

Modified Enlarged 18pt

OXFORD CAMBRIDGE AND RSA EXAMINATIONS

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

plus your additional time allowance

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.

ADVICE

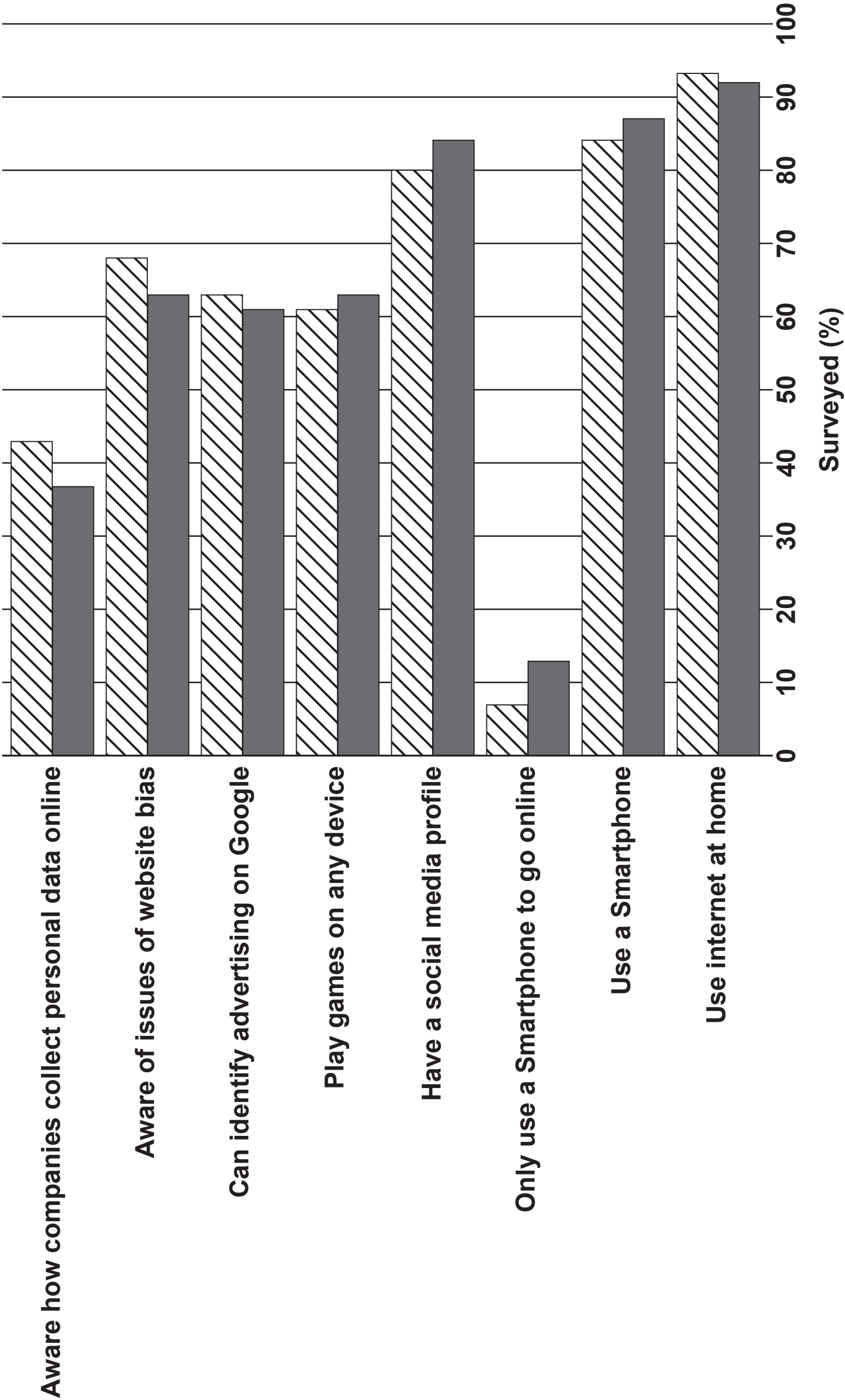
Read this Insert carefully before you start your answers.



FIG. 1

Media use by gender

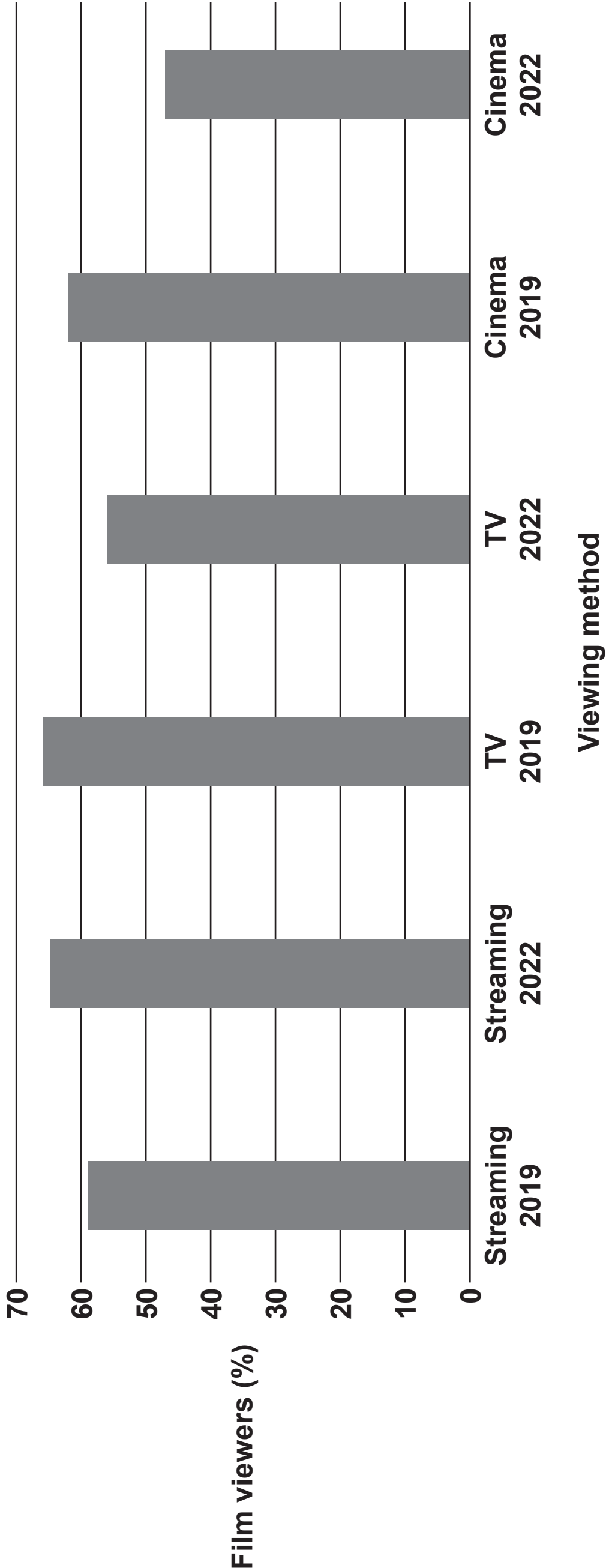
KEY:



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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