



DirecTV Gives Subscribers Choice to Cut Local Stations

Description

If you are tired of paying large sums of money for inconsistent cable channels, DirecTV has devised a solution that is sparking **controversy**. This content **distributor** revealed that they would allow their subscribers the option to opt out of their local TV stations' feeds, giving them a discount as a result. Any subscriber that chooses this option can cut down their expense by \$12 every month, totaling to \$144 in a year.

Rob Thun, the chief content officer of DirecTV, expressed that consumers have shown displeasure for years about the expense and restricted choices of pay TV. Their new 'No Locals' package is an attempt to give the customers the freedom to avoid content they're not interested in and pay a price more aligned with their viewing preferences.

This action signifies a wider push back from national **distributors** concerned about the amount of top-notch video entertainment shifting to streaming hubs, sold directly by corporations like Walt Disney Co., NBCUniversal and Warner Bros. Discovery.

Feeds from local channels have been a significant cause of **disputes** between large entertainment companies and their cable and satellite distributors. Despite these, DirecTV wants to develop more collaborative models in their dealings with broadcasters to reduce the instances of local station blackouts and control **escalating** costs.

Controversy: A disagreement or discussion about a matter that people feel very strongly about.

Distributor: A person or organization that helps sell products or services for others to a wider range of customers, often by supplying them to shops.

Disputes: A serious disagreement or argument.

Escalating: Increasing rapidly.

Vocabulary List:

1. **Inconsistent** // (adjective): Not staying the same in quality or nature.
2. **Subscribers** // (noun): People who pay to receive a service or access a content.
3. **Opt out** // (phrasal verb): To choose not to participate in something or to stop taking part in it.
4. **Content** // (noun): The ideasfactsand opinions that are contained in a piece of writinga speechor a film.
5. **Discount** // (noun): A reduction in the usual price of something.
6. **Package** // (noun): A set of proposals or terms offered or agreed as a whole.



Vocabulary quizzes

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

1. What action might a company take after a product cancellation?

- Option: Refunded
- Option: Transparency
- Option: Compensation
- Option: Anticipation

2. What term is used when someone is accused in a situation?

- Option: Implicated
- Option: Subscribers
- Option: Content
- Option: Opt out

3. Who typically provides insights on stock performance?

- Option: Analyst
- Option: Share price
- Option: Gains
- Option: Updates

4. What evaluation is given to a company's performance by experts?

- Option: Rating
- Option: Tumultuous
- Option: Losses
- Option: Downward Trajectory

5. What word describes something that is expected to happen?

- Option: Inconsistent
- Option: Anticipated
- Option: Valuation
- Option: Influential

6. What should investors exercise to prevent risks in uncertain markets?

- Option: Warning
- Option: Caution
- Option: Analysts
- Option: Inconsistent

7. What concept aims to ensure long-term environmental and social health?

Option: Subscribers
Option: Opt out
Option: Sustainability
Option: Commercial

8. What term typically represents positive investment returns?

Option: Opt out
Option: Gains
Option: Updates
Option: Predictions

9. What may contain various bundled items for sale?

Option: Content
Option: Discount
Option: Package
Option: Anticipated

10. What process determines the current worth of a company or asset?

Option: Influential
Option: Grappled
Option: Valuation
Option: Commercial

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

11. Frequent _____ on market trends help investors make informed decisions.

12. Customers have the choice to _____ of receiving promotional emails.

13. A special sale offers a 20% _____ on selected items.

14. The _____ sector comprises companies that engage in business activities.

15. _____ performance may lead to uncertainty among investors.

16. Market analysts often provide future _____ based on current data.

17. In case of inconvenience customers may receive _____ for their troubles.



18. Investors should pay attention to market _____ to adjust their strategies.

19. Sudden market downturns can result in significant financial _____.

20. Companies aim to increase their number of paying _____ for financial stability.

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

21. The company's commitment to in operations increased customer trust.

22. Investors closely monitor the movement of to gauge market performance.

23. Regular market help traders make timely decisions.

24. The agency provided a positive for the company's financial health.

25. The market experienced a period with volatile price fluctuations.

26. Key stakeholders in the industry issued statements on the new regulations.

27. The company with the challenges of digital transformation.

28. The company was involved in a financial scandal.

29. The vacation deal included a complete tour for a hassle-free holiday experience.

30. The new ad campaign targeted a wider audience to boost sales.

Answer

Multiple Choice: 1. Refunded 2. Implicated 3. Analyst 4. Rating 5. Anticipated 6. Caution 7. Sustainability 8. Gains 9. Package 10. Valuation

Gap-Fill: 11. Updates 12. Opt out 13. Discount 14. Commercial 15. Inconsistent 16. Predictions 17. Compensation 18. Warnings 19. Losses 20. Subscribers

Matching sentence: 1. Transparency 2. Share price 3. Updates 4. Rating 5. Tumultuous 6. Influential 7. Grappled 8. Allegedly 9. Package 10. Commercial

CATEGORY

1. Business - LEVEL4

Date Created

2024/03/18



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