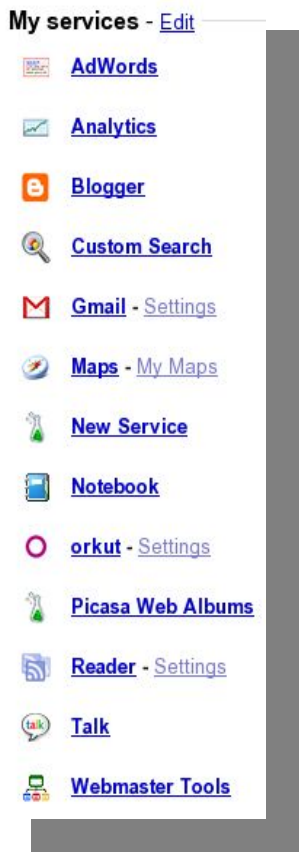


COMPLETION Complete the text below. Put the sentences A-E into gaps 1-4. There is one sentence extra.



Yahoo, MSN, Altavista - do those names ring a bell? Even if you are not an internet addict they should sound familiar. They are examples of internet portals which were the driving force of the net in the second half of the 1990s. The theory was simple: giant websites needed to display lots of advertisements to make money. 1. ___ The obvious way to do this was to give users lots of reasons to stick around. So, both portals and search sites started to add various extra features like email, chat rooms or photo albums to attract viewers. As a result they had messy, feature-packed front pages where the search and directory functions had become smaller and harder to find.

Then, Google arrived, like a breath of fresh air. Its front page was, by contrast, clean and spacious, with a big search box that left users in no doubt about its function. Best of all, its search was noticeably faster and better than its main rivals. The company solved the advertising problem just as brilliantly. 2. ___ These small text ads were targeted to the search each user was making, and could be as useful as the search results. Instead of reaching thousands of people who were not interested, the idea was to reach the handful who were.

But searching web text was not enough for Google. It started to search images and other documents; it also added a directory, mail order shopping catalogues, a news service and, most recently, books and scholarly papers. The company has also expanded into other areas, by creating new services or buying other companies. These include Google Answers, Picasa photo album, Keyhole satellite imagery, and a language translation service. No doubt there will be more to come. 3. ___ Hence the need for Google Fusion, the service that could eventually bring most of the services together on a single portal page.

Overall the quality of individual services seems less important than the fact that there are so many of them. Google has gradually changed from a search company into a media firm, whether it's willing to admit it or not. 4. ___ In this market, Google has taken its first baby steps, while the opposition is miles ahead.

- A. Instead of selling mass-market ad banners that were boring and slowed pages, it created AdWords.
- B. To create the opportunity to show these banner ads, they had to attract and retain lots of "eyeballs".
- C. These clever methods of advertising made Google's founders, Larry Page and Sergey Brin, billionaires.
- D. However, despite the multitude of services owned by Google, some are poorly integrated with each other, or not integrated at all, so even regular users may not know they exist.
- E. If it tackles this large market with the pace and skill it applied to search, it should do very well, but the future is not guaranteed.