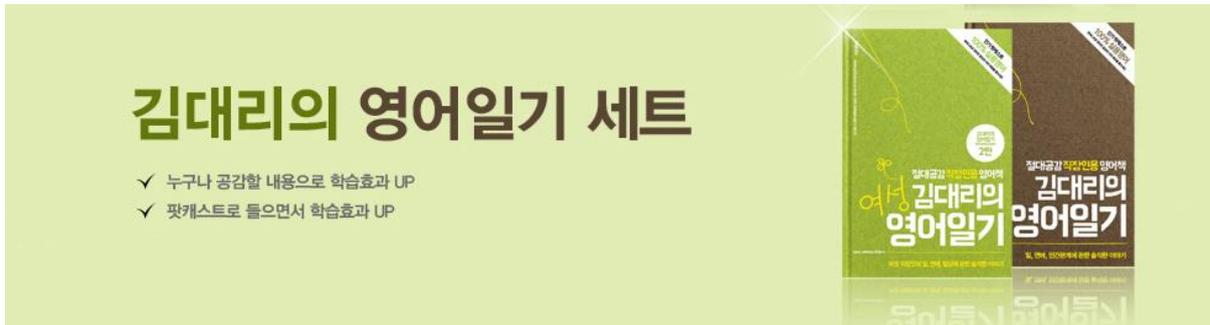


2016년 2월 26일 키워드 스피킹 방송 / 주제: 지상파의 영향력 감소와 미디어 환경 변화

<광고>



**김대리의 영어일기 세트**

- ✓ 누구나 공감할 내용으로 학습효과 UP
- ✓ 팟캐스트로 들으면서 학습효과 UP

### Grace's Summary

About a month ago, **the nostalgic TV drama** "Reply 1988", which aired on the cable channel tvN, concluded with a **record-breaking rating of** 19.6 percent. It became the most popular cable broadcast of all time. Yet, the popularity does not stop with this program. The **viewership** of cable channel shows, comedies and dramas surpass those of their rival **terrestrial channels** such as KBS, MBC or SBS.

This new trend **reflects the fundamental changes** happening in the Korean media industry. Especially **since the advent of smartphones**, people have changed the manner in which they consume contents. Instead of waiting in front of the TV to watch their favorite programs, people turn to smartphones and other devices to watch programs **at their convenience and on demand**. **To further support these new viewing trends**, the **U.S. content giant, Netflix**, recently entered the Korean market, which will likely accelerate the changes to **Korea's content business landscape**.

For movie, drama and news report consumers, technology makes the world smaller. Consumers are no longer loyal to the services of their individual country. Also, **no singular platform holds the edge over other competitors** in this **highly cut-throat market**. Only those who are able to produce high-quality contents **tailored to the needs of the viewers** will survive and become the winner.

해석

1. the nostalgic TV drama 향수를 자극하는 드라마
2. record-breaking rating of ~라는 기록적인 시청률
3. viewership 시청, 시청자 수, 시청률
4. terrestrial channels 지상파 채널
5. reflects the fundamental changes 근본적인 변화를 반영하다
6. since the advent of smartphones 스마트폰 시대가 도래한 이래로
7. at their convenience and on demand 편한 시간에 필요에 따라
8. To further support these new viewing trends 이렇게 변화하는 트렌드를 더욱 두드러지게 만들다
9. the U.S. content giant, Netflix, 미국의 콘텐츠 공룡 넷플릭스
10. Korea's content business landscape 한국의 콘텐츠 산업 환경
11. no singular platform holds the edge over other competitors 어떤 플랫폼도 경쟁 플랫폼에 대해 우위를 잡하지 못한다
12. highly cut-throat market 경쟁이 치열한 시장
13. tailored to the needs of the viewers 시청자의 필요에 맞춘

### Keywords / Key Sentences

1. 넷플릭스가 한국에 진출했다. Netflix launched its business in Korea. Netflix's services are now available in Korea.

- Netflix made its official debut in Korea. Netflix expanded its service to Korea.
2. 지상파의 (미디어 산업에 대한) 영향력이 감소하고 있다. Terrestrial TV channels are losing their influence in the media industry. The media industry is no longer ruled by Terrestrial TV channels. The clout/reputation/weight of terrestrial TV Channels is diminishing in the media industry.
  3. 여론 형성 과정에서 네이버와 다음 등의 포털이 주류 언론사보다 더 큰 영향력을 행사한다. Portal sites such as Naver and Daum have a bigger influence on the public opinion than mainstream media. Portal sites such as Naver and Daum impact the public opinion more than mainstream media. Mainstream media does not affect public opinion as much as portal sites such as Naver and Daum do.
  4. 웹드라마 같은 모바일 전용 콘텐츠가 인기를 끌고 있다. Mobile-dedicated contents such as web-dramas have become popular. Web-dramas that can be viewed on mobile devices have increased in popularity. Mobile-dedicated contents such as web-dramas are more suitable for this on-the-go society.
  5. 1인 가구 중 TV 서비스에 가입하지 않는 사람들의 수가 늘고 있다. Among one-person households, the number of TV service subscribers is decreasing. The number of TV service subscribers among one-person households is on the decline. Residents of one-person households are subscribing less to TV services.
  6. 원하는 시간에 원하는 방송만을 보려는 소비자들이 늘고 있다. People want to watch only their favorite TV programs at their most convenient time. People want to choose what they watch and when they watch it. People want to choose not only their TV programs but also the time they are able to watch them.
  7. 결국 경쟁력 있는 콘텐츠를 개발하는 것이 가장 중요하다. What's most important is to develop competitive, high-quality contents. The key is to develop competitive and high-quality contents. It is important to advance the quality of contents in this competitive market.