



Oxford Cambridge and RSA

Tuesday 17 May 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.

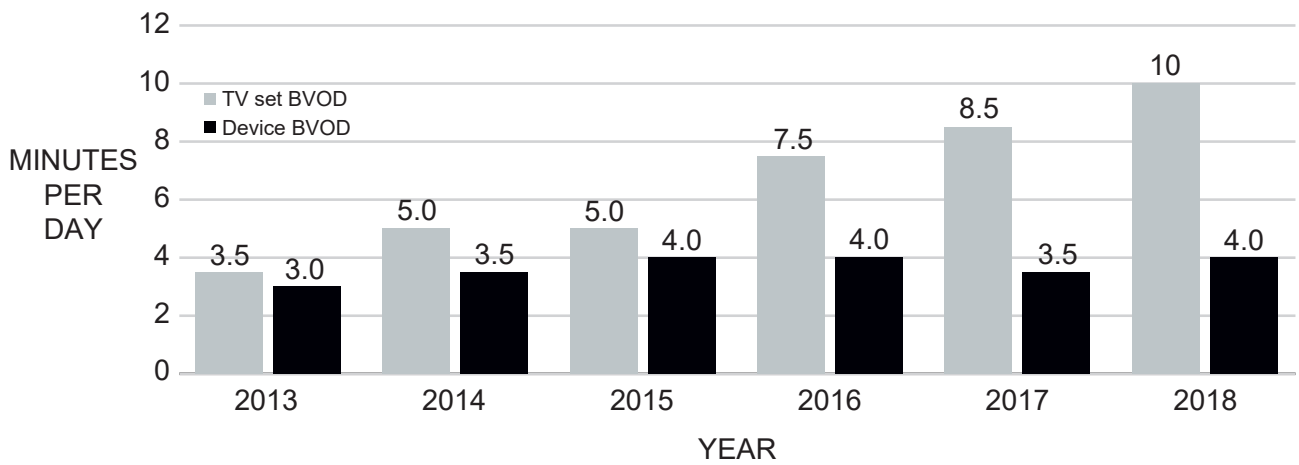
ADVICE

- Read this Insert carefully before you start your answers.

Fig. 1

Number of minutes per day spent watching BVOD services on a TV set versus a portable device

(BVOD – Broadcaster video on demand, e.g. BBC iPlayer, All 4).

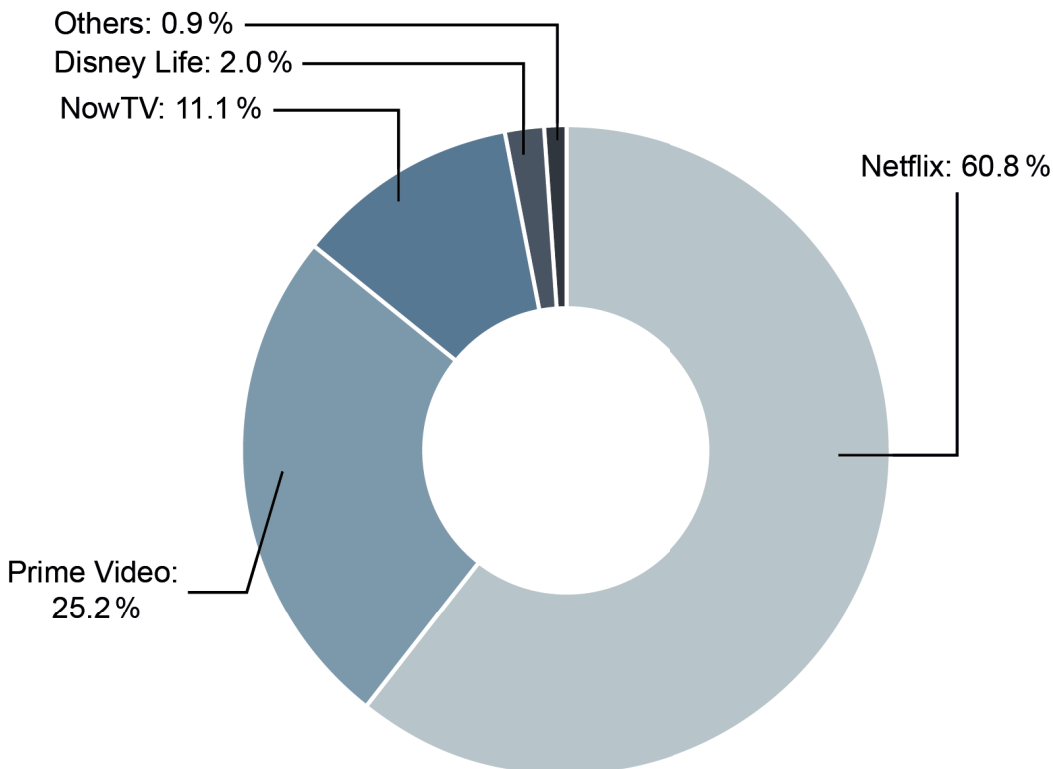


Source: Thinkbox TV (July, 2019)

Fig. 2

Daily viewing distribution of SVOD services in the UK 2019

(SVOD – Subscription video on demand, e.g. Netflix, Amazon Prime).



Source: Broadband TV News (October, 2019)

Fig. 3

Data showing the total market reach of all print and digital brands from October 2018 – September 2019 in 000.

Print Brands

GB Adults 15+	Monthly Reach						
	Total	Women	Men	ABC1	C2DE	15-34s	35+
Total Market	49 430	25 232	24 175	28 209	21 221	15 358	34 072
Total Newsbrands	47 898	24 191	23 686	27 561	20 337	15 008	32 890
Total Magazines	40 038	22 563	17 457	24 271	15 768	12 489	27 550

Digital Brands

GB Adults 15+	Weekly Reach						
	Total	Women	Men	ABC1	C2DE	15-34s	35+
Total Market	46 906	24 170	22 715	27 080	19 826	14 288	32 618
Total Newsbrands	44 583	22 760	21 803	26 016	18 567	13 602	30 981
Total Magazines	28 985	17 174	11 797	17 943	11 042	8 635	20 350

Source: Adapted from PAMCo (December, 2019)



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