



Oxford Cambridge and RSA

**Tuesday 12 January 2021 – Afternoon**

**Level 3 Cambridge Technical in Digital Media**

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

**INSERT**



**INSTRUCTIONS**

- Use this Insert to answer the questions in Section A.
- Do **not** send this Insert for marking. Keep it in the centre or recycle it.

**INFORMATION**

- This document has **4** pages.

**ADVICE**

- Read this Insert carefully before you start your answers.

Fig. 1 The average total monthly reach of published media in the UK between October 2017 and September 2018.

## Total Market Reach of Published Media

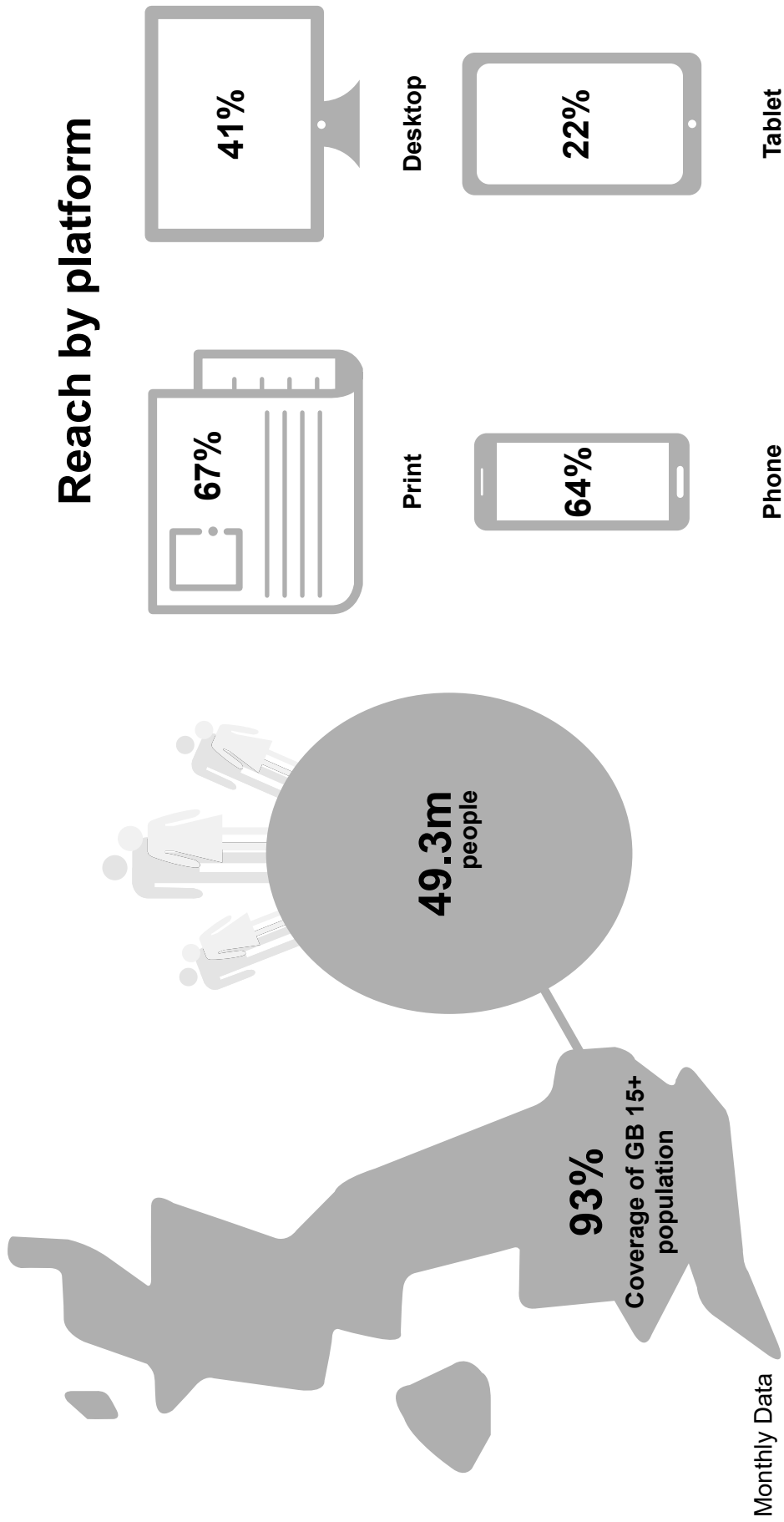
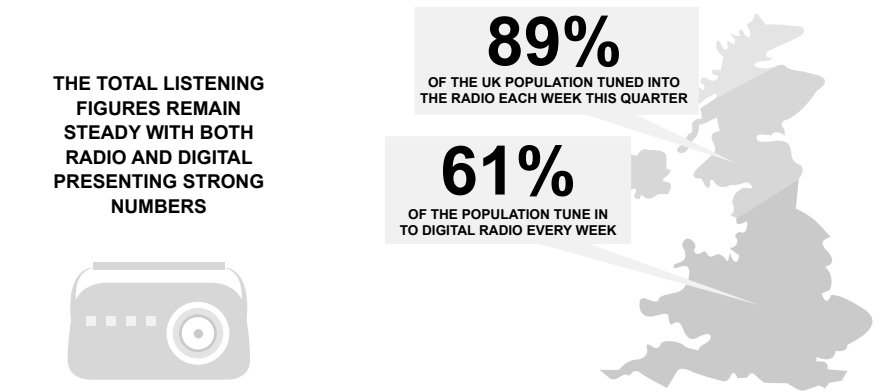
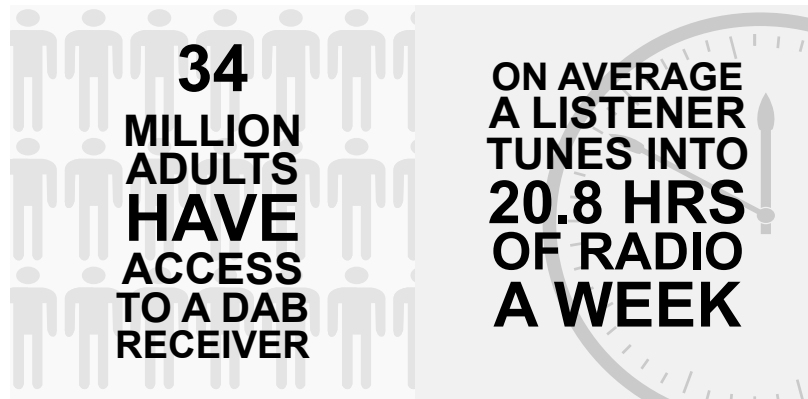
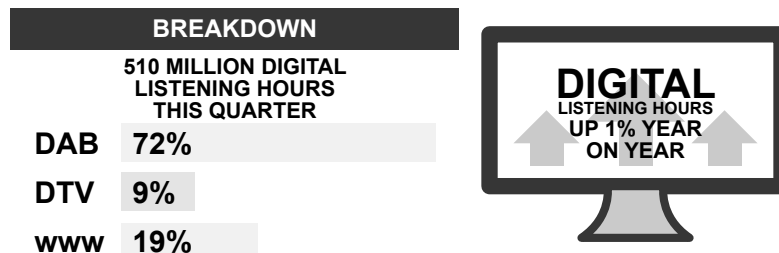


