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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.

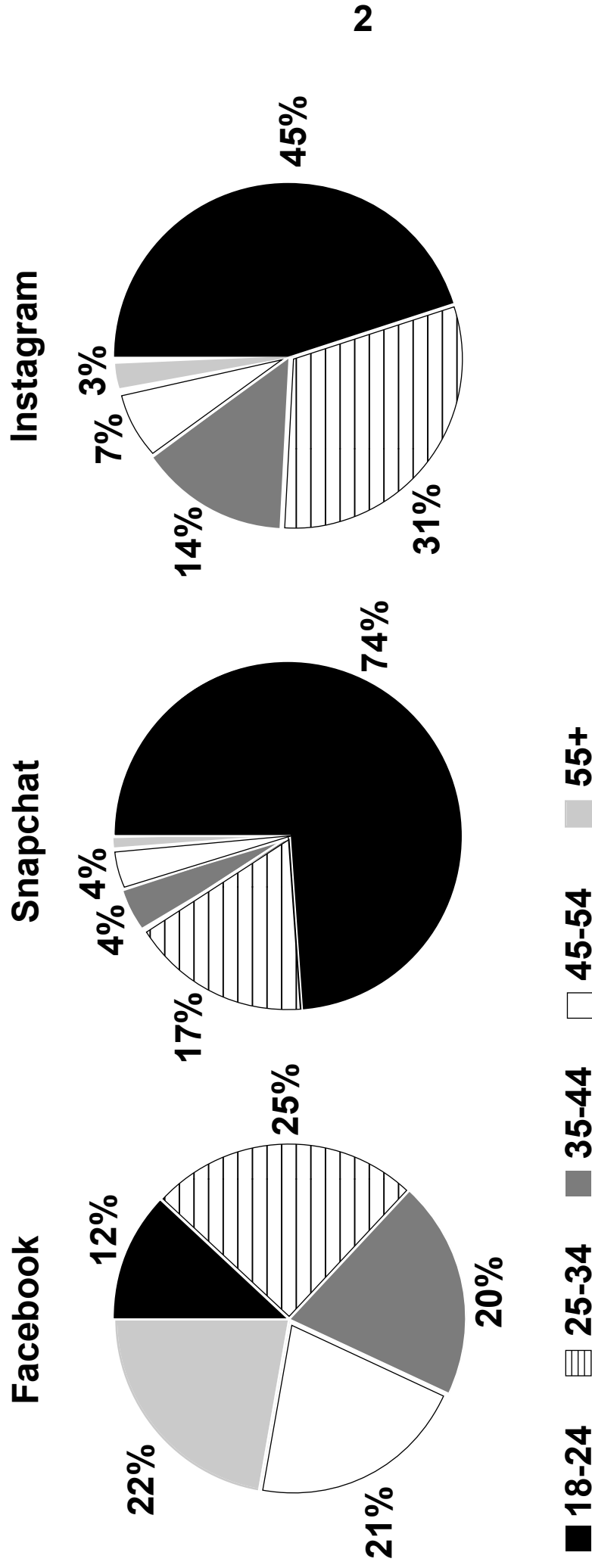
Do NOT send this Insert for marking. Keep it in the centre or recycle it.

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, 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
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

			Audience (As Broadcast)				
Rank	Programme	Channel	Broadcaster group	TV	Tablet	Smartphone	TOTAL
5	CORONATION STREET (MON 20:29)	ITV/ Breakfast Total	ITV	6 556 100	60 641	34 601	6 651 342
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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