

**Thursday 9 January 2020 – Afternoon**

**Level 3 Cambridge Technical in Digital Media**

**05843/05844/05845/05846/05875**

**Unit 1: Media products and audiences**

**INSERT**

**Modified Enlarged 18 pt**

## **INSTRUCTIONS**

**Do NOT send this Insert for marking. Keep it in the centre or recycle it.**

## **INFORMATION**

**This is the Insert for Section A.**

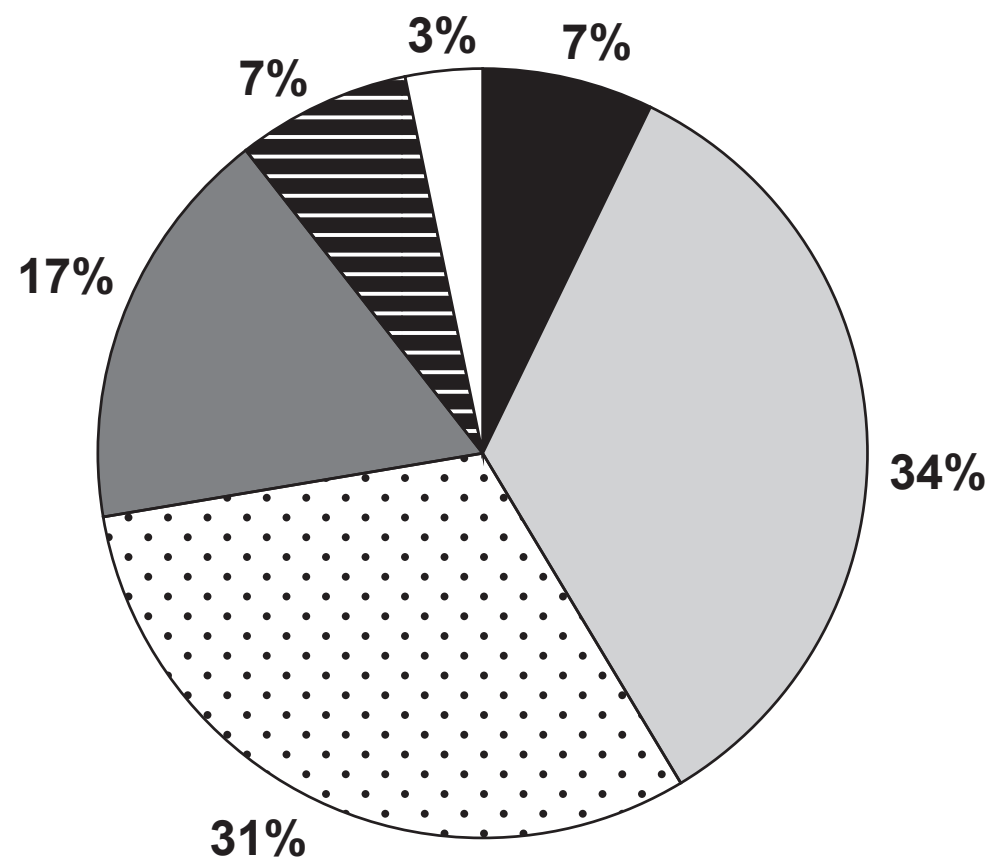
## **ADVICE**

**Read this Insert carefully before you start your answers.**

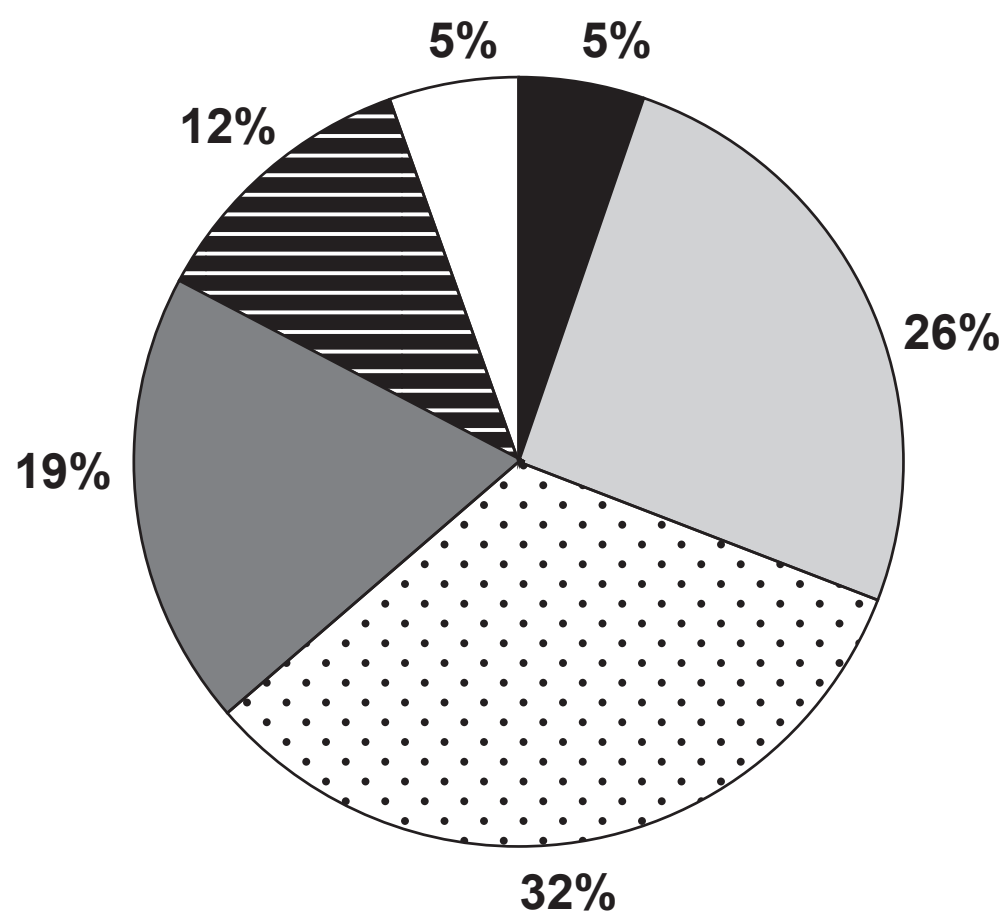
**Fig. 1 Consumption of three main subscription streaming services in the UK by social grade between July 2018 and September 2018.**

