

# The 7 Steps - July



## 1. CONTEXT

Mindmap anything you know about the topic, including vocabulary. Do some research online to help.



Line

## 2. QUESTIONS

Read the listening questions to check your understanding. Look up any new vocabulary.

### Listening Questions 1

- When did Line come out with their messaging application?  
\_\_\_\_\_.
- How many monthly active users did they have in total at the end of 2017?  
\_\_\_\_\_.
- Who bought out WhatsApp in 2014, and how many users do they have?  
\_\_\_\_\_.
- How much did their 2016 IPO raise?  
\_\_\_\_\_.
- What did Line open in New York in 2017?  
\_\_\_\_\_.

## 3. LISTEN

Listen and answer the questions using full sentences. Circle the number of times and % you understood.

### Listening Questions 2

- What can people do with their Line smart speaker?  
\_\_\_\_\_.
- Name 2 of their competitors in the smart speaker market.  
\_\_\_\_\_.
- What kind of company is Mobike, and when did they start offering their service in Sapporo?  
\_\_\_\_\_.
- If you use the Line app, what can you use the "Unsend feature" for?  
\_\_\_\_\_.
- How much did the "Pray for the Philippines" initiative raise?  
\_\_\_\_\_.

Listening 1				
1	2	3	4	5
%	%	%	%	%

Listening 2				
1	2	3	4	5
%	%	%	%	%

### Discussion Questions

- What messaging apps do you use and why did you choose them?
- What do you think the next big development in social media will be?

## TRANSCRIPT 1

### 4. CHECK ANSWERS



Read through the transcript and underline the answers. Check them against your own answers.

Line Corporation is probably best-known for their messaging app that they introduced in 2011. In addition to sending messages to each other, users can make voice and video calls.

Line is **predominantly** popular in Japan, Indonesia, Taiwan and Thailand. In January 2018, they reported that as of late 2017 they had 168 million monthly active users, 73 million of whom were in Japan. The number of monthly active users in Japan rose about 7 million but decreased by 6 million in their three other main markets. To put this in perspective, WhatsApp, another popular messaging app, says they have over 1 billion users. WhatsApp was purchased by Facebook in 2014.

Line has an **extensive** collection of “stickers” that people can use when messaging each other. Two of their most famous characters are a bear and a rabbit named Brown and Cony. Users interested in making their own stickers can use Line’s Creators Market and Studio and sell them in the Line Store.

In July 2016, Line launched their IPO on the New York and Tokyo stock exchanges and raised about \$1 billion, which according to reports at the time, was the biggest technology IPO to date that year. Also in New York, the company opened a Line Friends store in Times Square in 2017 that sells merchandise related to their characters and stamps. According to the company’s press release, they had over 30 such stores around the globe.

### 5. CHECK VOCABULARY



Read the transcript and circle any new vocabulary you find. Look them up and add them to your list.

Predominantly	Disruption	Extensive	Come out with	Latter
<b>Fill-in the blanks with the appropriate word above:</b>				
1. This sports store has an _____ range of shoes and apparel.				
2. The team won tournaments in 2002 and 2005, winning the _____ undefeated.				
3. This town is _____ populated by university students.				
4. Everyone is excited about what product the company will _____ next.				
5. There have been numerous _____s to the train schedule due to track maintenance on the southern line.				

### 6. READ ALOUD



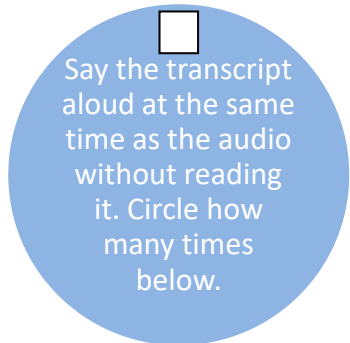
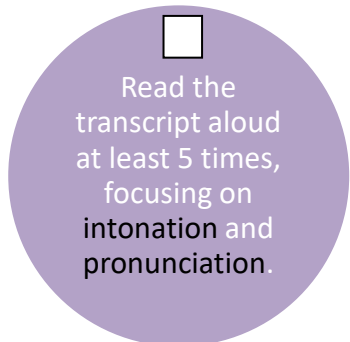
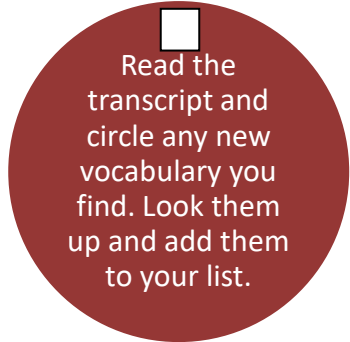
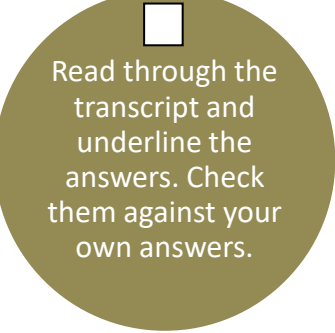
Read the transcript aloud at least 5 times, focusing on intonation and pronunciation.

## TRANSCRIPT 2

In 2017 Line **came out with** two smart speakers called Clova Wave and Clova Friends, the **latter** based on two of their characters. Line explains that owners can, among other things, use these smart speakers to play music, find out what the weather is going to be like, and make phone calls. When it comes to the smart speaker market, three of their competitors are Amazon, Google and Apple.

In December 2017, Line announced that they had partnered with a bicycle-sharing company called Mobike Ltd. Mobike started out in Shanghai in 2016 and in Sapporo in August 2017. Cyclists wanting to use one of their bicycles can use an app to locate and book the bike. In the same month, Line introduced what they call their “Unsend feature,” giving users the option to delete a message they have sent. Messages more than 1 day old can’t be erased.

Finally, Line is heavily involved in disaster relief, having been launched immediately after the Great East Japan Earthquake of March, 2011 when people had trouble contacting each other due to **disruptions** with phone lines. They offer newsletters to educate people on how to stay in touch after natural disasters, and raise money for those affected by natural disasters through their sticker offerings. Similarly in 2013, Line was able to help people affected by a typhoon that had struck the Philippines by releasing a set of stickers called “Pray for the Philippines” which featured some of their characters. They eventually raised close to 60 million yen.



1	2	3	4	5
1	2	3	4	5

### 7. SHADOWING

1	2	3	4	5
1	2	3	4	5