



Oxford Cambridge and RSA

Tuesday 11 January 2022 – 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.

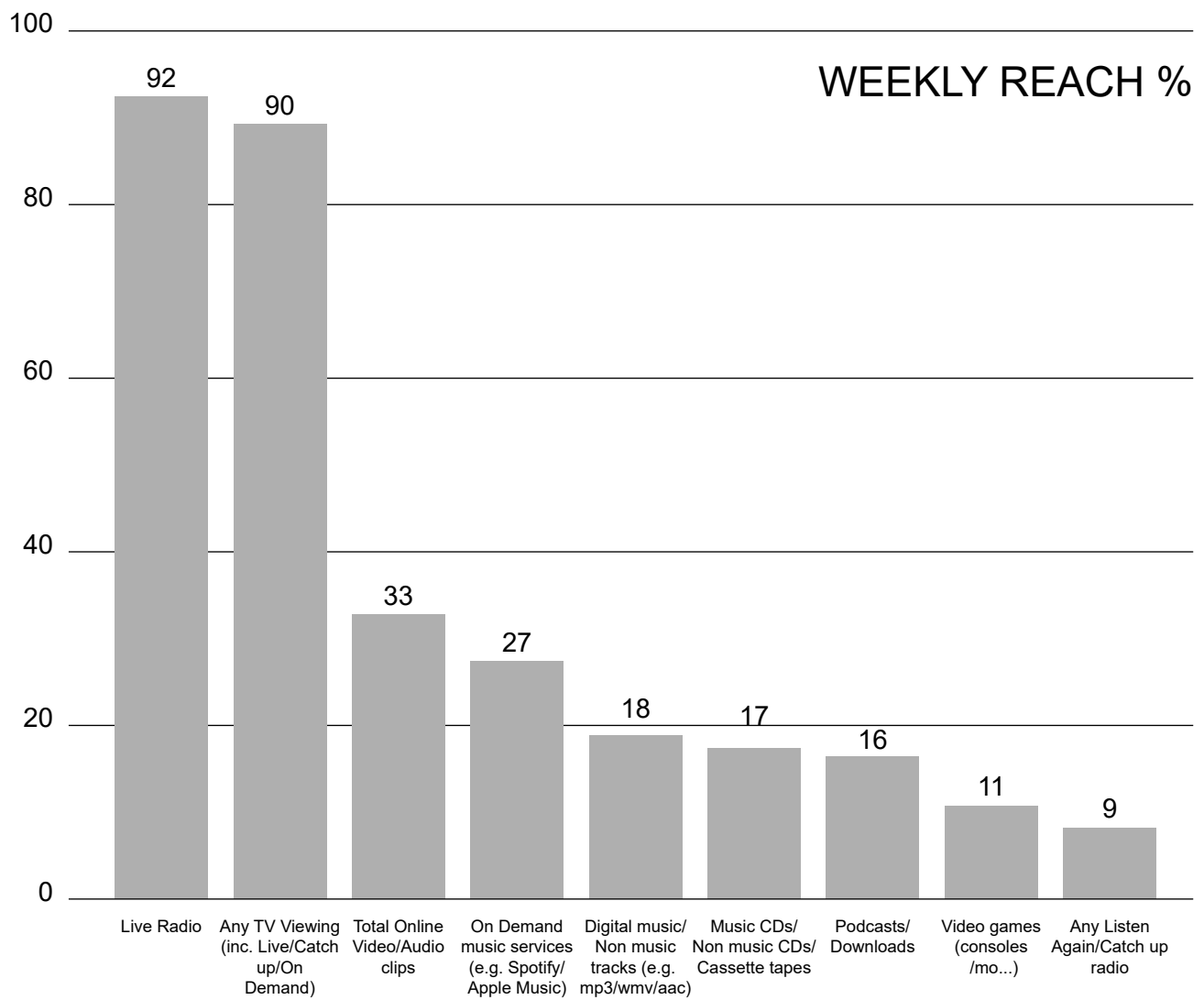
INFORMATION

- This document has **4** pages.

