



Oxford Cambridge and RSA

Thursday 9 January 2020 – Afternoon

Level 3 Cambridge Technical in Digital Media

05843/05844/05845/05846/05875 Unit 1: Media products and audiences

INSERT



INSTRUCTIONS

- Do **not** send this Insert for marking. Keep it in the centre or recycle it.

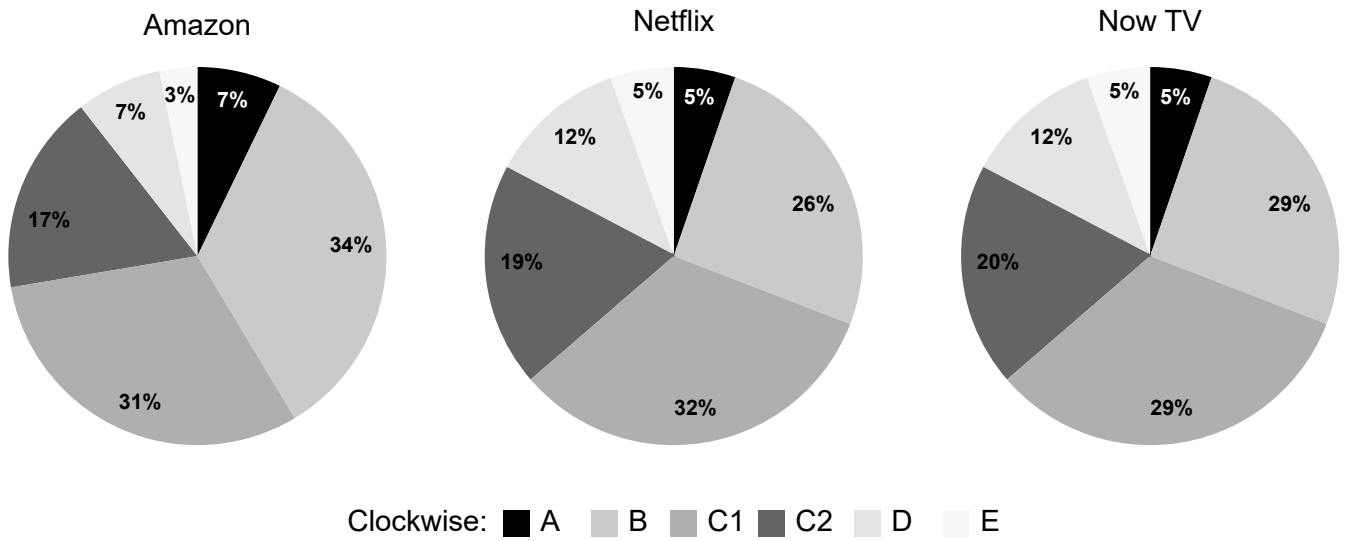
INFORMATION

- This is the Insert for Section A.
- This document has **4** pages.

ADVICE

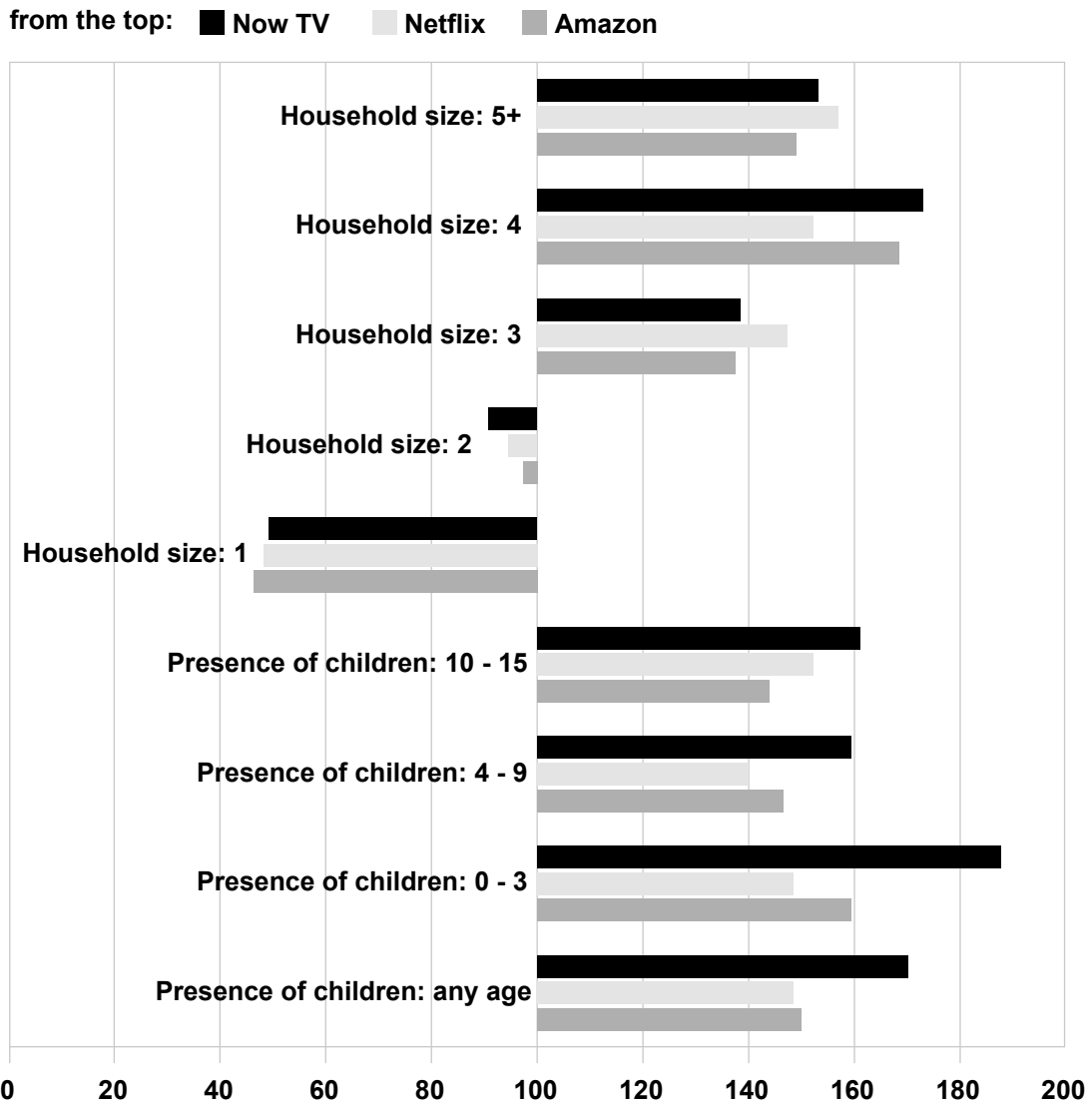
- Read this Insert carefully before you start your answers.

