**Wordbusters - November Reading Text 1**

**Will Traditional TV Ever Be Replaced by Streaming?**

For a long time, people had to listen to the radio to get news, drama, and music at home. This all changed with the development of the television in the early 20th century. Suddenly, we were able to see what was going on, not just listen along.

While the **uptake** of TV ownership **explode**d thanks to the **patriotic** desire to see the crowning of a new monarch – the coronation of Queen Elizabeth-, the decline of television’s dominance has been slow and has been going on for the last couple of decades.

For most of TV’s history, we have fit our lives around the whims of the schedulers, with millions fitting their weekday evenings around **broadcasts** of Eastenders, Emmerdale and other popular programmes.

Except that’s no longer the case. Today, we have the power to watch whatever we want, whenever we want, wherever we want**. Streaming** services have given us access to more **content** than was ever possible, including back catalogues of classic shows and **blockbuster** movies.

It's not just the big name streaming services like Netflix, Amazon and now Disney+ that are ***taking away*** audiences ***from*** **traditional** TV channels either. Social media sites like Instagram and Facebook also provide competition to traditional TV since both allow the uploading of video content, meaning users can watch shorter, but more **relevant** clips at their **convenience.**

In the UK, adults are spending more time watching content on YouTube and streaming services than ever before. In 2018, these figures were 30 minutes and 26 minutes per day **respectively**. This has been the trend for the past decade and it doesn’t look like it will be changing any time soon.

While **demand** for streaming services is growing, the main UK channels continue to be the most watched overall. For example, in 2018 UK adults continued to watch BBC One for an average of 41 minutes per day, more than any streaming service.

Average viewing time for all traditional TV channels continues to **decline** though, despite much larger quantities of original content being produced by these organisations.

While the traditional TV networks have seen a decline, the television set itself doesn’t look like it’s going anywhere any time soon.

Most major TV channels have their own catch up streaming service, which significantly increases their viewing figures.

The majority of catch up viewing, and the watching of streaming services continues to be through the TV. Internet connected smart TVs and devices like Google’s Chromecast and Amazon’s Fire TV mean that older devices can be used to watch streamed content too.

So, while around 50% of all households now **subscribe to** at least one streaming service, it doesn’t look like TV as we know it is going anywhere soon.