ADVICE

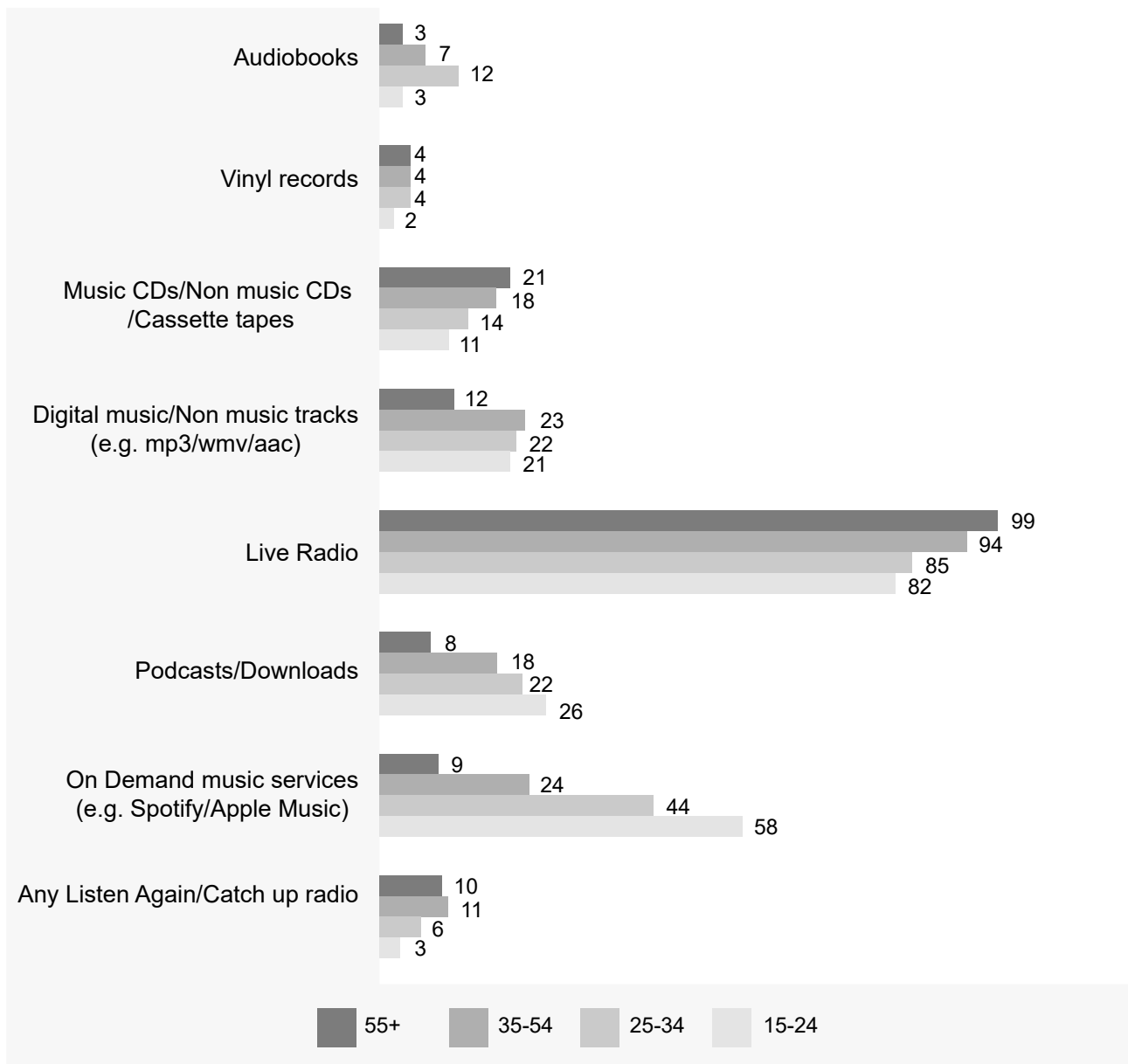
- Read this Insert carefully before you start your answers.

Fig. 1 Data showing the weekly reach of different audio types accessed by UK audiences 15+.



