

Video Screens Appear in Magazine



Another piece of science fiction became reality this week. The very first video advertisement appeared inside a paper magazine. 'Entertainment Weekly' from the USA, was published with a small screen inside it. Readers could open the magazine and watch video ads for Pepsi and the TV network CBS. There were also tiny speakers in the magazine so people could listen to the ads too. The screen can hold 40 minutes of video.

VOCABULARY: Match the correct answers.

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|--------------------|---------------------|
| 1. science fiction | a. promotion |
| 2. advertisement | b. issue |
| 3. published | c. contain |
| 4. speakers | d. imagined science |
| 5. hold | e. audio |

READING COMPREHENSION: Choose the correct answer.

1. What became a reality recently?
2. Where did they publish the first video ads?
3. What did they put inside Entertainment Weekly?
4. What can readers do with it?
5. Which company advertised the video in the magazine?
6. How long can a video in a magazine last?