

# Will.I.Am swaps music for tech

[http://news.bbc.co.uk/2/hi/programmes/click\\_online/9769706.stm](http://news.bbc.co.uk/2/hi/programmes/click_online/9769706.stm)

1. What positions does he hold?  
song-writer, rapper, producer, director
2. What does he think about broadcasters?
  - a) they use too much advertisement
  - b) broadcasters are highly creative
  - c) broadcasters are not really innovative
3. According to Will, is YouTube a threat to broadcasters?
  - a) not really, because they do different business
  - b) yes, because more people watch YouTube than broadcasted channels
  - c) yes, because you and your friends can be in the network
4. How will culture be influenced?
  - a) you can say whatever you want
  - b) there will be more broadcasted programs
  - c) anybody can break all over the world thank to YouTube clicks
5. What will happen when our TVs are more connected?
  - a) you can take part in an interactive programs
  - b) you will spend all your time in front of the TV.
  - c) you will use less social media applications
6. What does Will want to create?
  - a) a new social media network
  - b) a brand-new type of talent show
  - c) an innovative TV series
7. What does he want to promote with his new idea?
  - a) he wants to find new entrepreneurs and innovators
  - b) he hopes to find the best voices
  - c) he wishes to meet investors for his business