



ENGLISCH

SERIE

2

LESEVERSTEHEN

**KANDIDATIN
KANDIDAT**

Nummer der Kandidatin / des Kandidaten

Name

Vorname

Datum der Prüfung

BEWERTUNG

Fachbereiche

Erreichte Punkte / Maximum

Task A

/ 12

Task B

/ 8

Task C

/ 5

Total

/ 25

EXPERTEN



Prüfungsdauer: ⌚ 30 Minuten

A (12 POINTS)

Read the following text and the instructions on the opposite page.

Switzerland's Data Bunkers



The old bunker deep in the Swiss Alps was designed over 60 years ago to be unharmed by atomic bombs and to protect soldiers from foreign armies that never came. Today, it's used to guard digital data.

While some other bunkers are used to keep art and other valuables, underground data storage is the fastest growing business of WISeKey SA, the company which protects and stores information in old bunkers all over Switzerland. This particular site near Attinghausen in the Canton of Uri used to be one of Switzerland's largest former command posts. It has a concrete ceiling that is several metres thick and was built to be completely independent of the outside world, using mountain water to run its own power plant. WISeKey SA bought it from the Swiss government in 2007 and opened it as a storage facility in 2010.

Over the past few years, the USA as well as the European Union pushed Switzerland to relax its bank secrecy rules. Now, Switzerland is re-positioning itself as the safest storage place on earth for online identities. With consumers and companies uploading more and more secret information to make online transactions, there's increasing demand for services that keep data protected from criminals and government spies.

"This is the future of this country: it's not to store any more money, it's actually to store data, which is the next currency," said Carlos Moreira, founder and CEO of WISeKey SA. "The Swiss respect the privacy of people."

Since reports by Edward Snowden showed the real extent of government spying, demand for WISeKey's services has been growing at a rate of 300 percent every month. Moreira says he plans to fill the Attinghausen bunker room, the far side of which is hardly visible in the distance, with racks and racks of computers that could hold the data of as many as 6 million people. WISeKey has servers in four other bunkers across Switzerland, providing their service to 2,000 companies and 2 million consumers.

"It's a very sensible move for Switzerland," says Rik Turner, a business analyst from London, "to make themselves famous as a safe storage place for data. A key advantage is that the Swiss have strict data privacy laws due to the country's tradition as a private banking centre." For the past three years, WISeKey has organised parties at the World Economic Forum's annual meeting in Davos. They want to promote the fact that the Swiss reputation of being trustworthy in banking is the same for the handling of internet data.

WISeKey's customers secure their Web accounts with "digital keys" that can be hundreds of characters long. "It's like a safe in the bank," Moreira explains. "You need your key and the bank's key to open the safe. We do exactly the same, only digitally. With the growth of the company, we need 20 or 30 more spaces like this in the Swiss Alps."

Tick the best answer – A, B or C.

- 1. The bunker near Attinghausen**
 - A is used for underground data storage.
 - B holds art and other valuables.
 - C is used as a command post of the Swiss army.

- 2. The bunker near Attinghausen**
 - A was built by WISeKey in 2010.
 - B used to belong to the Swiss government.
 - C was bought by the Swiss government in 2007.

- 3. Moreira thinks**
 - A Switzerland is storing too much money.
 - B data will play a similar role as money in the future.
 - C Switzerland needs a new currency.

- 4. WISeKey's services**
 - A have become more popular because of Edward Snowden.
 - B attract 300 new customers per month.
 - C are being used by 6 million people.

- 5. According to Rik Turner, Switzerland**
 - A is taking a big risk expanding into a new sector.
 - B is already famous for safely storing data.
 - C can use its legal situation as a benefit.

- 6. WISeKey customers**
 - A each have hundreds of digital keys.
 - B can store their data in more than 20 different locations.
 - C need two digital keys to access their data.

B (8 POINTS)

Read the article below. Choose the best expression (A, B or C) to fill each gap. For each answer, put the correct letter on the line on the right.

Movie vs. TV Industry: Who Makes More Money?

These days, it seems like it is all about the small screen. More and more people are gathering around the TV or tablet to watch shows like “Orange Is the New Black” and “Game of Thrones”, while ❶..... people are heading out to movie theatres to pay a lot of money for two hours of entertainment. For many people, it is hard to justify spending \$40 or 50 to see a movie, if you count in costs for popcorn and drinks with the high ticket price.

In ❷..... years, Hollywood studios have been producing plenty of big budget, so called “tentpole” films whose earnings are expected to secure the company’s financial future. These films are usually 3D movies and action-adventure tales because audiences are more likely to spend a lot of money to see a flashy, explosion-heavy movie than on a small, intimate drama. Filmmaking is a very risky investment since most movies, even those small, intimate dramas, take several million dollars to produce.

