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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**

**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.**

## **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**

<b>Platform</b>	<b>Reach</b>
<b>Print</b>	<b>67%</b>
<b>Desktop</b>	<b>41%</b>
<b>Phone</b>	<b>64%</b>
<b>Tablet</b>	<b>22%</b>

**Source: PamCo (December, 2018)**

## **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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