**Clockwise:** ■ A    □ B    □ C1    ■ C2    ▨ D    □ E

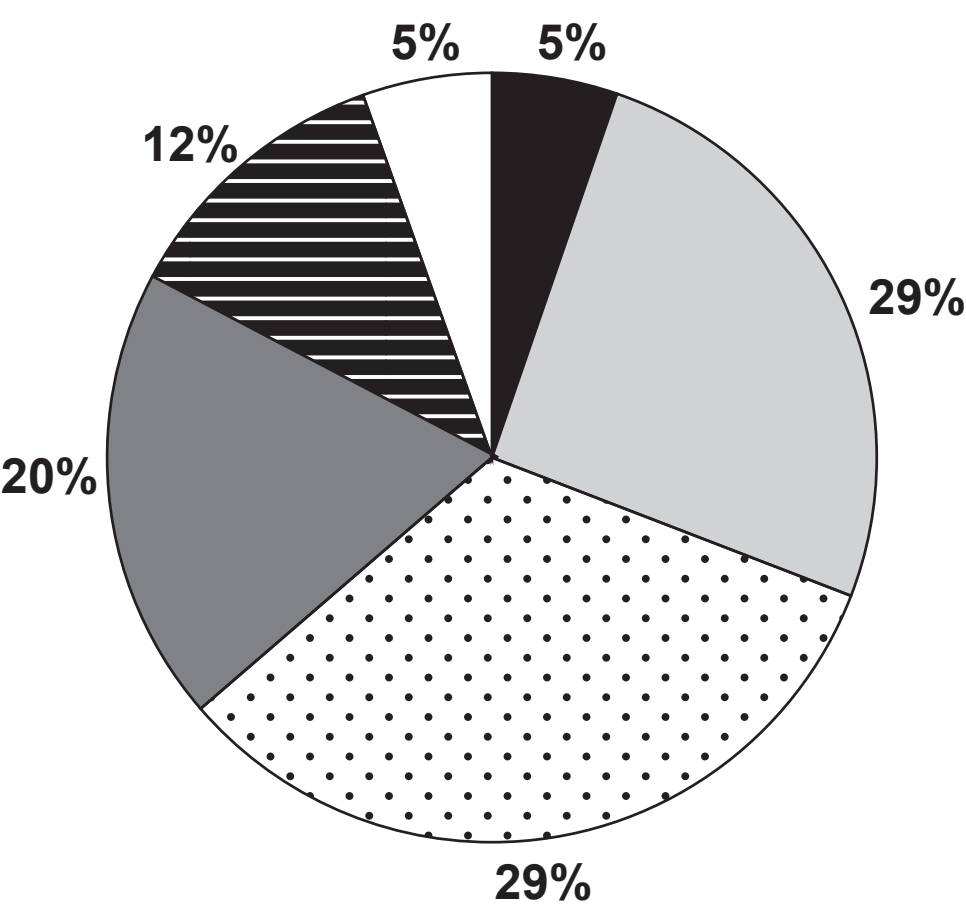
