
Google's Profitable Ad Tech Faces Trial: What to Expect

Description

The US government is accusing Google of having too much control over the ad tech market. They say Google is stopping other companies from competing fairly. Google made more than \$200 billion from ads last year. The government wants to make sure competition is fair for everyone. This is the second time Google has been accused of being a monopoly. Another case in August said Google was breaking the law with its search engine. The trial will decide if Google has to change its way of doing business. Other countries, like the UK, also think Google is too powerful in the ad tech industry. They are looking into whether Google is being unfair to other companies. Google denies any wrongdoing. The trial will see if Google has to make changes to how it operates.

Vocabulary List:

1. **Accusing** /ə'kjʊ:.zɪŋ/ (verb): To charge someone with an offense or crime.
2. **Competition** /,kɒm.pə'tɪʃ.ən/ (noun): The activity or condition of competing against others.
3. **Monopoly** /mə'nɒp.əl.i/ (noun): The exclusive possession or control of the supply or trade in a commodity or service.
4. **Operating** /'ɒp.ə.reɪ.tɪŋ/ (verb): To function or work in a particular manner.
5. **Industry** /'ɪn.də.strɪ/ (noun): Economic activity concerned with the processing of raw materials and manufacture of goods in factories.
6. **Wrongdoing** /'rɒŋ.du:.ɪŋ/ (noun): Illegal or immoral behavior.

Comprehension Questions

Multiple Choice

1. How much did Google make from ads last year?

Option: > \$150 billion

Option: > \$200 billion

Option: > \$250 billion

Option: > \$300 billion

2. How many times has Google been accused of being a monopoly?

- Option: Once
- Option: Twice
- Option: Three times
- Option: Four times

3. Which country besides the US also thinks Google is too powerful in the ad tech industry?

- Option: Canada
- Option: Australia
- Option: UK
- Option: Germany

4. What was the outcome of the case in August against Google regarding its search engine?

- Option: Google was found not guilty
- Option: The case is still ongoing
- Option: Google was asked to pay a fine
- Option: Google was found guilty

5. How much revenue did Google generate from ads in the previous year?

- Option: Less than \$100 billion
- Option: Between \$100 billion and \$150 billion
- Option: More than \$200 billion
- Option: Around \$180 billion

6. What is the main concern of the US government regarding Google in the ad tech market?

- Option: Insufficient revenue generation
- Option: Unfair competition practices
- Option: Lack of innovation
- Option: Global expansion

Answer

Multiple Choice: 1. > \$200 billion 2. Twice 3. UK 4. The case is still ongoing 5. More than \$200 billion
6. Unfair competition practices

Vocabulary quizzes

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

1. What is defined as false or inaccurate information?

- Option: Unrest
- Option: Influence
- Option: Misinformation
- Option: Intoxicating

2. What refers to the act of conducting criminal proceedings against someone?

- Option: Advantages
- Option: Fined
- Option: Prosecutions
- Option: Tumor

3. Which term relates to progressive damage or degradation of the nervous system?

- Option: Translucent
- Option: Vascular
- Option: Fermented
- Option: Neurodegenerative

4. What does the term "wrongdoing" refer to?

- Option: Industry
- Option: Competition
- Option: Wrongdoing
- Option: Advantage

5. What is the ability to withstand or endure something?

- Option: Survive
- Option: Tolerance
- Option: Intoxicating
- Option: Accusing

6. Which term means to express disapproval of someone or something?

- Option: Advantages
- Option: Criticize
- Option: Harmful
- Option: Taxation

7. What term relates to blood vessels or a system of vessels?

- Option: Fined
- Option: Legal
- Option: Vascular

Option: Microstructure

8. What term refers to the exclusive possession or control of the supply of a product or service?

Option: Worries

Option: Competition

Option: Monopoly

Option: Operating

9. What term describes a process involving the chemical breakdown of a substance by bacteria yeasts or other microorganisms?

Option: Ethanol

Option: Survive

Option: Fermented

Option: Advantages

10. What refers to something typically money awarded to someone in recognition of loss suffering or injury?

Option: Competition

Option: Compensation

Option: Advantage

Option: Taxation

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

11. _____ refers to a state of dissatisfaction disturbance and agitation in a community.

12. If an action complies with the law it is considered _____.

13. Having superior resources or position puts one at an _____ over competitors.

14. The system of imposing taxes is known as _____.

15. When someone blames or charges another person with a fault or crime they are

_____ that person.

16. _____ effects can cause damage or negative consequences to individuals or society.

17. A monetary penalty imposed for breaking the law is known as a _____.

18. An abnormal mass of tissue can be classified as a _____.

19. A type of alcohol found in alcoholic beverages is _____.

20. The arrangement of small units such as cells or grains within a material defines its _____.

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

21. Rivalry between individuals or groups for a common objective or prize defines the term "competition."

22. The alcoholic beverage was so strong and that it immediately affected anyone who consumed it.

23. Power to affect others or events; the ability to have an impact is known as .

24. The explorers had to battle harsh conditions in order to in the wilderness.

25. Having multiple resources and capabilities is one of the of being well-prepared.

26. Persistent concerns or anxieties about potential problems are known as .

27. The company is currently in a highly competitive market striving to increase its market share.

28. The sector of the economy concerned with the production of goods and services is referred to as the .

29. The frosted glass was allowing some light to pass through but obscuring the view.

30. The mushroom's body emerged from the ground signaling its reproductive phase.

Answer

Multiple Choice: 1. Misinformation 2. Prosecutions 3. Neurodegenerative 4. Wrongdoing 5. Tolerance 6. Criticize 7. Vascular 8. Monopoly 9. Fermented 10. Compensation

Gap-Fill: 11. Unrest 12. Legal 13. Advantage 14. Taxation 15. Accusing 16. Harmful 17. Fine 18. Tumor 19. Ethanol 20. Microstructure

Matching sentence: 1. competition 2. intoxicating 3. influence 4. survive 5. advantages 6. worries 7. operating 8. industry 9. translucent 10. fruiting

CATEGORY

1. Sci/Tech - LEVEL1

Date Created



2024/09/09

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