

SAMPLE ASSESSMENT MATERIAL

**Level 3 Cambridge Technicals in Digital Media
05843/05844/05845/05846**

Unit 1 Media products and audiences

INSERT

Date – Morning/Afternoon
Time Allowed: 2 hours

INFORMATION FOR CANDIDATES

- Please read fully before completing the question paper
- The insert is relevant to all questions
- This document consists of **4** pages. Any blank pages are indicated

INSTRUCTIONS TO EXAMS OFFICER/INVIGILATOR

- Do not send this Insert for marking; it should be retained in the centre or recycled. Please contact OCR Copyright should you wish to re-use this document.

Unit 1 Media products and audiences

Fig. 1

Table from NRS showing selection of magazines and newspapers (Source: *NRS, 2014*)

Title	Readers 000s	%	ABC1 000s	%	C2DE 000s	%	15-44 000s	%	44+ 000s	%	Male 000s	%	Female 000s	%
<i>Take a break</i>	3354	7.0	1215	4.6	2139	9.9	1821	7.6	15.3	6.4	456	2.0	2898	11.7
<i>OK</i>	2452	5.1	1416	5.4	1037	4.8	1907	7.9	546	2.3	366	1.6	2087	8.4
<i>Radio times</i>	2876	6.0	2168	8.2	708	3.3	978	4.1	1898	7.9	1365	5.9	1511	6.1
<i>Nuts</i>	1271	2.6	602	2.3	669	3.1	1194	5.0	77	0.3	1086	4.7	185	0.7
<i>Auto Trader</i>	1590	3.3	780	3.0	870	3.7	1299	5.4	291	1.2	1272	5.5	318	1.3
<i>The Sun</i>	7874	16.4	2899	11.0	4975	22.9	4785	19.8	3089	12.9	4627	19.8	3247	13.1
<i>Daily mail</i>	5364	11.2	3472	13.2	1892	8.7	1713	7.1	3650	15.2	2560	11.0	2803	11.3
<i>The Guardian</i>	1190	2.5	1072	4.1	117	0.5	646	2.7	543	2.3	697	3.0	492	2.0

Fig. 2

Table from BARB showing the 10 most watch programmes on BBC1, w/e 31st May 2015 (Source: *BARB, 2015*)

BBC1 w/e 31 May 2015

		7 Day Datta (000s)
1	THE FA CUP FINAL: ARSENAL V ASTON VILLA (SAT 1716)	7,535
2	EASTENDERS (TUES 1930)	6,234
3	EASTENDERS (THU 1929)	6,023
4	EASTENDERS (MON 1930)	5,968
5	COUNTRYFILE (SUN 1901)	5,914
6	EASTENDERS (FRI 1930)	5,593
7	SIX O'CLOCK NEWS (MON 1830)	5,213
8	CASUALTY (SAT 2059)	5,083
9	BBC NEWS (SAT 1950)	4,769
10	BBC NEWS (SAT 1837)	4,767

Fig.3

Table from BARB showing the 10 most watch programmes on Channel 4, w/e 31st May 2015
(Source: BARB, 2015)

Channel 4

w/e 31 May 2015

		7 Day Datta (000s)
1	24 HOURS IN A & E (WED 2101)	2,024
2	INSIDE JAGUAR: MAKING A MILLION POUND CAR (THU 2101)	1,770
3	NO OFFENCE (TUE 2100)	1,688
4	BENEFITS STREET (MON 2101)	1,592
5	LOVE IT OR LIST IT (TUE 1959)	1,489
6	FILM: SHUTTER ISLAN (2010)(SUN 2102)	1,393
7	8 OUT OF 10 CATS DOES COUNTDOWN (FRI 2100)	1,279
8	FOR THE LOVE OF CARS (SUN 1959)	1,206
9	BORN NAUGHTY? (THU 1959)	1,151
10	MARVEL'S AGENTS OF S.H.I.E.L.D (FRI 2003)	1,000

THIS PAGE HAS BEEN LEFT INTENTIONALLY BLANK

OCR
Oxford Cambridge and RSA

Copyright information

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (OCR) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

OCR is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge