Level 3 Cambridge Technical in Digital Media
05843/05844/05845/05846/05875
Unit 1: Media products and audiences

INSERT

Thursday 18 May 2017 – Morning
Time allowed: 2 hours

INFORMATION FOR LEARNERS
• Please read fully before completing the question paper.
• The insert is relevant to Questions 1, 2 and 3.
• This document consists of 4 pages. Any blank pages are indicated.

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Unit 1 Analysing media products and audiences

Table from BARB showing the ownership of large screen TVs (Source: BARB, May 2015)

**UK’S LARGE SCREEN OWNERS**
% of each age or social grade owning a 51”+ screen, 2014

<table>
<thead>
<tr>
<th>By age</th>
<th>16-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
<th>65+</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>6%</td>
<td>5%</td>
<td>4%</td>
<td>3%</td>
<td>2%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Fig. 1

Information from BARB showing the changes in time shift viewing (BARB, May 2015)

**TOTAL TIMESHIFTED VIEWING IS INCREASING**
% timeshift viewing

Average timeshift viewing in 2014
12.3%
Up from 11.3% in 2013

A SHIFT IN TIMESHIFTING
% of Sky timeshift by length of time since broadcast, 2013 and 2014

In 2014 8-28 day timeshift added
1.67%
to total viewing figures

Fig. 2
Information from NRS showing the readership patterns of magazines in the UK (Source: NRS, February 2016)

73% of GB adults 15+ consume magazines across print & online

43% of adults 15+ consume women’s monthly magazines across print & online

29% of GB adults 15+ consume women’s weekly magazines across print & online

Fig. 3