

2018년 11월 22일 키워드 스피킹 방송 / 주제: 넷플릭스 (Netflix)

<광고>

	<p>『비즈니스 편』</p> <p>총 347 개의 고급 표현</p> <p>전략, 재무, 마케팅, 법무 등 비즈니스의 전 영역을 망라</p>		<p>『시사이슈 편』</p> <p>『키워드 스피킹』 팟캐스트 에서 다른 표현들을 소개</p> <p>총 43개의 주제에 관한 유용한 문장들</p>
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Summary

If you're interested in investing in stocks, you may have heard about FAANG, **an acronym for five major IT companies that have been leading the recent bull market**. The letter "N" in FAANG stands for Netflix.

Since its launch in Korea in 2016, the US media giant **has expanded its base in the domestic market**. Now, **going beyond establishing itself as a leader in content streaming market**, Netflix took a more aggressive step by investing in and creating more content targeted at Korean consumers. Also, **setting up a business partnership with Korea's On Demand provider**, Netflix will soon **become available on your TV**.

Korea's media industry players are **reacting with both concerns and hopes**. Netflix may outdo all the Korean content creators and providers, so its aggressive expansion will **deal a heavy blow to** the Korean companies. Others say that Netflix's international reach will help introduce Korean content to the international market. Also, **stepped-up competition will make Korean companies produce better content**, which will eventually lead to more benefits for consumers.

The "Korean Wave" **has been a buzzword for more than a decade**, but people think it has been focusing too much on young idol groups. Many Koreans hope the expansion of Netflix will **create a win-win situation for Korea's content industry** and help redefine the "Korean Wave." This will expose Korean shows and movies to a wider international audience.

해석

1. an acronym for five major IT companies that have been leading the recent bull market 최근 강세장을 주도한 5개 주요 IT 기업의 첫 글자를 따서 만든 말
2. has expanded its base in the domestic market 국내 시장에서 입지를 확대해 왔다
3. going beyond establishing itself as a leader in content streaming market 스트리밍 시장의 리더로 자리매김하는 것을 넘어
4. setting up a business partnership with Korea's On Demand provider 국내 IPTV 업체와 파트너십을 맺고
5. become available on your TV 텔레비전에서도 볼 수 있게 된다
6. reacting with both concerns and hopes 걱정과 기대를 모두 지니고 대응하다
7. deal a heavy blow to 큰 타격을 입히다
8. stepped-up competition will make Korean companies produce better content 경쟁이 심화되면서 국내 기업들이 더 좋은 콘텐츠를 생산하게 된다
9. has been a buzzword for more than a decade 한류라는 말이 10년 이상 언론을 장식해 왔다
10. create a win-win situation for Korea's content industry 한국 콘텐츠 산업을 위해 서로 윈윈하는 환경을

만들다

Keywords / Key Sentences

1. 넷플릭스가 IPTV에 진출하는데, 그동안 주로 스마트폰과 PC로 동영상을 보는 젊은 층을 공략했다면 앞으로는 TV를 즐겨 보는 중장년층으로까지 범위를 넓히려는 것이다. Netflix will become available On Demand through LG's Internet TV service in Korea. Currently, its main customers are those in their 20s and 30s who use its streaming service via smartphones and computers. This is a strategy to expand its base to middle-aged or older customers. / Netflix wants to expand its market segment by having their service accessible through On Demand. Netflix has attracted the attention of younger users but now wants to focus on bringing in older people who will subscribe to their service. / Netflix is targeting an older demographic by having its service available On Demand. Younger early adapters are already using this service on their computers and mobile devices.
2. 국내 미디어 업계는 자금력과 규모를 키워 대응을 모색한다. The Korea's media industry is planning to react to Netflix's expansion by scaling up its size and increasing its financing for better content. / Netflix's entrance into the market has caused Korean media companies to react and focus money and effort on increasing the quality of entertainment. / Korean media and entertainment will need to step up their game in order to compete with Netflix's vast resources.
3. 넷플릭스가 자본력에 의존해 한국 시장을 겨냥한 작품을 쏟아내면 국내 콘텐츠 업체는 어려움을 겪을 것이다. Netflix will strengthen its base in Korea by using a large amount of capital and creating its own content for Korean customers. This will challenge the status quo of the current Korean media and entertainment industry. / With a huge amount of money, Netflix can drastically change the entertainment landscape in Korea. Netflix can create a large amount of content for Koreans. This will challenge the older traditional media industry. / Netflix can use its financial power to create a huge amount of content in Korean. This may lead many Koreans to "cut the cord."
4. 넷플릭스는 투자하거나 제작한 한국 콘텐츠를 해외에 전파할 것이다. 한국 콘텐츠가 알려지는 좋은 기회가 될 수 있다. The new content created by Netflix will be distributed globally. It will also be a good opportunity for Korean content to be known internationally. / Netflix translates all its new shows and movies in several languages. This is a great chance for Korean entertainment to be enjoyed across the world. / The Netflix platform translates its content then uploads it to its service, so anyone in any country can access its entertainment. This will increase the exposure of Korean movies and shows.