According to Deadline Hollywood, the most profitable studio film of 2014 was “Transformers: Age of Extinction” with a net win of roughly \$250 million, followed ❸..... a few other films that made nearly as much profit. The figures take into account factors such as world-wide ticket sales and TV rights as well as merchandising products ❹..... by fans all over the planet. As soon as a film is not shown in cinemas any longer, studios still earn money from home video sales, streaming and video on demand. In 2014, for example, the big studio 21st Century Fox Inc. made a total profit of \$1.5 billion.

Most of the films on the list of the best-selling movies were big budget studio hits, but it is important to take a ❺..... at independent films as well. In that same year, the Oscar-nominated film “The Grand Budapest Hotel” took in over \$59 million, “St. Vincent” earned over \$43 million and “Chef” made more than \$31 million. Those numbers ❻..... not be close to what a big studio movie makes, but it’s still a considerable profit. Obviously, though, not all independent films are moneymakers.

On the other ❼..... , there is cable TV. People pay a relatively small fee of \$10 per month and can watch as many movies or series as they like. Major cable TV brands such as HBO or Netflix also produce their own series. One of cable TV’s most successful brands, HBO, made enormous profits with now classic shows like “The Sopranos” and “Sex and the City”. When those shows came to an end, the cable network experienced a bit of a drop in viewers and earnings. However, since the introduction of super-successful shows like “Game of Thrones”, HBO profits ❽..... up again. But great series are extremely expensive to produce and therefore not nearly as profitable as major action movies. Thus, Netflix, for example, reported an annual profit of “only” \$100 million.

Put the letter here ↓

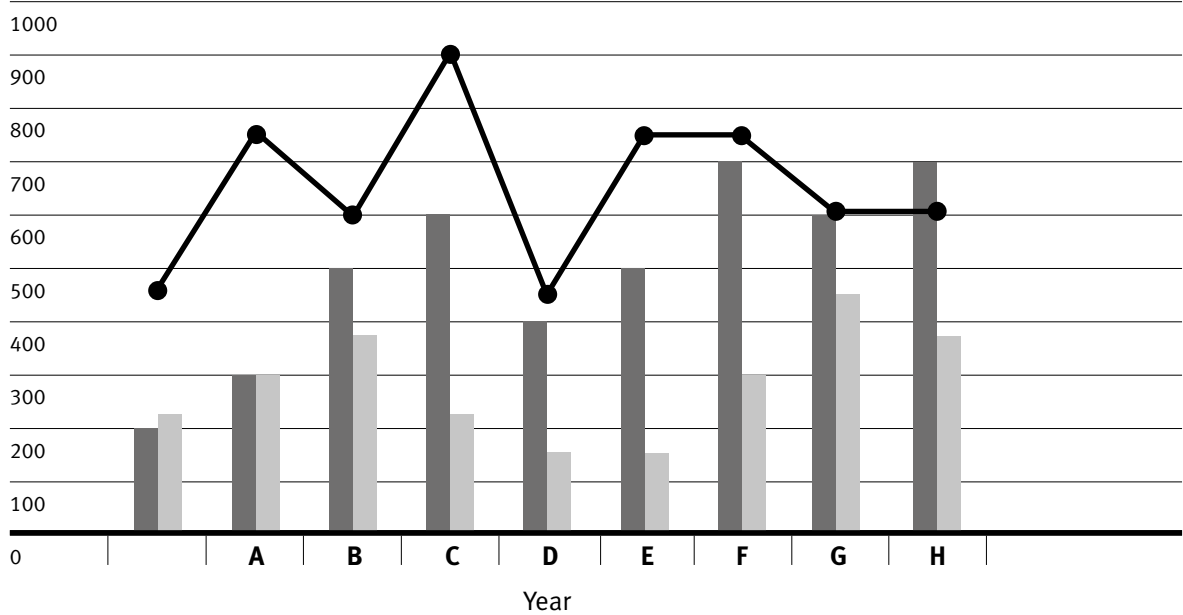
❶	A fewer	B less	C little
❷	A later	B last	C recent
❸	A from	B by	C with
❹	A buy	B buying	C bought
❺	A look	B view	C sight
❻	A must	B might	C can
❼	A side	B way	C hand
❽	A go	B went	C have gone

C (5 POINTS)

Look at the chart below. It shows the costs for marketing and training as well as the profits of a manufacturing company over a period of eight years. Which year does each statement (1–5) below describe? Match them with the correct graph (A–H). Do not use any letter more than once.

■ Marketing ■ Training ● Profits

CHF in thousands



Put the letter here ↓

1	More money was invested into both marketing and training. This resulted in a downturn in profits.
2	While budgets for training and marketing were increased by a large amount, profits remained at the previous year's level.
3	Marketing costs were cut back and profits decreased. However, more money was spent on training than the year before.
4	Profits picked up significantly. The budgets for both training and marketing were bigger than in the previous year.
5	This year's marketing budget was at the highest level whereas slightly less money was spent on training. Profits remained steady.

