

## Audio (script)

# Alibaba Sets Sales Record on Singles' Day

E-commerce giant Alibaba broke records with sales of \$14.3 billion on China's Singles' Day. It is the largest online shopping day in the world.

Online sales from last year increased 60 percent, according to Alibaba. Most people shopped on mobile devices, said the firm. The numbers are **preliminary** and **unaudited**, the company said.

China Singles' Day takes place November 11, or 11.11 each year. Alibaba promoted it as a shopping day in 2009. There are **steep** discounts and other promotions designed to attract online customers.

Singles' Day quickly became a retail **sensation**.

China Singles' Day "has now become larger than both Cyber Monday and Black Friday combined," the two biggest shopping days in the U.S., reported NBC News.

Kitty Fok is China manager for market research from IDC. She told the BBC that online shopping had become a comfortable channel for most consumers.

"China is a big market with close to one billion smart, connected device users. It is good news for both Alibaba and their competitors," she said.

Jack Ma is Alibaba's founder and executive chairman. He told journalists in Beijing that the event's annual growth in the future should be more than 50 percent.

*Mary Gotschall adapted this story for Learning English. Kathleen Struck was the editor.*

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