

## **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

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## Unit 1 Media products and audiences

**Fig. 1**

Table from NRS showing selection of magazines and newspapers (Source: *PAMCo Ltd*)

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 31<sup>st</sup> May 2015 (Source: *Broadcasters' Audience Research Board Ltd*)

### 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 31<sup>st</sup> May 2015 (Source: *Broadcasters' Audience Research Board Ltd* )

**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

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