said, "Maybe I'm just being old-fashioned, but this iTunes... it's going to kill music if they're not careful." But with digital downloads slowly overtaking CD sales, how much longer can they **hold out**?

GLOSSARY

Copyright n

If you have the “copyright” to a book / piece of music, etc. you have the legal rights to it and people must ask your permission to copy it

An issue n

A problem

A trademark n

The name or logo of a company

A delay n

If there is a “delay”, something takes longer than expected / planned

To have something to do with exp

If A “has something to do with” B, A and B are related / connected

Thrilled adj

Very happy and excited

On vinyl n

The old format for listening to music on records (round, black discs)

Glad adj

Pleased; happy

To storm the charts exp

If a group or musician “storms the charts”, they are very popular and sell many records

A back catalogue n

All the music a musician / group have produced in the past

Set to fall exp

If sales are “set to fall”, they will probably decrease

To refuse vb

To say that you won't do something

A track n

A song

A front man n

The singer in a band

To hold out exp

if you “hold out”, you don't do something until you absolutely need to