

## New Netflix subscribers surge during pandemic

25th April, 2020



Netflix has more than doubled the number of new subscribers it thought it would get this year. Netflix makes movies and TV shows, and provides a service for subscribers to watch these online. The streaming giant said 15.77 million new

subscribers signed up for its services in the past three months. It expected an increase of around half this number. The doubling of subscriptions is due to the coronavirus pandemic. Millions of people are staying at home and are using their free time by watching films and TV programmes. Netflix is now one of the world's most valuable companies. It is worth more than the oil giant ExxonMobil. Financial analysts say its value is around \$196 billion.

A Netflix official said the surge in membership numbers was probably temporary. The rate of new memberships would probably go down and return to normal after lockdowns end. The company said: "We expect viewing to decline and membership growth to [slow down] as home confinement ends, which we hope is soon." It added: "The coronavirus has reached every corner of the world and, in the absence of a widespread treatment or vaccine, no one knows how or when this terrible crisis will end. We are aware that we are fortunate to have a service that is even more meaningful to people confined at home." The company hopes to start producing more new shows in the near future.

Sources: [theguardian.com](http://theguardian.com) / [standard.co.uk](http://standard.co.uk) / [ft.com](http://ft.com)

## Writing

Watching movies and TV shows is the best thing to do during lockdown. Discuss.

## Chat

Talk about these words from the article.

Netflix / doubled / subscribers / online / three months / films / valuable / oil / value / surge / membership / lockdown / free time / streaming / crisis / fortunate / confined

## True / False

- The number of Netflix subscribers trebled in the past three months. T / F
- Netflix makes and streams TV shows. T / F
- Netflix expected just a quarter of the subscribers it got. T / F
- The oil giant ExxonMobil is worth more than Netflix. T / F
- Netflix thinks the increase in membership will be permanent. T / F
- Netflix thinks the growth in membership will return to normal levels. T / F
- Netflix said coronavirus reached most corners of the world. T / F
- Netflix said it hopes to make more new shows soon. T / F

## Synonym Match

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

- |                      |                      |
|----------------------|----------------------|
| 1. <b>doubled</b>    | a. increase          |
| 2. <b>movies</b>     | b. because of        |
| 3. <b>expected</b>   | c. making            |
| 4. <b>due to</b>     | d. believed          |
| 5. <b>value</b>      | e. extended          |
| 6. <b>surge</b>      | f. films             |
| 7. <b>decline</b>    | g. worth             |
| 8. <b>reached</b>    | h. emergency         |
| 9. <b>crisis</b>     | i. increased twofold |
| 10. <b>producing</b> | j. go down           |

## Discussion – Student A

- What do you know about Netflix?
- What do you think of movies?
- Which are better - movies or TV shows?
- What do you think of streaming?
- What are the state TV channels like in your country?
- Is it better to watch a movie on TV or your smartphone?
- What could people do instead of watching movies?
- Why are movies and TV so popular?

## Phrase Match

- |  |                              |
|--|------------------------------|
| 1. Netflix has more than doubled the     | a. half this number          |
| 2. in the past                           | b. future                    |
| 3. It expected an increase of around     | c. membership                |
| 4. using their free time                 | d. three months              |
| 5. Financial analysts say its value is   | e. to decline                |
| 6. the surge in                          | f. number of new subscribers |
| 7. return to normal                      | g. or vaccine                |
| 8. We expect viewing                     | h. after lockdowns end       |
| 9. the absence of a widespread treatment | i. around \$196 billion      |
| 10. in the near                          | j. by watching films         |

## Discussion – Student B

- What do you think about what you read?
- What would you do if there were no movies or TV?
- Is Netflix the best streaming service?
- How will you feel when scientists find a vaccine?
- When do you think this terrible crisis will end?
- How important are companies like Netflix?
- What advice do you have for Netflix?
- What questions would you like to ask Netflix's boss?

## Spelling

- Netflix has more than uebdold the number
- new cssrrbuebi
- The streaming tgain
- due to the coronavirus emdcpnia
- the world's most aluvable companies
- Financial atlynsas
- the resgu in membership
- probably ptaoeymrr
- We expect viewing to liceedn
- treatment or cevanci
- when this terrible ssicir will end
- we are fnttourea

### Answers – Synonym Match

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

## Role Play

### Role A – Movies

You think movies are the best things to watch on TV during lockdown. Tell the others three reasons why. Tell them what is wrong with their shows. Also, tell the others which is the least useful of these (and why): chat shows, sport or cooking shows.

### Role B – Chat Shows

You think chat shows are the best things to watch on TV during lockdown. Tell the others three reasons why. Tell them what is wrong with their shows. Also, tell the others which is the least useful of these (and why): movies, sport or cooking shows.

### Role C – Sport

You think sport is the best thing to watch on TV during lockdown. Tell the others three reasons why. Tell them what is wrong with their shows. Also, tell the others which is the least useful of these (and why): chat shows, movies or cooking shows.

### Role D – Cooking Shows

You think cooking shows are the best things to watch on TV during lockdown. Tell the others three reasons why. Tell them what is wrong with their shows. Also, tell the others which is the least useful of these (and why): chat shows, sport or movies.

## Speaking – TV Shows

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

- |            |                   |
|------------|-------------------|
| • Movies   | • Comedies        |
| • News     | • Gardening shows |
| • Sport    | • Cooking shows   |
| • Cartoons | • Chat shows      |

### Answers – True False

a	F	b	T	c	F	d	F	e	F	f	T	g	F	h	T
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Answers to Phrase Match and Spelling are in the text.