### Amazon



### Netflix



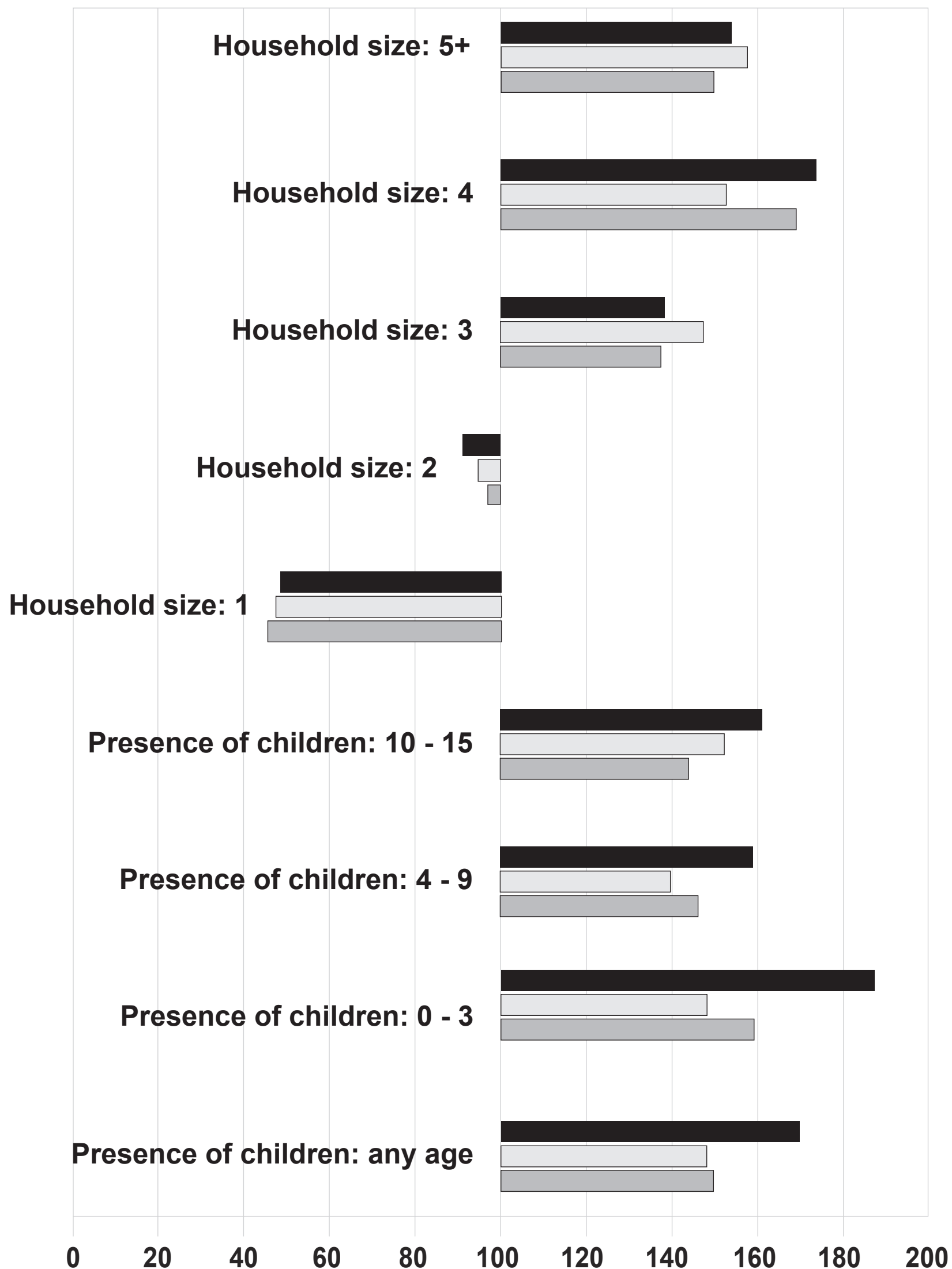
Now TV



Source: BARB (September 2018)