Fig. 1 Consumption of three main subscription streaming services in the UK by social grade between July 2018 and September 2018.



Source: BARB (September 2018)

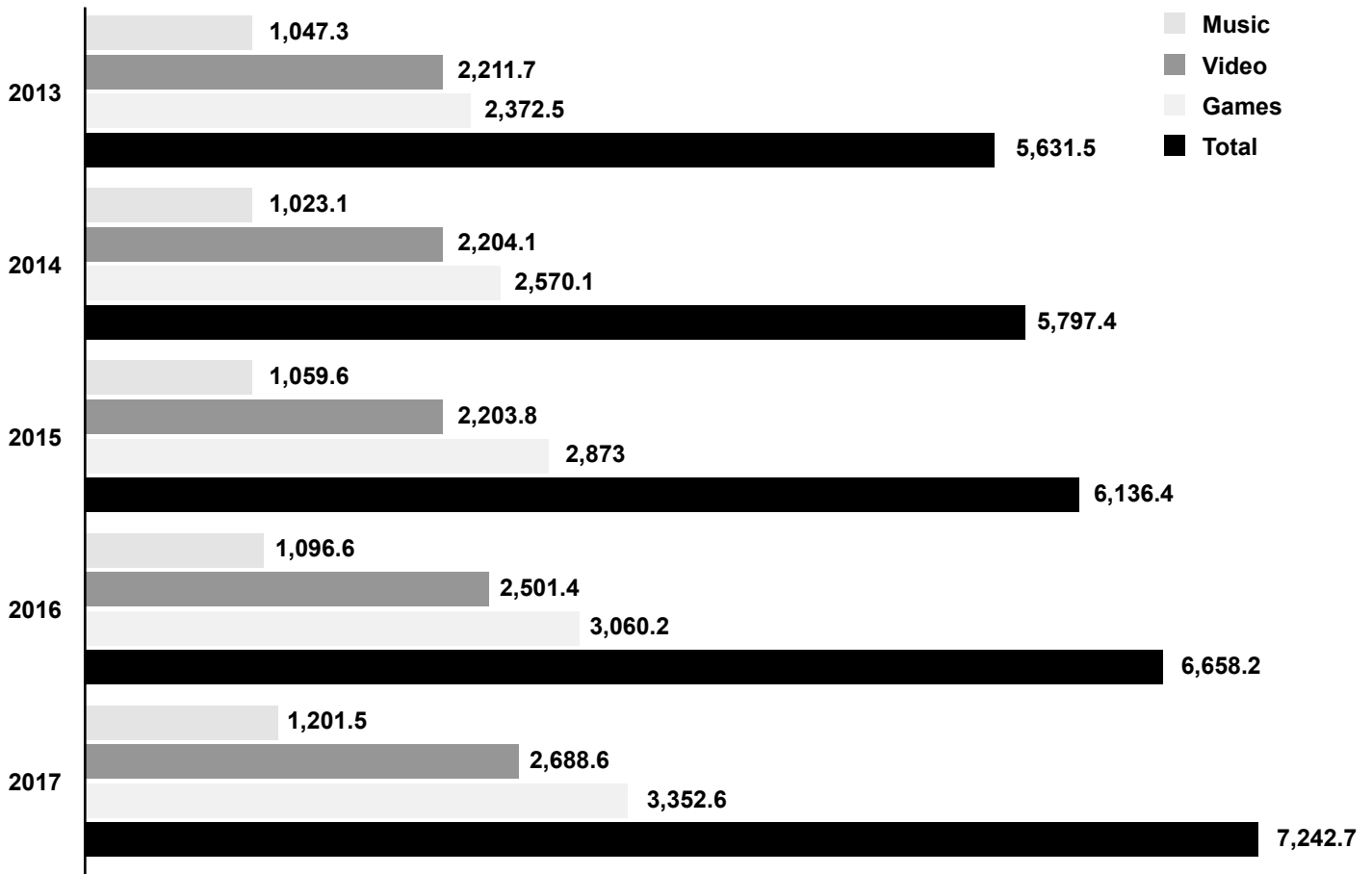
Fig. 2 Household consumption of three main subscription streaming services in the UK by age and number of inhabitants between July 2018 and September 2018.



DAILY TOTAL MINUTES OF VIEWING TIME, starting at the average of 100 minutes

Source: BARB (September 2018)

Fig. 3 The annual value of entertainment in the UK in £ millions.



Source: ERA (December 2017)

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