

Advertising



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Advertising accompanies us all day long: on the radio, on television, on the street, but also on social media platforms. Companies place advertisements to make their products well known and to increase sales. Advertising is done by professionals who have learned how to create desires in people. When you see the cool new smartphone with all its features on TV, of course you want to have it.

But not all advertising promises come true. Often, advertising is so clever, you don't even notice that it's advertising.

App Store



App Store



App store is an English expression that is also commonly used in other languages. It refers to an online business that sells software applications, which are called "apps" for short. An app store offers various of these apps for smartphones, tablets, and sometimes also for computers. Each operating system has its own store. Apple's is called App Store, and Android's is called Google Play.

Most mobile games are apps that can be downloaded from an app store. However, there are all sorts of other apps, such as alarm clocks, calendars, bus and train schedules, stop-watches, or budget books. Some apps are free to download, while others cost money.

Flat rate



Flat rate



"Flat rate" is an English word that is commonly used in different languages. It refers to a fixed rate that you pay in order to use an item or a service for as much as you like, within a certain time frame.

You often hear the word "flat rate" in connection with mobile phone contracts.

With a mobile phone flat rate, you pay a fixed price and can make calls for as long as you want. Often, however, these contracts have hidden restrictions. Telephone calls to other countries or text messaging may not be included in the fixed rate and could cost you extra.

In-App Purchase



In-App Purchase



You probably already know mobile games and apps where you can buy things. This is called an "in-app purchase". Games and apps that are initially free of charge often include in-app purchases. After a short time of use you are asked to pay money in order to unlock further functions or improvements. This can quickly become expensive.

You can pay for in-app purchases with credit cards, vouchers or via your mobile phone provider, who will then bill you. Whether in-app purchases are offered in an app is indicated in the app store.

Influencer



Influencer

Influencer



"Influencer" is an English term that is also used in many other languages. Influencers are people who have a profile on a social media network like YouTube, Instagram or TikTok with many fans (called followers). Influencers share their lives, ideas and opinions publicly with others to become idols and stars.

Popular influencers earn money by advertising products. The more followers an influencer has, the more successful he or she is.

Online Shopping



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There are many ways to shop. You can go to a shop, a supermarket, a department store or a kiosk, pick out the goods you want and pay at the checkout. An alternative is to shop online. On the internet, you can browse online shops all over the world and order the goods you want. The ordered goods are then delivered to you through a postal service. But unlike paying at the checkout with cash or a bank card, when you buy online you are asked for data such as your name, address, date of birth and a payment method. This can be a credit card or an online payment service like PayPal.

Virtual money



Virtual money



Virtual money is electronic money you can use to pay for things online. The money is "virtual" because it does not exist in the shape of tangible coins and bank notes. But virtual money works just like real money: you can pay for things with it.

There are different ways in which virtual money can come about. One way would be to deposit real money to an online game, to get virtual money of the same value. You could then use the virtual money to buy virtual clothing or spells for your character in an online game.

Voucher



Voucher



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Vouchers are usually gifted as a birthday or Christmas present by friends, grandparents or parents. Vouchers are available for many shops and products. There is something for everyone. You pay a certain amount for a voucher at a retailer. In return, you get a certificate that is worth just as much as what you paid. Vouchers often come with an expiration date after which they can no longer be redeemed. Vouchers are often codes that you can enter online at a shop.