

**Tuesday 14 May 2024 – 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

## Devices used to go online by age and social grade

Device	Internet Users (%)	Age Groups (%)						Social Grade (%)			
		16-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Smartphone	85	87	91	93	92	85	59	85	89	88	79
Computer	74	68	66	71	78	77	87	83	81	69	58
Tablet	51	37	48	56	55	54	56	59	50	48	45
Smart TV	41	42	46	50	43	34	26	48	43	42	29
Games console/ player	21	43	30	26	17	5	1	22	23	22	15
Smart speaker	20	23	22	24	25	16	11	23	23	20	14
Wearable tech	12	12	17	16	13	8	40	14	14	12	7
Other devices used to go online	26	32	34	29	22	23	13	17	19	31	42

Source: Ofcom (2021)

Fig. 2

Top 10 Apps in the UK, by mobile reach and time spent per adult visitor per day:  
September 2020 (Apple and Android)

	App owner	App	Reach (Millions)	Mobile adult reach (%)	Time spent by visitor per day (mins/secs)
1	Alphabet	YouTube	31.9	75	31.56
2	Facebook	Facebook	31.7	74	16.46
3	Facebook	WhatsApp	29.6	70	7.36
4	Alphabet	Google Search	23.9	56	5.37
5	Alphabet	Google Maps	22.5	53	2.18
6	Facebook	Instagram	20.8	49	6.45
7	Alphabet	Gmail	20.4	48	4.8
8	Amazon	Amazon	19.2	45	2.5
9	Alphabet	Google Play	18.4	43	0.23
10	Facebook	Facebook Messenger	18.2	43	15.46

Source: Ofcom (2021)

**Fig. 3****Top five programmes watched in UK 17th April – 22nd April 2022 across all platforms**

	<b>Programme</b>	<b>Airtime</b>	<b>Channel</b>	<b>Viewership (Millions)</b>	<b>+/- on Last Week's Viewership (Millions)</b>
<b>1</b>	The Thief, His Wife and The Canoe	Sunday 9 pm	ITV	8.660	+3.148
<b>2</b>	Britain's Got Talent	Saturday 8 pm	ITV	8.309	+3.199
<b>3</b>	Britain's Got Talent	Sunday 7.35 pm	ITV	6.935	+1.831
<b>4</b>	Coronation Street	Monday 8 pm	ITV	5.253	+0.262
<b>5</b>	Coronation Street	Friday 8 pm	ITV	5.149	+0.285

**Source:** Ratings UK (2022)



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