

## Sony to start making records again 30 years after abandoning vinyl



1) Three decades after it abandoned vinyl production, Sony will start making records again amid surging demand.

2) A factory south-west of Tokyo will churn out freshly pressed records from March,

Sony Music Entertainment said on Thursday.

3) The Japanese company stopped making vinyl records in 1989 as consumers flocked to CDs and other emerging technology. Japan produced nearly 200m records a year in the mid-seventies, according to the country's recording industry association.

4) Sony was a large global player in the development of CDs, which have since taken a back seat to downloads and music streaming.

5) Vinyl has been making a global comeback as it attracts not only nostalgic older consumers but also younger generations.

6) Japan's sole record maker, Toyokasei, was struggling to keep up with the resurgence in vinyl demand, the Nikkei newspaper reported. Sony was scrambling to find older engineers familiar with how to make records, it added.

7) Panasonic relaunched its popular Technics SL-1200 turntable several years ago as the vinyl market gathered pace.

8) Sony did not say what music it would release in record format. The Nikkei said the lineup would include popular Japanese songs from the past, including Sony-owned titles, as well as chart-topping contemporary albums.

9) Global vinyl revenue will top \$1bn this year while sales of CDs and digital downloads continue to fall, according to estimates from Deloitte consulting firm.

10) In Britain, where vinyl's rebirth has been particularly pronounced, records generated more revenue than advertising-backed tiers of streaming platforms last year.

【2017-06-29 | The Guardian】

abandon 捨てる

vinyl ビニル、(米俗) レコード盤

decade 10年

surging demand 高まる需要

churn out (大量に) 作り出す

flock 群がる、集まる

take a back seat ~ ~に首位を譲る、二番手になる

nostalgic なつかしく思う

keep up with ~ ~に遅れずについていく

resurgence 再起、復活、再燃

scramble to ~大急ぎで~する

relaunch 再発売、再開

turntable ターンテーブル (レコードプレーヤーの) 回転盤

gather pace 速度を増す

lineup 構成、顔ぶれ

contemporary ①同時代の ②最新の

revenue 歳入、収入

tier 段、層、列

### ★Ice breaker for active discussion

1. Have you ever listened to vinyl records? What's the difference from CDs?
2. Why do you think vinyl records are becoming popular again?
3. What's the title of the first record or CD that you bought with your own money?
4. What music do you listen to when you are sad? happy? and angry?
5. Make sentences using the following words: demand, flock, keep up with, nostalgic, scramble to and lineup.