



Alliance Entertainment Revives 'Movies Unlimited' for Collectors

Description

Alliance Entertainment has restarted "Movies Unlimited" in Plantation, Florida. This platform sells classic movies and TV shows on DVD and Blu-ray.

The company wants to grow its profits. They plan to attract collectors who buy rare movies. These collectors often spend more money. The new site will have special editions and options for preorders.

The website will help buyers spend more money on average. It will also encourage them to buy again. Alliance aims to make shopping easier and more fun. The site will suggest movies based on what customers like.

It includes features to help users find movies they want. There will be personalised suggestions. The site will learn from what shoppers look at and buy.

Jeff Walker, CEO of Alliance Entertainment, said this is good news for collectors. They will have more options and a better way to grow their movie collections.

Vocabulary List:

1. **platform** //ˈplæt.fɔrm// (noun): a website or service for selling or sharing
2. **profits** //ˈprɒ.fɪts// (noun): money a company makes after costs
3. **attract** //əˈtrækt// (verb): to make people want to come or buy
4. **collectors** //kəˈlekt.təz// (noun): people who buy items because they value them
5. **preorders** //priˈɔr.dəz// (noun): orders placed before a product is available
6. **personalised** //ˈpɜː.sən.laɪzd// (adjective): made to match one person's tastes or needs

Comprehension Questions

Multiple Choice

1. Where has Alliance Entertainment restarted its 'Movies Unlimited' platform?

Option: Plantation, Florida

Option: Miami, Florida



Option: Orlando, Florida

Option: Tampa, Florida

2. What does Alliance Entertainment primarily sell?

Option: Video games

Option: Classic movies and TV shows

Option: Streaming services

Option: Concert tickets

3. What type of movies does Alliance Entertainment want to attract collectors for?

Option: Popular movies

Option: Rare movies

Option: New releases

Option: Documentaries

4. What will the new site offer besides standard movies?

Option: Free streaming

Option: Special editions and options for preorders

Option: Merchandise

Option: Online gaming

5. Who is the CEO of Alliance Entertainment?

Option: Jeff Bezos

Option: Elon Musk

Option: Jeff Walker

Option: Bill Gates

6. What feature will the site include to enhance user experience?

Option: Daily deals

Option: Personalized suggestions

Option: Live chat support

Option: User reviews

True-False

7. The 'Movies Unlimited' platform only sells new movies.

8. The company aims to attract collectors who buy rare movies.



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9. The new site will not have options for preorders.
 10. Alliance Entertainment wants to make shopping easier and more fun.
 11. The website will not provide personalized suggestions for users.
 12. Collectors will have more options to grow their movie collections.

Gap-Fill

13. Alliance Entertainment has restarted 'Movies Unlimited' in _____ Florida.
14. The platform sells classic movies and TV shows on DVD and _____
15. The new site will help buyers spend more money on _____
16. The site will suggest movies based on what _____ like.
17. Jeff Walker, CEO of Alliance Entertainment, said this is good news for _____
18. The site will learn from what shoppers look at and _____

Answer

Multiple Choice: 1. Plantation, Florida 2. Classic movies and TV shows 3. Rare movies 4. Special editions and options for preorders 5. Jeff Walker 6. Personalized suggestions

True-False: 7. False 8. True 9. False 10. True 11. False 12. True

Gap-Fill: 13. Plantation 14. Blu-ray 15. average 16. customers 17. collectors 18. buy

Vocabulary quizzes

Multiple Choice (Select the Correct answer for each question.)

1. What is a key concern for investors when analyzing a market?



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- Option: Value estimation
Option: Profit margin
Option: Market share
Option: Licenses
2. Which aspect can attract collectors to a platform?
Option: High profits
Option: Low production cost
Option: Discount offers
Option: Limited licenses
3. What can help to engage investors in a new business venture?
Option: Exclusive partnership
Option: High sales figures
Option: Market domination
Option: Profit sharing
4. What do analysts often use to estimate future market trends?
Option: Market analysis
Option: Entertainment value
Option: Transportation statistics
Option: Shareholder feedback
5. How can companies attract more customers during a marketing campaign?
Option: By offering discounts
Option: By increasing prices
Option: By limiting product availability
Option: By shortening hours
6. Which strategy is essential for attracting and retaining customers?
Option: To engage them effectively
Option: To reduce costs
Option: To increase prices
Option: To limit options
7. What term is used to describe a continuous run of successful sales?
Option: A discount
Option: A growth streak
Option: A market fluctuation
Option: An entertainment trend
8. Which of the following can enhance user interaction on a digital platform?
Option: Avatars



- Option: High prices
- Option: Discount offers
- Option: Market data

9. What do investors often have about market volatility?

- Option: Concerns about profitability
- Option: Interests in market trends
- Option: Worries about inflation
- Option: Expectations for growth

10. Which industry often faces challenges related to violence?

- Option: Transport
- Option: Entertainment
- Option: Retail
- Option: Manufacturing

Gap-Fill (Fill in the blanks with the correct word from the vocabulary list.)

11. The price-to-earnings _____ is a vital metric for investors.
12. Investors analyze the _____ trends to make informed decisions.
13. The company secured multiple _____ to operate in various regions.
14. The new strategy aims to _____ operational costs significantly.
15. The platform offers _____ experiences to engage users on a deeper level.
16. The board met with _____ to discuss future growth strategies.
17. The company has received over a thousand _____ for its new product launch.
18. The film industry is a major player in the global _____ market.
19. Companies use various strategies to _____ customers effectively.
20. The policy faced criticism from various _____ in the community.

Matching Sentences (Match each definition to the correct word from the vocabulary list.)

21. Many analysts believe that certain stocks are currently undervalued in the market.



22. The new rules aim to reduce strikeouts in professional baseball.
23. The documentary addresses the rising levels of violence in urban areas.
24. The transport sector is vital for the economy as it connects producers with consumers.
25. The entertainment industry has seen significant changes due to streaming services.
26. Investors play a crucial role in funding new startups that bring innovative ideas to market.
27. Determining the true value of an asset requires careful analysis of market conditions.
28. The company's profit margins have improved significantly over the last quarter.
29. A thorough analysis of market trends is essential for predicting future growth.
30. Art collectors often seek unique pieces that are likely to appreciate in value.

Answer

Multiple Choice: 1. Value estimation 2. High profits 3. Exclusive partnership 4. Market analysis 5. By offering discounts 6. To engage them effectively 7. A growth streak 8. Avatars 9. Concerns about profitability 10. Transport

Gap-Fill: 11. ratio 12. market 13. licenses 14. reduce 15. personalised 16. shareholders 17. preorders 18. entertainment 19. attract 20. opponents

Matching sentence: 1. undervalued 2. strikeout 3. violence 4. transport 5. entertainment 6. investors 7. value 8. profit 9. analysis 10. collectors

CATEGORY

1. Entertainment - LEVEL1

POST TAG

1. collectors
2. entertainment
3. ESL learning
4. esl news
5. Level 1
6. movies

Tags

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