

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)

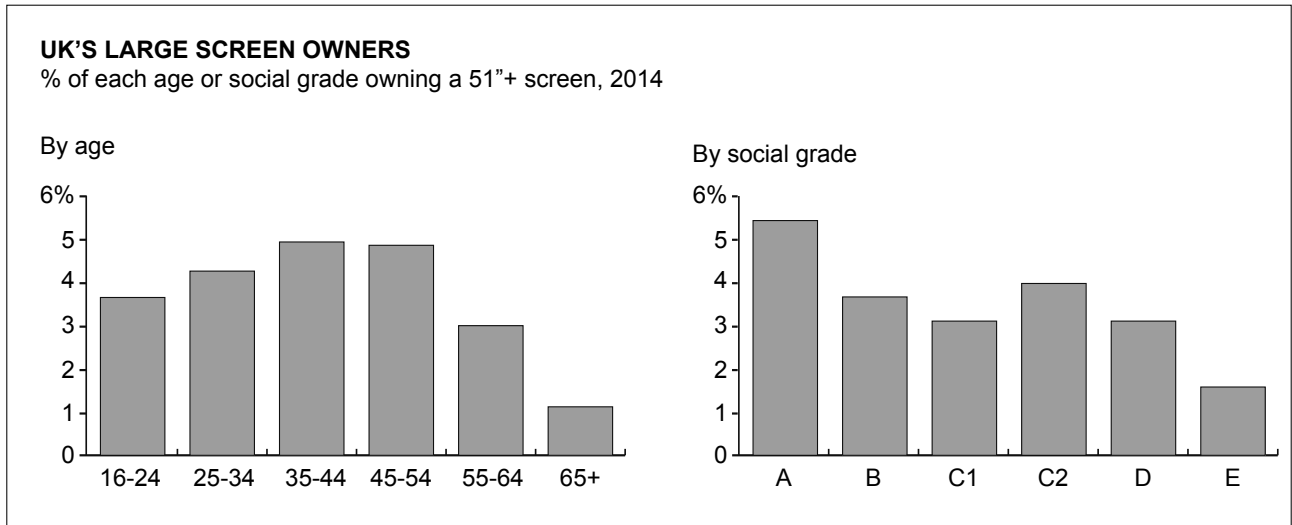


Fig. 1

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

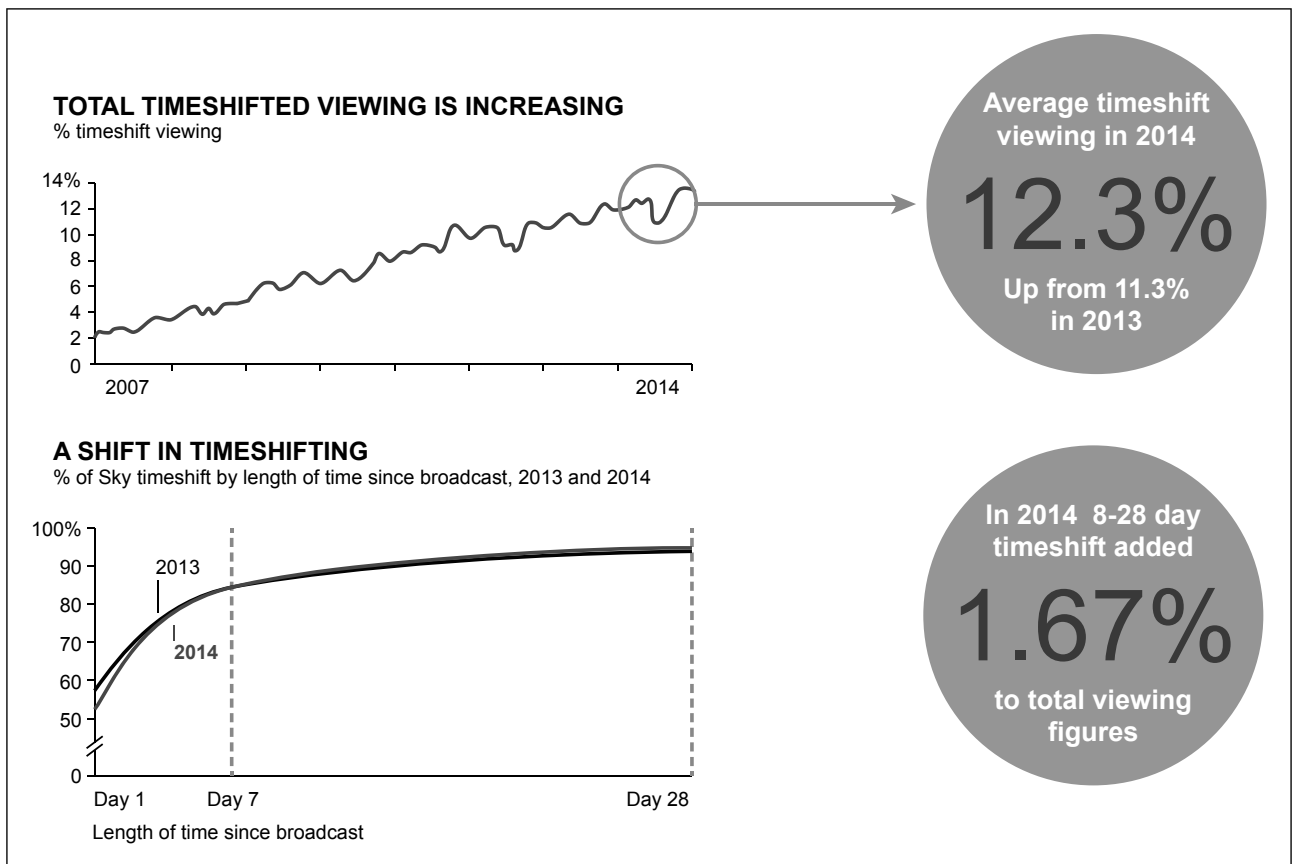


Fig. 2

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

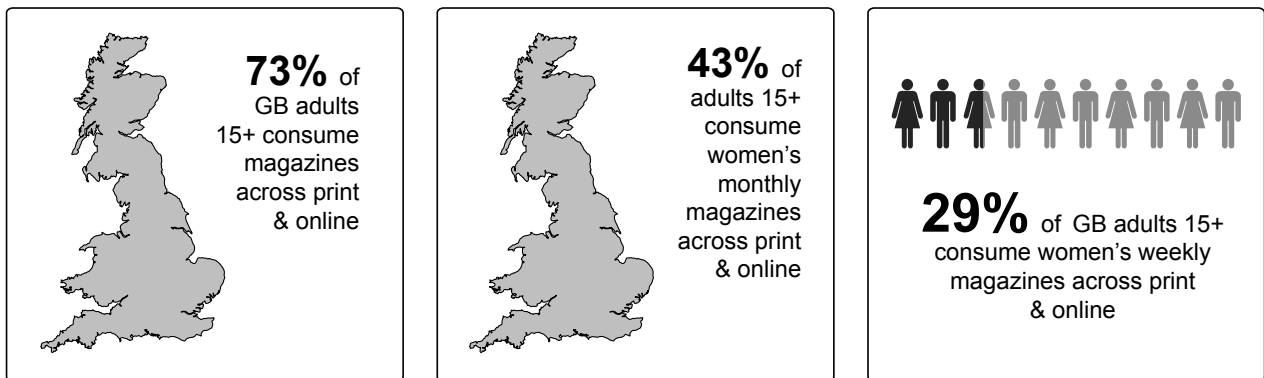


Fig. 3



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