

These young people are becoming famous and making money just by sitting in their bedrooms! How do they do it? Watch the video and find out!

Do the preparation task first. Then, watch the video and do the exercises. Remember you can check the transcript at any time.

Preparation

Match the words with the correct definition and write a–h next to the number 1–8.

- | | |
|---------------------------------|---|
| 1..... a vlogger or YouTuber | a. an invented word meaning an explosion of feelings |
| 2..... a heartthrob | b. a type of |
| 3..... a breed of | c. to cry |
| 4..... 'feelingsplosion' | d. to be more advanced or better than other people at something |
| 5..... bugs | e. a video blogger who shares their videos on YouTube |
| 6..... youngsters | f. insects or similar creatures |
| 7..... to shed tears | g. an attractive (and usually famous) man |
| 8..... to be ahead of the curve | h. young people |

1. Check your understanding: true or false

Circle *True* or *False* for these sentences.

- | | | |
|---|-------------|--------------|
| 1. The main audience for video blogs is teenagers. | <i>True</i> | <i>False</i> |
| 2. Dan Howell makes his films in his bedroom. | <i>True</i> | <i>False</i> |
| 3. The more views you get, the more money you make from advertising. | <i>True</i> | <i>False</i> |
| 4. When the stars make public appearances in real life, not many people go to see them. | <i>True</i> | <i>False</i> |
| 5. Charlie McDonnell is America's biggest YouTube blogger. | <i>True</i> | <i>False</i> |
| 6. Charlie McDonnell says it feels really strange for him to be on YouTube. | <i>True</i> | <i>False</i> |
| 7. Some fans spend five or six hours a day watching YouTube. | <i>True</i> | <i>False</i> |
| 8. The reporter, Katie Razzall, thinks she is the typical kind of person who watches vlogs. | <i>True</i> | <i>False</i> |

2. Check your understanding: multiple choice

Choose the correct phrase to complete the sentences.

1. Famous vloggers make plenty of money from _____.
 - a. public appearances
 - b. advertising
 - c. selling things online
2. Nearly half a million fans _____.
 - a. subscribe free to Dan's channel
 - b. pay a small yearly fee to watch Dan's channel
 - c. recommended Dan's channel to their friends last year
3. Dan's YouTube channel is getting more views than E4 (British Channel 4's online channel) but he says _____.
 - a. TV adverts are worth more than internet adverts
 - b. Channel 4 has a lot more money to invest in its programmes
 - c. advertising companies pay vloggers less for adverts because they're young
4. There are _____ to being a YouTube star.
 - a. some basic rules
 - b. no rules
 - c. some complicated rules
5. _____ worth of minutes have been watched of Sam Pepper's videos.
 - a. 250 years'
 - b. 25 years'
 - c. 2.5 years'
6. 13-year-old Alice shed tears after meeting her favourite vlogger because, she says, _____.
 - a. he wasn't as good-looking as she expected
 - b. he knows who she is now and she can't believe someone so amazing knows her
 - c. he seemed really normal and friendly in real life, and she was really happy
7. The YouTubers think a subtle difference between them and established stars is that _____.
 - a. they are more interested in their fans
 - b. they talk about things that are interesting to teenagers
 - c. their fans don't put them on a pedestal - they're more like friends
8. To appear on Dan's YouTube channel, Katie Razzall, the reporter, has to _____.
 - a. sing the highest note she can
 - b. sing the longest note she can
 - c. sing the most beautiful note she can

How much time do you spend on YouTube?

What do you watch? Do you have a favourite vlogger?