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**OXFORD CAMBRIDGE AND RSA
EXAMINATIONS**

Tuesday 12 January 2021 – Afternoon

**Level 3 Cambridge Technical in
Digital Media**

05843/05844/05845/05846/05875

Unit 1: Media products and audiences

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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 The average total monthly reach of published media in the UK between October 2017 and September 2018

Total market reach of Published Media

**93% coverage of GB 15+ population =
49.3 m people**

Platform	Reach
Print	67%
Desktop	41%
Phone	64%
Tablet	22%

Source: PamCo (December, 2018)

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FIG. 2 Patterns of UK radio listenership 2017 – 2018

**The total listening figures remain steady
with both radio and digital presenting
strong numbers**

**89% of the UK population tuned in to the
radio each week this quarter**

**61% of the population tune in to digital
radio every week**

Digital is growing

Breakdown

**510 million digital listening hours this
quarter**

DAB 72%

DTV 9%

www 19%

Digital listening hours up 1% year on year

**34 million adults have access to a DAB
receiver**

**On average a listener tunes into 20.8 hrs
of radio a week**

Social media

41% of 15 – 24 year old social media users claim to receive updates about their favourite radio station/presenter

30% of adult social media users claim to receive updates about their favourite radio station or presenter

**Key: DAB: Digital Audio Broadcasting
DTV: Digital Television**

Source: RAJAR (August, 2018)

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