

Lip-syncing video app sells for \$1 billion

12th November, 2017



A Chinese media company has bought the hugely popular social video app Musical.ly for \$1 billion. Many people pronounce Musical.ly as "musically". The Chinese company is a technology giant called Bytedance. The company hopes it will

become the first Chinese social media site to become a global brand. The Musical.ly app was started in Shanghai in 2014. It now has 60 million active monthly users. The app is very popular with young people. On Musical.ly, users can record and share 15-second to one-minute videos of themselves lip-syncing to popular songs. They can edit the videos, make funny faces, change the speed, add filters and play the videos backwards. People who use the app are called "musers".

Musical.ly is set to become the next big thing across the social media world. It will probably become a part of life for young people, and another thing for them to share on their mobile phones. Bytedance's chief executive Zhang Yiming explained why his company bought the social video app. He said: "By integrating Musical.ly's global reach with Bytedance's massive user base in China and key Asian markets, we are creating a significant global platform for our content creators and brands to engage with new markets." Bytedance also owns one of the world's biggest news apps, called Today's Headlines. This popular news service has 120 million active daily users.

Sources: wikipedia.org / bbc.com / scmp.com

Writing

A lip-syncing social media app is a great idea. Discuss.

Chat

Talk about these words from the article.

media / popular / technology / giant / social media / young people / funny faces / app / the next big thing / a part of life / global / brands / markets / news service / daily

True / False

- The app Musical.ly is now owned by a Chinese company. T / F
- The Musical.ly app started in 2014. T / F
- Musical.ly has just fewer than 6 million monthly users. T / F
- People who use the Musical.ly app are called "musers". T / F
- The article says the app will not be popular on social media. T / F
- The article says the app will be a part of life for older people. T / F
- Musical.ly's owner wants to get into new markets around the world. T / F
- Musical.ly's owner has a news service called 'Tomorrow's Headlines'. T / F

Synonym Match

(The words in **bold** are from the news article.)

- | | |
|---------------------------|---------------|
| 1. hugely | a. trade name |
| 2. pronounce | b. enormous |
| 3. brand | c. well-liked |
| 4. popular | d. CEO |
| 5. funny | e. ready |
| 6. set | f. extremely |
| 7. chief executive | g. combining |
| 8. integrating | h. consumers |
| 9. massive | i. say |
| 10. users | j. humorous |

Discussion – Student A

- What do you think of the Musical.ly app?
- Who do you think would most like the app?
- What's your favourite app?
- What song would you lip-sync to for this app?
- Do you like fun apps like this?
- Why are apps so popular?
- Do you spend too long using apps?
- How many of the Musical.ly videos will be on Facebook?

Phrase Match

- | | |
|--|------------------------|
| 1. hugely | a. for young people |
| 2. become a global | b. backwards |
| 3. videos of themselves lip-syncing to | c. with new markets |
| 4. play the videos | d. popular |
| 5. People who use the app | e. popular songs |
| 6. set to become the next big | f. users |
| 7. become a part of life | g. thing |
| 8. content | h. are called "musers" |
| 9. engage | i. creators |
| 10. 120 million active daily | j. brand |

Discussion – Student B

- What do you think about what you read?
- How important is social media for you?
- What do you share on your mobile phone?
- What would life be like without apps?
- What app would you like designers to make?
- What do you think of lip-syncing?
- What's your favourite song and why?
- What questions would you like to ask the app designers?

Spelling

- the gulehy popular social video app
- pcnunroeo Musical.ly as "musically"
- become a llgabo brand
- 60 million iectav monthly users
- change the speed, add etrlfs
- play the videos cardksawb
- across the isacol media world
- Bytedance's chief vxteiceeu
- Bytedance's vismsea user base
- creating a aifnsniicgt global platform
- eenagg with new markets
- news isercve

Answers – Synonym Match

1. f	2. i	3. a	4. c	5. j
6. e	7. d	8. g	9. b	10. h

Role Play

Role A – Lip-syncing

You think lip-syncing is the best thing to do to music. Tell the others three reasons why. Tell them why their things aren't as good. Also, tell the others which is the least enjoyable of these (and why): dancing, relaxing or exercising.

Role B – Dancing

You think dancing is the best thing to do to music. Tell the others three reasons why. Tell them why their things aren't as good. Also, tell the others which is the least enjoyable of these (and why): lip-syncing, relaxing or exercising.

Role C – Relaxing

You think relaxing is the best thing to do to music. Tell the others three reasons why. Tell them why their things aren't as good. Also, tell the others which is the least enjoyable of these (and why): dancing, lip-syncing or exercising.

Role D – Exercising

You think exercising is the best thing to do to music. Tell the others three reasons why. Tell them why their things aren't as good. Also, tell the others which is the least enjoyable of these (and why): dancing, relaxing or lip-syncing.

Speaking – Music

Rank these with your partner. Put the best things to do with at the top. Change partners often and share your rankings.

- | | |
|------------------|---------------------|
| • make it | • lip-sync to it |
| • exercise to it | • dance to it |
| • share it | • relax to it |
| • talk about it | • listen to it live |

Answers – True False

a	T	b	T	c	F	d	T	e	F	f	F	g	T	h	F
---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---

Answers to Phrase Match and Spelling are in the text.