



Oxford Cambridge and RSA

Wednesday 14 May 2025 – Afternoon

Level 3 Cambridge Technical in Digital Media

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

Insert

Time allowed: 2 hours

C361/2506



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.

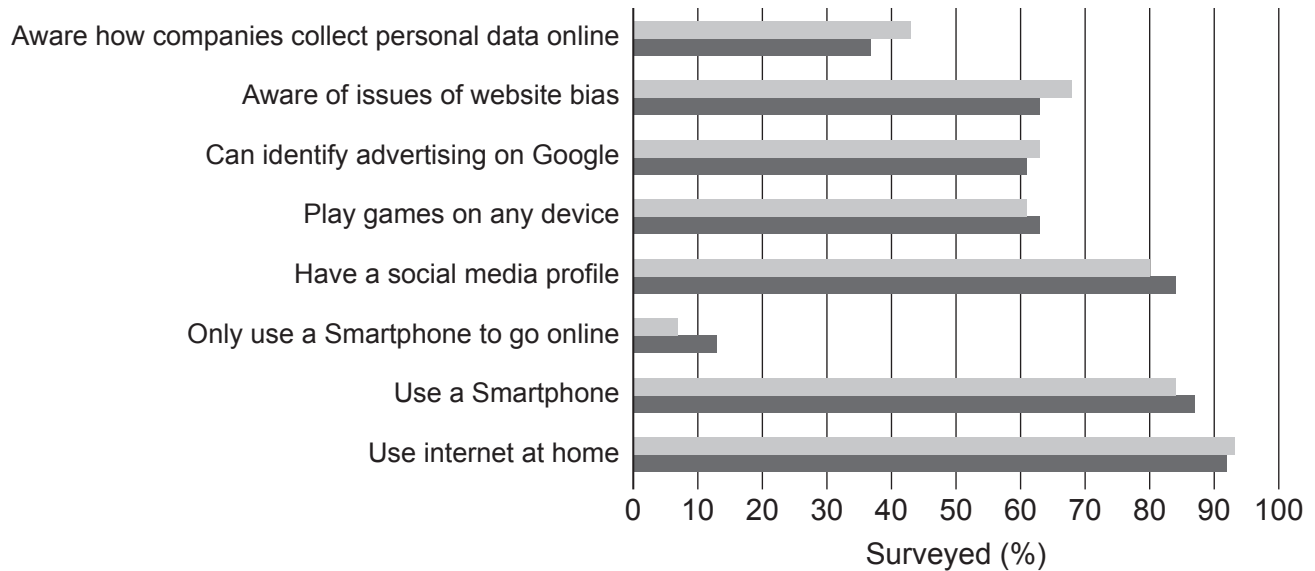
Fig. 1

Media use by gender

Key:

■ Male

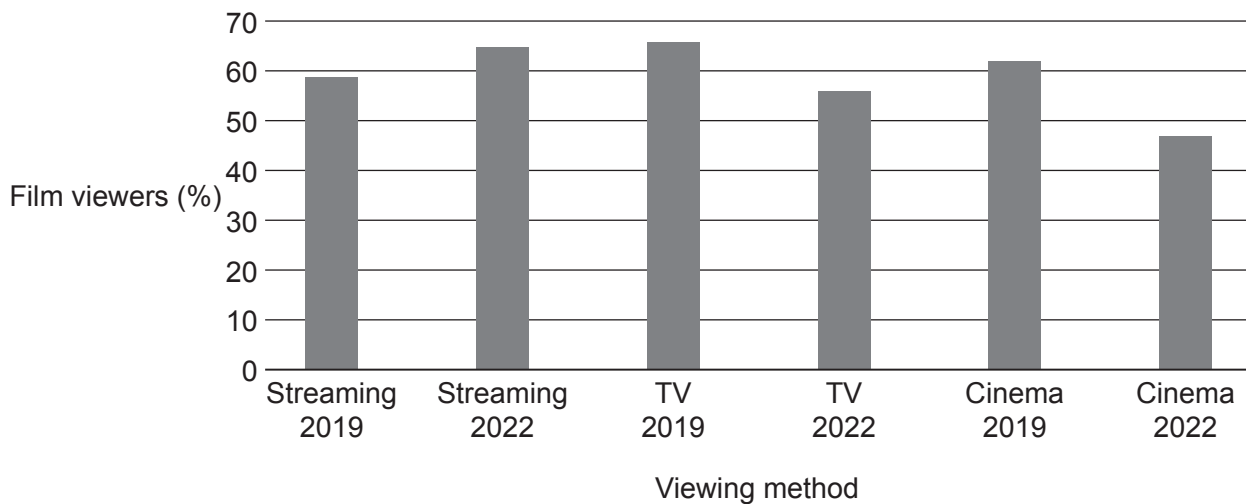
■ Female



Source: Ofcom (2021)

Fig. 2

The difference in film viewing methods between 2019 and 2022



Source: BFI (2023)

Fig. 3**Change in film viewing figures by method between 2019 and 2022**

	All methods (%)	Cinema (%)	DVD (%)	Streaming (%)	TV (%)
Male	-14	-36	-55	25	-25
Female	-17	-51	-52	21	-35
16-24	-10	-40	-41	13	-29
25-34	-12	-29	-62	22	-44
35-44	-25	-30	-57	7	-45
AB	-11	-35	-60	53	-37
ABC1	-14	-38	-59	30	-30
C1	-16	-41	-60	15	-22
C2	-14	-53	-36	22	-20

*Minus (-) numbers indicate decrease from 2022 to 2019

Source: BFI (2023)



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