

The 7 Steps - July



1. CONTEXT



Konami

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 Konami start producing arcade machines?
_____.
2. Name 2 examples of Konami's hit games in the 80s.
_____.
3. How many units did the NES sell worldwide?
_____.
4. What video game genre did Hideo Kojima help create?
_____.
5. What are 2 of Konami's famous non-video game brands?
_____.

Listening Questions 2

1. Other than digital entertainment, what are Konami's business segments?
_____.
2. In FY19, how much revenue did Konami's digital entertainment generate? How much of an increase was this on the previous year?
_____.
3. What is PES's competitor and how many more copies did they sell in 2018?
_____.
4. What football industry licenses did PES gain in 2019?
_____.
5. What Konami-related event will occur in 2020 and what will it connect with?
_____.

3. LISTEN

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

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

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

Discussion Questions

1. What kind of impact have video games had on children's education and development?
2. How do you feel about the emergence of eSports?

TRANSCRIPT 1

4. CHECK ANSWERS



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

Konami was founded in 1969 as a jukebox rental and repair business, but has gone on to become famous around the world for its video games. The company started producing arcade machines in 1973. Konami's business boomed in the 80s due to the popularity of several of its games including Frogger, Contra, and Castlevania. One of the reasons for the boom was the introduction of the Nintendo Entertainment System home video game console, which was called the Family Computer in Japan. The NES sold over 60 million units worldwide, which helped make video games at home **commonplace**. As of 2018, Konami was the 20th most successful video game producer in the world by revenue.

In 1987, Konami released a game called Metal Gear, which is considered one of the first video games of the stealth genre. The creator of the game, Hideo Kojima, became one of the most influential video game designers in the world and Konami eventually created a production studio with him as the director. In early 2015, Konami made big news when it cut ties with Hideo Kojima for **undisclosed** reasons.

Konami are also well known for the Yu-Gi-Oh! Trading card game, which was recognized by the Guinness World Records as the top-selling card game in the world in 2009, and as of 2011 had sold over 25 billion cards. The card game celebrated its 20th anniversary in 2019. The popular dance arcade game Dance Dance Revolution also released its newest version in 2019.

5. CHECK VOCABULARY



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

Commonplace	Undisclosed	Heated	Exclusive	Coincide
Fill-in the blanks with the appropriate word / phrase above:				
1. The TV broadcaster has an _____ agreement to show the game.				
2. The sharing economy including cars and homes has become _____.				
3. Our poor performance _____ with a drop in consumer spending.				
4. The two board members were overheard having a _____ debate.				
5. The CEO was headhunted from a competitor for an _____ amount.				

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

TRANSCRIPT 2

Konami has greatly diversified its business to include the operation of fitness clubs, the design and production of slot machines and casino management systems, and the design and production of pachinko machines in addition to its digital entertainment business, which includes Konami's long-running video game business. In FY19, over 140 billion yen in revenue came from its digital entertainment business, which was a 16% increase from the previous year.

Konami has released an annual version of their hugely successful football simulation video game Pro Evolution Soccer (PES) since 2001 and they are currently in a **heated** battle with EA Sports' FIFA, which in 2018 outsold PES by 10 copies to 1. These two companies are always trying to outdo each other in gaining **exclusive** licenses with the biggest organizations, tournaments and clubs in football. Although Konami lost their license with the UEFA Champions League in 2018 to EA Sports, they hit back hard in the summer of 2019 by gaining licenses to Italy's Serie A and famous clubs such as Juventus, Bayern Munich, Manchester United and Arsenal. These licenses allow Konami to use authentic club logos, trophies, badges, stadiums and players in their game, which is a major selling point for gamers.

In August 2019, Konami announced an exclusive partnership with UEFA for their EURO 2020 tournament to be used in their soon-to-be released 2020 edition. To take advantage of the e-sports boom, Konami also planned to hold an eEuro 2020 competition to **coincide** with Euro 2020, which would become the biggest national-team based virtual soccer event. The finals were to be held at London's Wembley Stadium a few days before the Euro 2020 final.

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