

**Modified Enlarged 24 pt**

**OXFORD CAMBRIDGE AND RSA EXAMINATIONS**

**Tuesday 10 January 2023 – 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.**

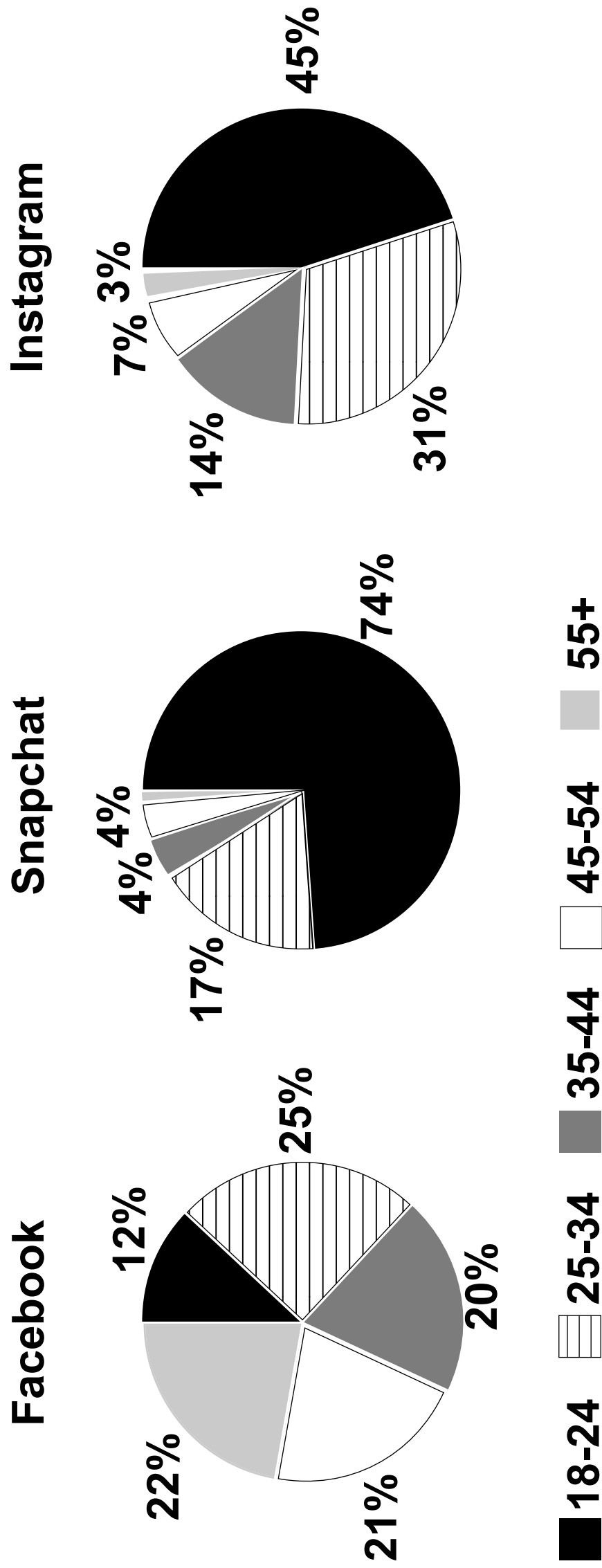
**Do NOT send this Insert for marking. Keep it in the centre or recycle it.**

**ADVICE**

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

**FIG. 1**

**Percentage of time spent on social media channels per day based on age groups.**



**Age group**

**Source: Comscore (2018)**

## FIG. 2

Activities that people are doing whilst using social media channels.

**'Apposphere: How the Apps You Use Impact Your Daily Life and Emotions', 8 January 2019, [www.forbusiness.snapchat.com](http://www.forbusiness.snapchat.com), Snap Inc. in partnership with Murphy Research. Item removed due to third party copyright restrictions.  
Link to material: <https://forbusiness.snapchat.com/blog/apposphere-how-the-apps-you-use-impact-your-daily-life-and-emotions> - 'Snapchat is for moments on the move' graph.**

**Source: Murphy Research (2018)**

FIG. 3

Most-watched television programmes across three devices in millions, 02/03/20 – 08/03/20.

			Audience (As Broadcast)				
Rank	Programme	Channel	Broadcaster group	TV	Tablet	Smartphone	TOTAL
1	ANT AND DEC'S SATURDAY NIGHT TAKEAWAY (SAT 19:01)	ITV/ Breakfast Total	ITV	7 667 500	18 024	9 135	7 694 659
2	CORONATION STREET (MON 19:31)	ITV/ Breakfast Total	ITV	6 992 400	53 685	29 990	7 076 075
3	CORONATION STREET (WED 19:31)	ITV/ Breakfast Total	ITV	6 810 200	57 423	30 226	6 897 848
4	CORONATION STREET (FRI 19:31)	ITV/ Breakfast Total	ITV	6 568 900	59 253	40 960	6 669 112
5	CORONATION STREET (MON 20:29)	ITV/ Breakfast Total	ITV	6 556 100	60 641	34 601	6 651 342

		Audience (As Broadcast)				
Rank	Programme	Channel	Broadcaster group	TV	Tablet	Smartphone TOTAL
6	EMMERDALE (THU 19:01)	ITV/ Breakfast Total	ITV	6 351 800	39 549	19 492 6 410 841
7	EMMERDALE (WED 19:00)	ITV/ Breakfast Total	ITV	6 273 400	41 115	20 152 6 334 666
8	EMMERDALE (TUE 19:00)	ITV/ Breakfast Total	ITV	6 227 000	42 641	20 074 6 289 714
9	CORONATION STREET (WED 20:29)	ITV/ Breakfast Total	ITV	6 174 000	61 327	34 799 6 270 126
10	EMMERDALE (FRI 18:59)	ITV/ Breakfast Total	ITV	6 164 400	43 956	24 158 6 232 514

Source: BARB (March, 2020)



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