## we put faith in the future



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# Internet Histories

Discussing the history of an app
Completing a quiz about the Internet
Discussing experience of the Internet
Fluency Giving a presentation about a
company's history
Asking questions about the past

#### Reading

Timeline describing history of Angry Birds
Article about the birth of the Internet
Listening

Documentaries about the history of Angry Birds and the history of the Internet Phrase bank Talking about the past Vocabulary Business and the Internet Grammar Past Simple, Questions about past events



# Speaking

Do you use apps on your mobile phone?

What is the last app you used? What for?





merchandise

something that results from work done to produce a different product (n)

spin-off







### Listening

2 1.20 Have you ever played the game Angry Birds™? Listen to a short lethe origins of the game and answer the questions.

- In what country was the company that developed Angry Birds based?
- b When did development on the game first start?
- c What were the initial development costs?
- d When did the game first appear on the Apple® App Store?
- e By May 2012, how many downloads of the game were there?
- f Apart from downloads, how else does the game make money?

anniversary colleagues costs distribution downloads merchandise partnership platforms revenues spin-off With over one billion (a) \_\_\_\_\_, Angry Birds is perhaps the largest mobile app success so far. It has been praised for its successful combination of addictive games, humorous style and low price. There are versions of Angry Birds for personal computers and games consoles, a market for featuring its characters and even long-term plans for (b) a feature film or television series. Here is its history. EARLY 2009 - A designer, Jaakko lisalo, presents the idea for a new game to his (c) \_\_\_\_\_ at Finnish computer game developer, Rovio Entertainment. The game featured some angry-looking birds. They like the basic idea, but decide to give the birds some pigs as an enemy because of an outbreak of swine flu at the time. They estimate the initial (d) \_\_\_\_\_ of developing the game were €100,000. DEC 2009 - In (e) \_\_\_\_\_ with Chillingo, Rovio publish Angry Birds on the Apple® App Store. MARCH 2010 - Angry Birds achieves top-selling app status on the USA's App Store, where it stays until October that year. Also in March they launch a version of the game for Facebook. OCT 2010 - They release the first version of the game for Android, and experience more than one million downloads in the first 24 hours and two million in its first weekend. Throughout 2010, versions for other (f) \_ appear. The company claim (g) \_\_\_\_\_ of over \$100,000 a month just for the advertising on the free version of the game.

DEC 2010 - On the (h) \_\_\_\_\_ of its first release, Rovio announce over 50 million downloads, including 12 million on iOS devices (Apple) and 10 million on Android.

APRIL 2011 - The UK Appy Awards name Angry Birds as both the 'Best Game App' and 'App of the Year'.

MAY 2012 - The different versions of the game reach one billion downloads. JUNE 2012 - At the Electronic Entertainment Expo in Los Angeles, California,

Rovio and (i) \_\_\_\_\_ partner Activision reveal plans to bring Angry Birds and two of its (j) \_\_\_\_\_ games (the Angry Birds Trilogy) to the PlayStation 3, Xbox® 360 and Nintendo 3DS systems, taking advantage of their unique features, such as glasses-free 3D visuals.

It's been quite a success story!

### Complete



# 4 All the verbs in bold

Write them in the correct form.

They liked the basic idea.

They didn't like the basic idea.

Key words: last year- ago- in the pastyesterday ....

Sub+ verb(d-ed-ied)/irregular verbs.

Sub+ didn't+ verb(inf)

To say when things happened in the past, you use:

- in + month / year in March, in 1987
- · on + day / date on Monday, on 5th December
- at + time / special periods at 5.00, at Christmas
- · length of time + ago five minutes ago, a week ago
- when + past situation / action when I was younger,
   when he arrived
- before + past situation / action before I met him

## Practice



#### Practice 1

Write the verbs in the Past Simple.

- a work worked
- **b** stop <u>stopped</u>
- **c** live
- d start
- e use
- f travel
- g drop
- h carry
- i tip

- marry \_\_\_\_
- k plan \_\_\_\_
- reach \_\_\_\_
- m arrive \_
- n fit
- o visit
- p call
- q increase
- r like

#### Practice 2

Write the irregular verbs in the Past Simple.

- a tell
- told
- **b** say
  - get \_\_\_
- **d** give
- **e** take
- put

- g make
- h do
- i go
- come
- **k** write
- have



spread news.

5 Complete the article with the verbs in the box in the Past Simple. Some of them are irregular.

become	begin	call	conn	ect (x 2)	increase	invent	launch	make	reach	send
We know that in 1965, the Advanced Research Projects Agency (ARPA), under the US Department of Defence, (a) work on a system to connect computers.  They (b) the project ARPANET.				(e) the first email via ARPANET. In the same year the Net went international, connecting computers in England and Norway.  The next step was to connect different networks and to create an			dramatically: from 10,000 in 1984 to 100,000 in 1987. By the early 1990s, the network was accessible to anyone in the world with a computer. In 1992, the number of hosts (j) 1,000,000.			
On September 2nd, 1969, in a laboratory at the University of California, Professor Leonard Kleinrock (c) the first two machines. For many people, that day the Internet was born. The next month they sent the first			first e,	'Internetwork'. In 1974, Bob Kahn and Vincent Cerf (f) a software called TCP/IP that connected networks using different operating systems. On January 1st, 1983, this software (g) the universal language of the Internet – many experts think that			In 1993, two programmers, Marc Andreessen and Eric Bina,  (k) the first version of Mosaic – the first graphics-based browser of the type we all use today – which made the Internet an easy means to browse websites, get information and			

By January 1970, ARPANET

(d) \_\_\_\_\_ computers in four American universities, and by the following year there were 23 in the system, connecting different universities and research institutes. In 1973, Ray Tomlinson

message to a computer at Stanford

University.