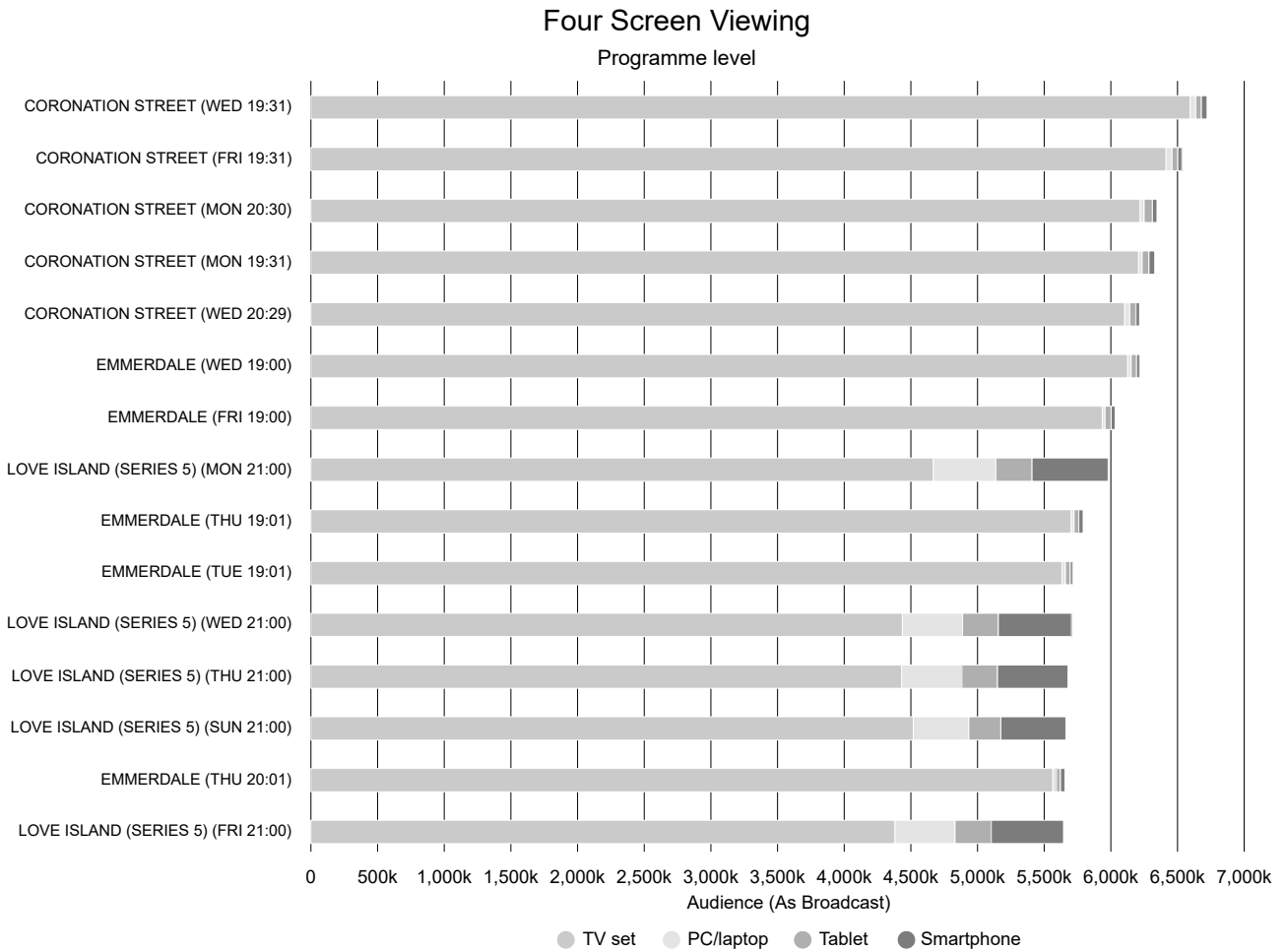
Source: RAJAR (Summer, 2019)

Fig. 2 Data showing the weekly reach of different audio types by age group.



Source: RAJAR (Summer, 2019)

Fig. 3 Data showing the devices used to access the most watched programmes in the UK for the week 15th July 2019 – 21st July 2019.



Source: BARB (Summer, 2019)



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