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The 4 page 60 minute ESL British English lesson – 20/06/13

## YouTube turns clicks into cash!

Today, let's talk about YouTube. Most of us have watched the highly popular webpage. These days it's hard to not watch something that originates from it.

For those keen on uploading their videos to YouTube the good news is you can now earn money on them. Really? Yes! All you need to do is to monetise your YouTube channel. You do this by linking your YouTube account with your AdSense profile then monetising your video. When people start clicking on your video – BINGO! – You turn their clicks into cash!

The more popular your video and video channel, the better the ad revenues. YouTube offers banner ads, skippable ads and ads that appear on your YouTube video channel page. Whilst these can be a bit frustrating to viewers it pays dividends to uploaders.

Popular videos, like 'Gangnam Style', have made a lot of money from the site. If you wish to follow this successful example what you need is original content and a lot of dedication!

YouTube has recently launched some pay-to-watch subscription channels. The pilot scheme offers popular channels at US\$0.99 per month. The idea being YouTube, which is owned by Google, is enabling creators to earn revenue for their creativity.

On its blog YouTube said, "This is just the beginning". In recent years the webpage has enhanced its output, including its education area.

YouTube claim to have over a billion people around the world using their service every month. There are widespread doubts as to whether these same people will be willing to pay for channels they currently watch for free.

### SPEAKING

Think of three things you know about YouTube. Go round the room swapping details with others.

### LISTENING – WRITING - DICTATION

The teacher will read some lines of the article slowly to the class.

### READING

Students should now read the article aloud, swapping readers every paragraph.

### SPEAKING - UNDERSTANDING

**1) The article** – Students check any unknown vocabulary or phrases with the teacher.

**2) The article** - Students should look through the article with the teacher.

- 1) What is the article about?
- 2) What do you think about the article?
- 3) Was this an easy or difficult article to understand?
- 4) Was this a boring or interesting article?
- 5) Discuss the article.

**3) Article quiz** - Students quiz each other in pairs. Score a point for each correct answer. Score half a point each time you have to look at the article for help. See who can get the highest score!

#### Student A questions

- 1) Name the webpage!
- 2) How much will the pilot scheme cost per month per channel?
- 3) Name the popular video.
- 4) Who owns YouTube?
- 5) What are there widespread doubts on?

#### Student B questions

- 1) Name the three types of ads.
- 2) What is the good news?
- 3) You turn clicks into what?
- 4) What two things do you need?
- 5) What was written on its blog?

**Category: YouTube / Business / Entertainment**  
**Level: Intermediate / Upper Intermediate**

### WRITING / SPEAKING

*In pairs.* On the board write as many words as you can to do with '**YouTube**'. *One-two minutes.* Compare with other teams. Using your words compile a short dialogue together.

### WRITING / SPEAKING

**YouTube turns clicks into cash!** - *In pairs* choose three things from the article.

Write them below.

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_

**Add** three other types of advertising outlets. Discuss together.

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_

*The teacher will choose some pairs to discuss their findings in front of the class.*

### SPEAKING - MARKETING

*In pairs / groups* – Look at the following forms of media.

*Television / Radio / Cinema / Internet / Newspaper-magazines / Billboards / Other*

*Student A* – You are going to be promoting a new James Bond movie. *Student B* – You are promoting a new car. Talk about how you promote your new product using the above.

### DISCUSSION

#### Student A questions

- 1) Did the headline make you want to read the article?
- 2) Do you prefer to spend time on your computer or watching TV?
- 3) Would you pay US\$0.99 to watch a YouTube channel that used to be free?
- 4) Are you creative? Explain.
- 5) Is YouTube too big now?
- 6) Are you one of the billion people who watch YouTube every month?
- 7) How often do you watch YouTube?
- 8) When could you use the word BINGO?
- 9) What do you think of Google?
- 10) Have you learnt anything in today's English lesson?

### SPEAKING – ROLEPLAY 1

*In groups.* One of you is the interviewer. The others are one of the following people. You are in the *BBC TV Washington* studio. Today's interview is about: *YouTube turning clicks into cash!*

- 1) A creative person
- 2) A YouTube spokesperson
- 3) Someone who watches YouTube
- 4) A blogger

*The teacher will choose some groups to roleplay their interview in front of the class.*

### SPEAKING - ROLEPLAY 2

*In pairs.* You are in an internet café with a friend. Start a conversation about YouTube. *5 mins.*

### SPEAKING

On the board – 10 things about what YouTube offers video makers. Talk about them.

### SPEAKING – DISCUSSION - BUSINESS

On the board – 10 reasons YouTube is good for businesses.

### SPEAKING - DISCUSSION

*Allow 10 minutes* – As a class.

*Discuss the following...*

YouTube – How has it changed?

The future?

*The teacher can moderate the session.*

### DISCUSSION

#### Student B questions

- 1) What do you think about what you've read?
- 2) What do you watch on YouTube?
- 3) Do you skip the ads on YouTube?
- 4) Are ads necessary? Explain.
- 5) What do you think of YouTube expanding like it has?
- 6) Do you have a YouTube channel?
- 7) What is your most popular video?
- 8) Have you ever made a video and uploaded it?
- 9) Has this been a difficult lesson in English for you to understand?
- 10) Did you like this discussion?