More and more networks joined the system and the number of connected computers (i)

the Internet because it.

one web.

this event was the real birth of

(h) \_\_\_\_\_ it possible

to link different networks in

# Speaking



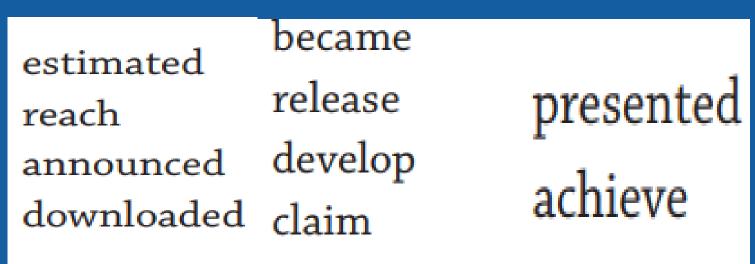
# Who really invented the Internet?

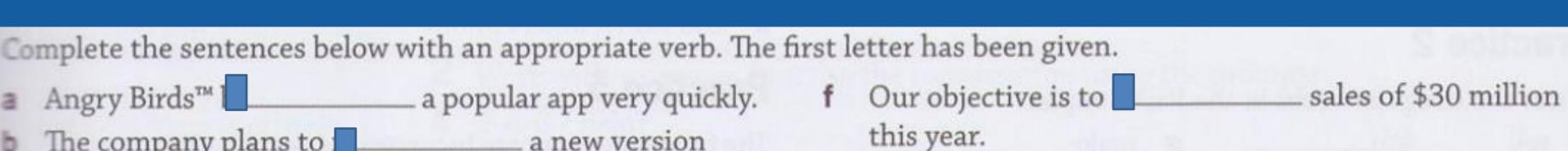
- 1 Work in groups and discuss the Internet.
- a When was the first time you used the Internet? What did you use it for?
- b Do you think the invention of the Internet has changed your life in any way?
- I used it in 2007.
- I used it to search.
- I listened to lectures in 2009.
- The internet saved my time and money.
- They made us happier.
- It changed my life a lot.
- I started using the internet in 2005.
- The internet made my life easier.
- I could watch movies and matches.





## Vocabulary





- next year.

  It can take a lot of time and money to a new version

  This year.

  They

  a new version

  They

  conference.
- idea into a successful product.

  h Last month 3 million people \_\_\_\_\_\_ the app.
- They to have a turnover of over i The designer an idea for a new product at the meeting.
- The final costs were much higher than they originally

  j Did they

  the expected turnover last year?

Answers on page 145.



# Vocabulary

Announce

Claim

Estimate

Release

Develop

Achieve

to make something known or tell people about something officially.

to say that something is true or is a fact, although you cannot prove it and other people might not believe it.

to guess or calculate the cost, size, value, etc. of something.

to allow something to be shown in public or to be available for use.

to (cause something to) grow or change into a more advanced, larger, or stronger form.

to succeed in finishing something or reaching an aim, especially after a lot of work or effort.



### Practice

They the idea to everyone.	estimated	be
We the cost to be four thousand dollars.	reach	rel
They didn't their target last month.	announced	de
She severely depressed after her mother's death.	downloaded	cla
We didn't Miami 5 hours ago.		
Yesterday she that she is quitting her job.		
I their latest album on MP3.		
We the names of the soldiers who were killed.		
She the company from nothing.		
The man to be a social worker and the old woma	n believed hi	m.

became
reach
release
announced develop
downloaded claim
presented
achieve



### Presentation

### **Company history**

Prepare a short presentation about the history of your company (or one that you know about) or an invention. You may find some of the words in the box useful. Then give your presentation to the other students in the class.

achieve begin develop establish expand found increase launch manufacture produce reach want

Include information about the following, if you know it.

- the origins of the company, who founded it and when
- key dates in its history
- the opening of new offices or factories
- important orders or contracts it obtained
- periods of important growth
- introduction of new products or services
- establishment of subsidiaries
- appointment of key personalities in its management
- significant recent events



### Answer Key

They presented the idea to everyone.

We estimated the cost to be four thousand dollars.

They didn't achieve their target last month.

She became severely depressed after her mother's death.

We didn't reach Miami 5 hours ago.

Yesterday she announced that she is quitting her job.

I downloaded their latest album on MP3.

We released the names of the soldiers who were killed.

She developed the company from nothing.

The man claimed to be a social worker and the old woman believed him.