

2019년 12월 12일 키워드 스피킹 방송 / 주제: 음원 사재기

<광고>

	<p>『일상회화 편 2』</p> <p>세련되고 효과적인 회화 표현</p> <p>213개의 대화문과 71개의 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

Moving beyond the era of LPs, cassettes, CDs and illegal downloads, online streaming has become the main method of listening to music. **Various payment plans allow you to easily stream music** you want to listen to on your computers or smartphones. However, **with the convenience of listening to music comes the increasing possibility of stream manipulation.**

As music listeners **are swayed by** the top charts on streaming sites, the music industry **is constantly tempted to create fake streams to boost their ranking and earn higher royalty payments.** On the Internet, **finding the price tags for fake clicks is not a difficult thing to do.** The issue **resurfaces once in a while**, especially when lesser known or new musicians top the chart. In Korea recently, there was a controversy about **a musician who mentioned the names of other singers as streaming manipulators.**

The problem is that fake streams are **hard to catch and crack down on**, and their size is hard to measure. Musicians who are suspected of manipulation **all deny it and say that they are wrongfully criticized.**

In the world of the Internet and smartphones, **trending charts and rankings are vulnerable to manipulation. Depending on illegitimate methods** may bring temporary benefits to manipulators but will hurt the music industry as a whole in the long run.

해석

1. Moving beyond the era of ~의 시대를 넘어
2. Various payment plans allow you to easily stream music 다양한 요금제로 편하게 음악을 스트리밍 할 수 있다
3. with the convenience of listening to music comes the increasing possibility of stream manipulation 음악 듣기가 편해졌지만 순위 조작의 가능성도 커진다
4. are swayed by ~에 의해 좌우된다
5. is constantly tempted to create fake streams to boost their ranking and earn higher royalty payments 순위를 올리고 음원 수익을 늘리기 위한 사재기 유혹을 계속 받는다
6. finding the price tags for fake clicks is not a difficult thing to do 음원사재기에 돈이 얼마 드는지 찾아보는 것은 어렵지 않다
7. The issue resurfaces once in a while 문제가 대두되곤 한다
8. a musician who mentioned the names of other singers as streaming manipulators 사재기 가수들의 이름

을 언급한 뮤지션

9. hard to catch and crack down on 적발하고 단속하기가 힘들다
10. all deny it and say that they are wrongfully criticized 모두 부인하고, 자신들은 억울하다고 말한다
11. trending charts and rankings are vulnerable to manipulation 실시간 차트와 순위가 조작되기 쉽다
12. Depending on illegitimate methods 부정한 방법에 의존하는 것

Keywords / Key Sentences

1. 음원 사재기 의혹이 항상 있어 왔다. Online music streaming has never been free from the suspicions of manipulation and fake clicks. / There have always been shady business practices in the music industry. Click fraud through click farming is a big problem. / Falsifying downloads and streams have plagued the online music industry since its inception.
2. 사람들이 차트 순위에 많은 관심을 갖기 때문에, 조작을 통해서라도 1위를 차지해 주목을 받고 싶은 유혹에 빠지기 쉽다. Most music listeners check out the top charts, so musicians and agencies are tempted to manipulate streaming to boost their ranking on the streaming sites. / People who stream music notice who is on the top of the charts. Music companies capitalize on this by artificially inflating their musicians to get a higher ranking. / The rank of musicians on the charts is influential to downloaders. Record companies are eager to take advantage of being on top of the charts and are ruthless when it comes to their ranking.
3. 대중적 인지도가 낮은 가수라도 에스엔에스 등을 통해 인기를 얻어 차트의 상위를 차지하는 일이 생길 수 있다. 순위가 높은 가수가 모두 조작을 하는 건 아니다. Lesser known musicians with dedicated fans can top the chart thanks to the power of social media. Not all the top place holders are manipulators. / New and indie bands can organically grow their fan base through social media. Not every musician is involved in deception. / You can't point your finger at all bands. Some bands with great music don't have to fake their numbers and will gain popularity with the help of social media.
4. 사재기는 음악 차트의 권위에 문제를 제기하게 만든다. 장기적으로 음악 산업 전체에 타격을 준다. Fake streams and streaming manipulation hurt the trustworthiness of online music charts. This illegitimate way of doing business will damage the music industry as a whole in the long run. / Chart manipulation has tarnished the image of online streaming services. Fans will not be able to believe what is real or not, which will have a long-lasting effect down the road. / If this manipulation continues, users of streaming services will doubt the authenticity of these sites. In the future, this will hurt the streaming services and the bands financially.