

The 7 Steps -
October



1. CONTEXT



ESPN

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

2. QUESTIONS

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

Listening Questions 1

1. When did the ESPN network start broadcasting?
_____.
2. What is SportsCenter?
_____.
3. How much did ABC pay for ESPN and its satellite broadcasting facilities?
_____.
4. Which of America's major sports leagues did ESPN first sign a deal with?
_____.
5. Why is October a busy month for ESPN?
_____.

3. LISTEN

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

Listening Questions 2

1. How has ESPN diversified its business?
_____.
2. Which company now owns a majority of ESPN?
_____.
3. As of early 2015, how many households subscribed to ESPN?
_____.
4. What was the brand value of ESPN in 2018?
_____.
5. What change in consumer habits is having a negative impact on ESPN?
_____.

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

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

Discussion Questions

1. Do you think cable and satellite TV broadcasting will continue to be affected by Internet options?
2. What changes will happen to sports broadcasting in the future?

4. CHECK ANSWERS

☐

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

5. CHECK VOCABULARY

☐

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

6. READ ALOUD

☐

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

1	2	3	4	5
1	2	3	4	5

7. SHADOWING

☐

Say the transcript aloud at the same time as the audio without reading it. Circle how many times below.

1	2	3	4	5
1	2	3	4	5

TRANSCRIPT 1

ESPN is a cable and satellite TV network that focuses on sports. The company was founded in 1978 and the network launched in 1979. It is based in the small town of Bristol, Connecticut, USA. ESPN became a 24-hour, 7-day-a-week channel on September 1, 1980.

The first show that ESPN aired was SportsCenter, a show that **featured** sports news and highlights of that day. SportsCenter has been ESPN's **flagship** show since the network launched. Several anchors that appeared on SportsCenter went on to other jobs in entertainment, such as a TV talk show host, radio talk show host, or even an actor.

In 1984, the broadcast TV network ABC acquired ESPN and its satellite broadcasting facilities for \$232 million. With the financial resources of ABC behind it, ESPN was able to sign a deal with the NFL to broadcast games on Sunday nights. Eventually ESPN signed contracts with Major League Baseball, the NBA, and NHL as well. October is a very busy month for ESPN because it is the only month when the 4 major North American sports leagues all have games.

Feature	Flagship	Diversify	Acquire	Combat
Fill-in the blanks with the appropriate word / phrase above:				
1. Our company is lacking a _____ product that all customers know.				
2. No one has come up with an idea on how to _____ the threat of the sharing economy and its impact on our business.				
3. Interest rate fluctuations will be _____ on tonight's news program.				
4. I need to _____ more human resources to handle this sudden rise in sales.				
5. In order to keep up with market forces, we need to _____ our offerings to appeal more to the masses.				

TRANSCRIPT 2

ESPN has **diversified** its business over the years by creating its own radio network, magazine, websites, and an additional 8 TV channels.

In 1996, the Walt Disney Company **acquired** ABC, so ESPN has been under the Disney corporate umbrella since then. Disney owns 80% of ESPN with Hearst Corporation owning the other 20%. As of early 2015, ESPN was available in approximately 94 million households in the US. That number represents about 81% of American households with at least one TV. According to Financial Times the brand value of ESPN in 2018 was \$14.8 billion dollars.

However, not everything is looking up for ESPN. As Internet-based entertainment options have become more popular, millions of consumers have cancelled their cable or satellite TV subscriptions. ESPN lost 2 million subscribers in FY18 and has lost nearly 12 million subscribers since FY13. Since 60 percent of ESPN revenue relies on subscriptions, this has many financial analysts worried about the company's future. To **combat** this the company started a new service called ESPN+ which focuses on streaming services, and as of FY19 it has 2 million subscribers.