

## Celebrating TOEIC's 40<sup>th</sup> Anniversary

*On-screen:* [ETS® and TOEIC® logos appear on white.]

*On-screen:* [The TOEIC® Program: Progressing English-Language Assessment for 40 Years]

*On-screen:* [The *TOEIC*® program has set the standard for English-language proficiency in the workplace and everyday life for 40 years.]

*On-screen:* [Text on green gradient background.]

*On-screen:* [This is where we've been]

*On-screen:* [How we got here]

*On-screen:* [And where we're going]

*On-screen:* [A timeline appears, ending with 2019.]

*On-screen:* [Let's go back to the beginning]

*On-screen:* [The timeline speeds backward to 1978 as images flash by along it. A photo of Yasuo Kitaoka at a microphone is shown.]

*On-screen:* [1977. Yasuo Kitaoka, Chairman of the Board for TIME LIFE, visits ETS to discuss an assessment of workplace English.]

*On-screen:* [Interview with Tomoko Adachi, HR General Manager of Sony.]

*Tomoko Adachi, HR General Manager, Sony:* English is a very important element in our business and how we operate. International communication capabilities, on top – alongside professional capabilities widens your opportunities.

*On-screen:* [A black and white video of a bustling urban intersection in Japan.]

*On-screen:* [1979. ETS launches the TOEIC® Listening and Reading test in Japan.]

*On-screen:* [A black and white video of people relaxing along an urban canal in South Korea.]

*On-screen:* [1982. TOEIC® Listening and Reading test is introduced in South Korea.]

*On-screen:* [Text on green gradient background]

*On-screen:* [Organizations recognized the need for English more and more.]

*On-screen:* [Dots appear over the locations on a map of the world mentioned in the voiceover. Additional dots appear all over the world.]

*Voiceover:* After first going to Korea, the TOEIC program then expanded into Taiwan. Next, into France and Thailand. Then, into Mexico, China, Indonesia, Brazil, and the

TOEIC program continued to make great strides in places where there was the most need. It's now present in more than 160 countries and regions around the world.

*On-screen:* [160+ Countries]

*On-screen:* [Interview with Cindy Su, Inspur Group Vice Manager of HR, China]

*Cindy Su, Inspur Group Vice Manager of HR, China:* For us the advantage that TOEIC offers, is that we can easily evaluate the English level of the candidates, and make classifications during recruitment.

*On-screen:* [Black and white photos of test administration.]

*On-screen:* [2001. IIBC Japan and YBM South Korea administer the first *TOEIC Bridge*® test.]

*On-screen:* [Motion graphics of Speaking and Writing logos.]

*On-screen:* [2006 ETS launches *TOEIC*® Speaking and Writing tests.]

*On-screen:* [Motion graphics of Listening and Reading logos.]

*On-screen:* [2006. ETS redesigns the *TOEIC*® Listening and Reading test.]

*On-screen:* [Background image of Propell teacher workshop.]

*On-screen:* [2006. ETS launches *Propell*® Teacher Workshops.]

*On-screen:* [Interview with Marcial Gutierrez, Latin America Assessment Leader, P&G]

*Marcial Gutierrez, Latin America Assessment Leader, P&G:* When looking for different initiatives to find the right candidates, with the right English level – we found out that TOEIC is one of our best options for assessment on English.

*On-screen:* [On-screen text, over green gradient background, with timeline moving underneath.]

*On-screen:* [The *TOEIC*® program is constantly evolving to shift with global market needs.]

*On-screen:* [Screenshot of test preparation page appears, then transforms into images of various test prep booklet covers moving across screen.]

*On-screen:* [2013. Launch of the *TOEIC*® Official Learning and Preparation Course and other test preparation publications across various countries.]

*On-screen:* [7 MILLION in big text in front of a spinning globe animation.]

*On-screen:* [2013. Seven million *TOEIC*® tests administered worldwide.]

*On-screen:* [Graphics of Listening Test and Reading Test descriptions amidst blue gradient iconographic background.]

*On-screen:* [2016. Updates to the *TOEIC*® Listening and Reading test launched first in Japan and South Korea, then world-wide.]

*On-screen:* [Image of a *TOEIC Bridge* flyer amidst orange and white iconographic background.]

*On-screen:* [2019. Launch of redesigned 4 skills *TOEIC Bridge*® tests.]

*On-screen:* [Green text on white]

*On-screen:* [Over 40 years, the *TOEIC* program has expanded across the world and into so many institutions.]

*On-screen:* [Words on screen appear against a green gradient background, with the timeline fading into view.]

*On-screen:* [We are proud to have helped organizations reach their potential over the last 40 years.]

*On-screen:* [14,000+ Organizations]

*On-screen:* [160+ Countries]

*On-screen:* [The following logos appear:

The French Army

Cannon

Ctrip

Inspur

Air France

Michelin

Banyan Tree

Chosun University

Eisai

Taisai

Ecole de Guerre

BRICS

CNPC

FullChamp]

*On-screen:* [White text on green.]

*On-screen:* [We are excited to help more organizations asses to progress for many years to come.]

*On-screen:* [Interview David Hunt, Executive Vice President & COO, ETS intercut with footage of people in a meeting.]

*David Hunt, Executive Vice President & COO, ETS:* Our goal is simple: we want to provide fair, valid and reliable assessments so that organizations and individuals can realize their full potential. At the end of the day, we share the ambitions of our test takers and score users to help them to be successful.

*On-screen:* [The TOEIC Program logo appears on white.]

*On-screen:* [Discover more about the TOEIC program at [toeicglobal.com](http://toeicglobal.com)]

*On-screen:* [ETS® and TOEIC® logos appear.]

*End of Video:* Celebrating TOEIC's 40th Anniversary

Total Time: 3 min 16 sec