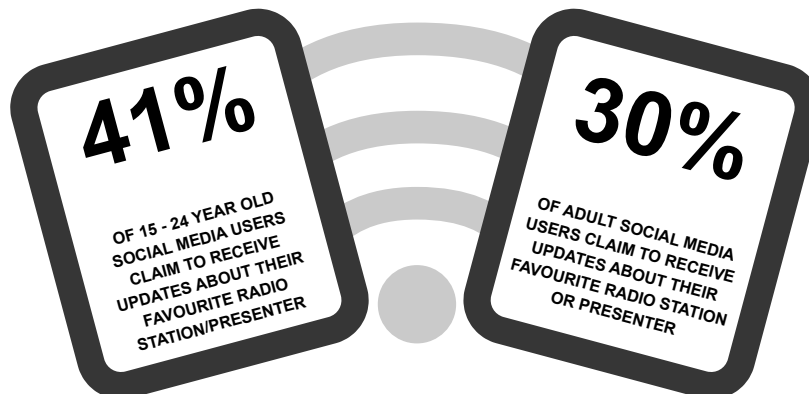
Fig. 2 Infographic showing patterns of UK radio listenership 2017 – 2018



## DIGITAL IS GROWING



## SOCIAL MEDIA



**Key:** DAB: Digital Audio Broadcasting  
DTV: Digital Television

**Source:** RAJAR (August, 2018)



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