## GAP FILL: READING

### YouTube turns clicks into cash!

Today, let's talk about YouTube. Most of us have watched the highly popular (1)\_\_. These days it's hard to not watch something that originates from it.

For those keen on uploading their videos to YouTube the good news is you can now earn money on them. Really? Yes! All you need to do is to (2)\_\_ your YouTube channel. You do this by linking your YouTube account with your AdSense (3)\_\_ then monetising your video. When people start clicking on your video – (4)! – You turn their clicks into cash!

The more popular your video and video channel, the better the ad (5)\_\_. YouTube offers (6)\_\_ ads, skippable ads and (7)\_\_ that appear on your YouTube video channel page. Whilst these can be a bit frustrating to (8)\_\_ it pays dividends to uploaders.

**ads / webpage / viewers / monetise / profile / BINGO / banner / revenues**

Popular videos, like 'Gangnam Style', have made a lot of money from the site. If you wish to follow this successful example what you need is original content and a lot of (1)\_\_!

YouTube has recently launched some pay-to-watch (2)\_\_ channels. The (3)\_\_ scheme offers popular channels at US\$0.99 per month. The idea being YouTube, which is owned by Google, is enabling creators to earn revenue for their (4)\_\_.

On its (5)\_\_ YouTube said, "This is just the beginning". In recent years the webpage has enhanced its (6)\_\_, including its education area.

YouTube claim to have over a (7)\_\_ people around the world using their service every month. There are widespread doubts as to whether these same people will be willing to pay for channels they currently watch for (8)\_\_.

**free / dedication / output / subscription / billion / pilot / blog / creativity**

## GAP FILL: GRAMMAR

### YouTube turns clicks into cash!

Today, let's talk about YouTube. (1)\_\_ of us have watched the highly popular webpage. (2)\_\_ days it's hard to not watch something that originates from it.

For (3)\_\_ keen on uploading their videos to YouTube the good news is you can now earn money on them. Really? Yes! All you need to do is to monetise your YouTube channel. You do (4)\_\_ by linking your YouTube account with your AdSense profile then monetising your video. (5)\_\_ people start clicking on your video – BINGO! – You turn their clicks into cash!

The more popular (6)\_\_ video and video channel, the better the ad revenues. YouTube offers banner ads, skippable ads and ads (7)\_\_ appear on your YouTube video channel page. (8)\_\_ these can be a bit frustrating to viewers it pays dividends to uploaders.

**whilst / this / these / that / your / those / most / when**

Popular videos, like 'Gangnam Style', have made a lot of money from the site. If (1)\_\_ wish to follow this successful example what you need is original content (2)\_\_ a lot of dedication!

YouTube has recently launched some pay-to-watch subscription channels. The pilot scheme offers popular channels (3)\_\_ US\$0.99 per month. The idea being YouTube, which is owned (4)\_\_ Google, is enabling creators to earn revenue for their creativity.

(5)\_\_ its blog YouTube said, "This is just the beginning". In recent years the webpage has enhanced its output, including its education area.

YouTube claim to have over a billion people around (6)\_\_ world using their service every month. There are widespread doubts (7)\_\_ to whether these same people will be willing to pay (8)\_\_ channels they currently watch for free.

**the / for / and / you / at / by / as / on**

## GAP FILL: LISTENING

### YouTube turns clicks into cash!

Today, let's \_\_\_\_\_. Most of us have watched the highly popular webpage. These days it's hard to not watch something that originates from it.

For those keen on uploading their videos to YouTube the good news is \_\_\_\_\_ on them. Really? Yes! All you need to do is to monetise your YouTube channel. You do this by linking your YouTube account with your AdSense profile then monetising your video. When people start clicking on your video – BINGO! – \_\_\_\_\_ into cash!

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## WRITING/SPELLING

### WRITING / SPEAKING

**1) On the board** - *In pairs/As a class* - list ten of your favourite webpage's. Talk about them. *One-two minutes.*

**2) Sentence starters** - Finish these sentence starters. Correct your mistakes. Compare what other people have written.

- 1) I watch \_\_\_\_\_
- 2) YouTube \_\_\_\_\_
- 3) I like YouTube \_\_\_\_\_

**3) Homework** - Write and send a 200 word email to your teacher about: **YouTube**. Your email can be read out in class.

### GAP FILL READING

- 1) webpage
- 2) monetise
- 3) profile
- 4) bingo
- 5) revenues
- 6) banner
- 7) ads
- 8) viewers

### ANSWERS

- 1) dedication
- 2) subscription
- 3) pilot
- 4) creativity
- 5) blog
- 6) output
- 7) billion
- 8) free

### SPELLING

The teacher will ask the class individually to spell the following words that are in the article. Afterwards check your answers.

- 1) webpage
- 2) popular
- 3) highly
- 4) widespread
- 5) watch
- 6) really
- 7) monetise
- 8) channel
- 9) clicks
- 10) banner

### SPELLING

Use the following ratings:

**Pass = 12**

**Good = 15**

**Very good = 18**

**Excellent = 20**

- 11) successful
- 12) example
- 13) original
- 14) subscription
- 15) whether
- 16) scheme
- 17) revenue
- 18) creativity
- 19) blog
- 20) beginning

YouTube turns clicks into cash! – *20<sup>th</sup> June 2013*