**Fig. 2 Household consumption of three main subscription streaming services in the UK by age and number of inhabitants between July 2018 and September 2018.**

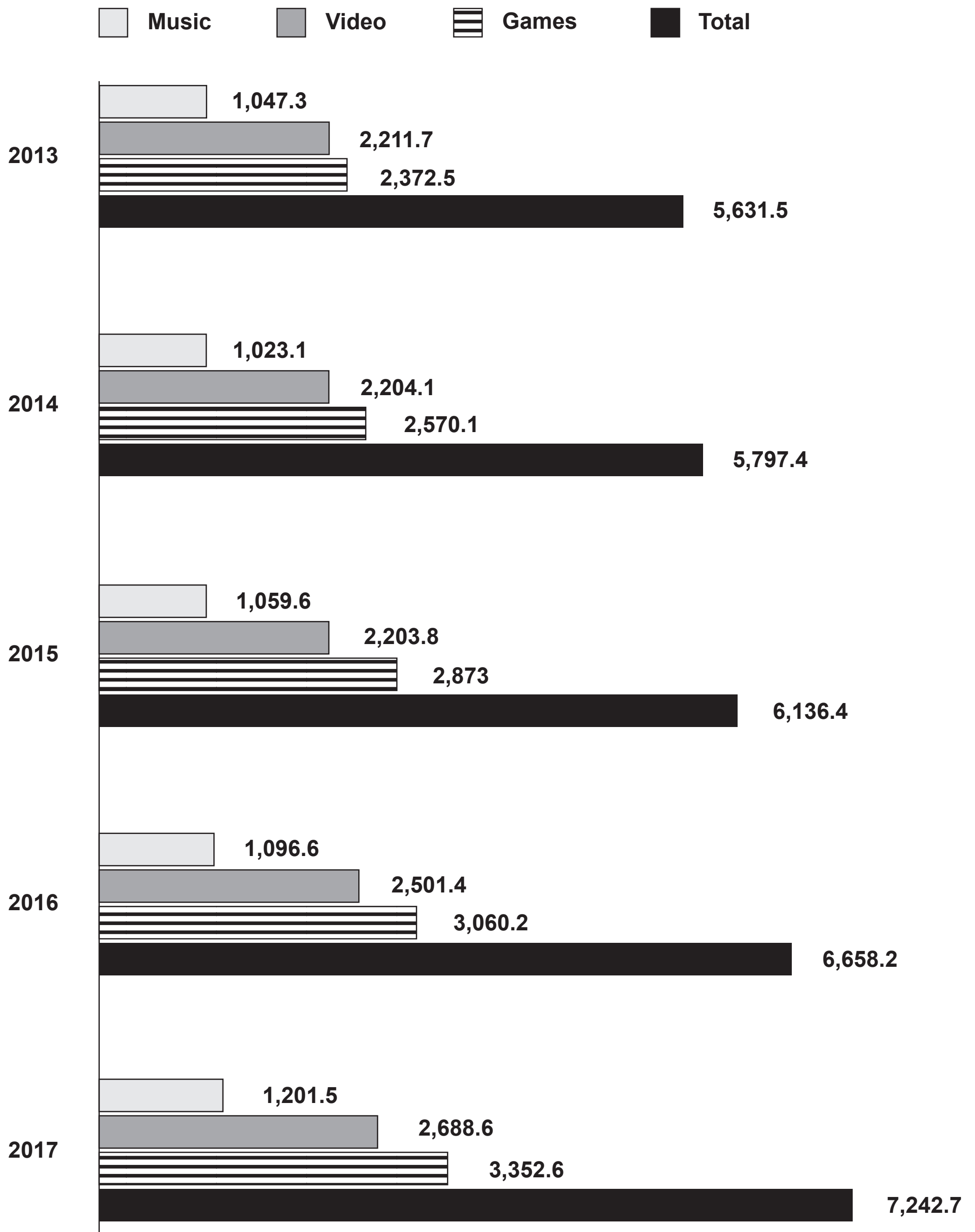
from the top:  **Now TV**      **Netflix**      **Amazon**



**DAILY TOTAL MINUTES OF VIEWING TIME, starting at the average of 100 minutes**

**Source: BARB (September 2018)**

**Fig. 3 The annual value of entertainment in the UK in £ millions.**



**Source: ERA (December 2017)**



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