

2019년 10월 11일 키워드 스피킹 방송 / 주제: 구독 경제

<광고>

	<p>『일상회화 편 2』</p> <p>세련되고 효과적인 회화 표현</p> <p>213개의 대화문과 7개의 추가 문장으로 스피킹 업그레이드</p>		<p>『시사이슈 편』</p> <p>『키워드 스피킹』 팟캐스트 에서 다룬 표현들을 소개</p> <p>총 43개의 시사 이슈에 관 한 유용한 문장들</p>
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*유튜브를 통해서만 제공됩니다. 팟캐스트에는 더 이상 업로드되지 않습니다. 유튜브에서 '프랙티쿠스'나 '키워드 스피킹'으로 검색하시면 됩니다. <https://www.youtube.com/user/TVpracticus/videos>

Summary

Are you going to buy or subscribe? This looks like a **question that you're going to be asked more often, going forward**. The so-called "subscription economy" is already with us. Netflix is the most common example, where your **monthly plan allows you to watch unlimited programming**. In the subscription economy, you don't have to **go through the hassle of** searching, finding, buying or sometimes **reselling to meet your updated needs**. The service you subscribe to will provide you with what you need regularly or unlimitedly.

It's not just digital content like Netflix. Almost every product that is consumed daily **is up for subscription**, including food, clothes, and books. Even automobiles have become subscribable. One research group estimates that by 2020, the size of the subscription model market will reach six trillion won globally. The **value of subscription economy doesn't just lie with consumers**. Subscriptions help companies **create constant, recurring profits with a pool of loyal consumers**.

The advent of new technologies has always transformed the way people consume. In the past, the market was driven by mail order, telephone order, home shopping and e-commerce. Now consumers are able to subscribe rather than wasting their time searching and buying. For customers, **as long as consumer benefits increase, new models are always welcome**.

해석

1. question that you're going to be asked more often, going forward 앞으로 더 많이 받게 될 질문
2. monthly plan allows you to watch unlimited programming 월 이용료를 내면 무제한으로 프로그램을 볼 수 있다
3. go through the hassle of ~하는 번거로움을 겪다
4. reselling to meet your updated needs 새로운 니즈를 충족하기 위해 쓰던 물건을 파는 것
5. is up for subscription 구독이 가능하다
6. value of subscription economy doesn't just lie with consumers 구독 경제의 가치는 소비자에게만 존재하는 것이 아니다
7. create constant, recurring profits with a pool of loyal consumers 충성도 높은 고객을 확보하여 지속적이고 반복적으로 이익을 창출한다
8. The advent of new technologies has always transformed the way people consume 신기술의 출현은 소비

하는 방식의 변화를 가져왔다

9. as long as consumer benefits increase, new models are always welcome 소비자 효용이 증대되는 한, 새로운 비즈니스 모델은 언제나 환영이다

Keywords / Key Sentences

1. 구독 가능한 상품의 범위가 넓어지고 있다. 생필품에서 자동차까지 구독이 가능하다. We have wider range of products to choose from for subscriptions, from basic necessities to automobiles. / Our choices are ever increasing in the subscription market from everyday items to transportation. / We have the world at our fingertips when it comes to goods and services we can purchase through subscriptions.
2. 구독 서비스를 이용하면 필요한 물건을 매일 검색하고 구매하는 번거로움을 겪을 필요가 없다. Under the so-called subscription economy, consumers don't have to go through the hassle of searching and buying what they need every day. / The subscription economy allows consumers to free up their time. No longer do they have to spend their time looking for products when the goods they consume can always be provided. / Subscriptions save time and energy for consumers who take advantage of the service.
3. 구독이 가능하다는 점 때문만이 아니라, 좋은 제품을 저렴한 가격에 구입하게 되는 장점이 생기면서 구독 서비스가 더욱 인기다. Subscription alone is not a determining factor. The subscription model becomes popular as more consumers believe that they can use high quality products with lower costs. / The subscription model can only be successful if what is being sold has a fair market price that can bring value to the consumer. / The key factors for consumers who participate in the subscription model are affordable costs and value for money. Only having a service that is based on subscriptions is not an effective business model.
4. 구독 서비스를 이용하면 실제 구입 패턴과 무관하게 정기적으로 지출을 하기 때문에, 필요한 것보다 더 많이 구매하는 결과를 낼 수도 있다. Subscription service can make you buy more than you actually need, because once you start a subscription, you pay regularly regardless of your actual pattern of consumption. / Subscription services can be sneaky. You think you are buying something of value at first but over time you are billed monthly and you may not get your money's worth. / You may be overpaying for services that you don't often use. Subscriptions may be slowly draining your bank account.