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| VOCABULARY | DEFINITION | SYNONYM | ANTONYM |
| **1 uptake** (n) | the [rate](https://dictionary.cambridge.org/dictionary/english/rate) or [act](https://dictionary.cambridge.org/dictionary/english/act%22%20%5Co%20%22act) of [accepting](https://dictionary.cambridge.org/dictionary/english/accepting%22%20%5Co%20%22accepting) something | perception | * misperception
 |
| **2 explode** (v) | to [increase](https://dictionary.cambridge.org/dictionary/english/increase%22%20%5Co%20%22increase) very [quickly](https://dictionary.cambridge.org/dictionary/english/quick%22%20%5Co%20%22quickly) | blow up | * ---------------------
 |
| **3 patriotic** (adj) | [showing](https://dictionary.cambridge.org/dictionary/english/showing) [love](https://dictionary.cambridge.org/dictionary/english/love%22%20%5Co%20%22love) for [your](https://dictionary.cambridge.org/dictionary/english/your%22%20%5Co%20%22your) [country](https://dictionary.cambridge.org/dictionary/english/country%22%20%5Co%20%22country) and being [proud](https://dictionary.cambridge.org/dictionary/english/proud%22%20%5Co%20%22proud) of it | * nationalistic
 | * [unpatriotic](https://www.merriam-webster.com/dictionary/unpatriotic)
 |
| **4 broadcast** (n) | a [television](https://dictionary.cambridge.org/dictionary/english/television%22%20%5Co%20%22television) or [radio](https://dictionary.cambridge.org/dictionary/english/radio%22%20%5Co%20%22radio) [programme](https://dictionary.cambridge.org/dictionary/english/programme%22%20%5Co%20%22programme) | * telecast
 | --------------------- |
| **5 streaming** (n) | the [activity](https://dictionary.cambridge.org/dictionary/english/activity%22%20%5Co%20%22activity) of [listening](https://dictionary.cambridge.org/dictionary/english/listen%22%20%5Co%20%22listening) to or [watching](https://dictionary.cambridge.org/dictionary/english/watch%22%20%5Co%20%22watching) [sound](https://dictionary.cambridge.org/dictionary/english/sound%22%20%5Co%20%22sound) or [video](https://dictionary.cambridge.org/dictionary/english/video) [directly](https://dictionary.cambridge.org/dictionary/english/directly%22%20%5Co%20%22directly) from the [internet](https://dictionary.cambridge.org/dictionary/english/internet) | * tracking
 | --------------------- |
| **6 content** (n) | the [ideas](https://dictionary.cambridge.org/dictionary/english/idea%22%20%5Co%20%22ideas) that are [contained](https://dictionary.cambridge.org/dictionary/english/contain%22%20%5Co%20%22contained) in a [piece](https://dictionary.cambridge.org/dictionary/english/piece%22%20%5Co%20%22piece) of writing, a [speech](https://dictionary.cambridge.org/dictionary/english/speech%22%20%5Co%20%22speech), or a [film](https://dictionary.cambridge.org/dictionary/english/film) | subject,theme | --------------------- |
| **7 blockbuster** (n) | a [book](https://dictionary.cambridge.org/dictionary/english/book%22%20%5Co%20%22book) or [film](https://dictionary.cambridge.org/dictionary/english/film) that is very [successful](https://dictionary.cambridge.org/dictionary/english/successful%22%20%5Co%20%22successful) | * megahits
 | fiascoes |
| **8 take away from** (idiom) | to reduce the value or importance of (something) | * remove
 | * ---------------------
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| **9 traditional** (adj) | [following](https://dictionary.cambridge.org/dictionary/english/following) or [belonging](https://dictionary.cambridge.org/dictionary/english/belong%22%20%5Co%20%22belonging) to the [ways](https://dictionary.cambridge.org/dictionary/english/way%22%20%5Co%20%22ways) of [behaving](https://dictionary.cambridge.org/dictionary/english/behave%22%20%5Co%20%22behaving) or [beliefs](https://dictionary.cambridge.org/dictionary/english/belief%22%20%5Co%20%22beliefs) that have been [established](https://dictionary.cambridge.org/dictionary/english/established%22%20%5Co%20%22established) for a [long](https://dictionary.cambridge.org/dictionary/english/long%22%20%5Co%20%22long) [time](https://dictionary.cambridge.org/dictionary/english/time) | * [conventional](https://www.merriam-webster.com/dictionary/conventional),
* [customary](https://www.merriam-webster.com/dictionary/customary)
 | * [nontraditional](https://www.merriam-webster.com/dictionary/nontraditional),
* [unconventional](https://www.merriam-webster.com/dictionary/unconventional),
* [uncustomary](https://www.merriam-webster.com/dictionary/uncustomary),
 |
| **10 relevant** (adj) | [connected](https://dictionary.cambridge.org/dictionary/english/connected) with what is [happening](https://dictionary.cambridge.org/dictionary/english/happening%22%20%5Co%20%22happening) or being [discussed](https://dictionary.cambridge.org/dictionary/english/discuss%22%20%5Co%20%22discussed) | relative | irrelevant, pointless |
| **11 convenience** (n) | being easy and suitable | * comfort
 | inconvenience |
| **12 respectively** (adv) |  in the order given,(of two or more [items](https://dictionary.cambridge.org/dictionary/english/item%22%20%5Co%20%22items)) with each [relating](https://dictionary.cambridge.org/dictionary/english/relate%22%20%5Co%20%22relating) to something [previously](https://dictionary.cambridge.org/dictionary/english/previously%22%20%5Co%20%22previously) [mentioned](https://dictionary.cambridge.org/dictionary/english/mention%22%20%5Co%20%22mentioned), in the same [order](https://dictionary.cambridge.org/dictionary/english/order%22%20%5Co%20%22order) as first [mentioned](https://dictionary.cambridge.org/dictionary/english/mention%22%20%5Co%20%22mentioned) | * --------------------
 | --------------------- |
| **13 demand** (n) | a [strong](https://dictionary.cambridge.org/dictionary/english/strong%22%20%5Co%20%22strong) [request](https://dictionary.cambridge.org/dictionary/english/request%22%20%5Co%20%22request) | * desire, need
 | nonessential |
| **14 decline** (v) | to [gradually](https://dictionary.cambridge.org/dictionary/english/gradually%22%20%5Co%20%22gradually) [become](https://dictionary.cambridge.org/dictionary/english/become%22%20%5Co%20%22become) less, [worse](https://dictionary.cambridge.org/dictionary/english/worse%22%20%5Co%20%22worse), or [lower](https://dictionary.cambridge.org/dictionary/english/lower%22%20%5Co%20%22lower) | * go down

,decrease, descend | mount, ascend |
| **15 subscribe (to)** (v) | * to [pay](https://dictionary.cambridge.org/dictionary/english/pay) [money](https://dictionary.cambridge.org/dictionary/english/money%22%20%5Co%20%22money) to an [organization](https://dictionary.cambridge.org/dictionary/english/organization%22%20%5Co%20%22organization) in [order](https://dictionary.cambridge.org/dictionary/english/order%22%20%5Co%20%22order) to [receive](https://dictionary.cambridge.org/dictionary/english/receive%22%20%5Co%20%22receive) a [product](https://dictionary.cambridge.org/dictionary/english/product%22%20%5Co%20%22product), use a [service](https://dictionary.cambridge.org/dictionary/english/service) [regularly](https://dictionary.cambridge.org/dictionary/english/regularly%22%20%5Co%20%22regularly), or [support](https://dictionary.cambridge.org/dictionary/english/support%22%20%5Co%20%22support) the [organization](https://dictionary.cambridge.org/dictionary/english/organization%22%20%5Co%20%22organization)
 | sign | unsubscribe |

<https://www.readersdigest.co.uk/culture/film-tv/will-traditional-tv-ever-be-replaced-by-streaming>