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OXFORD CAMBRIDGE AND RSA EXAMINATIONS

Tuesday 16 May 2023 – 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

Table showing percentage (%) share of adults that watch men's English Premier League football matches in the UK in 2020, by frequency and gender.

Frequency	Male	Female
Very frequently	19%	6%
Fairly frequently	16%	8%
Not very frequently	12%	10%
Rarely	15%	15%
Never	38%	61%
Don't know	1%	1%

Source: Statista (January 2021)

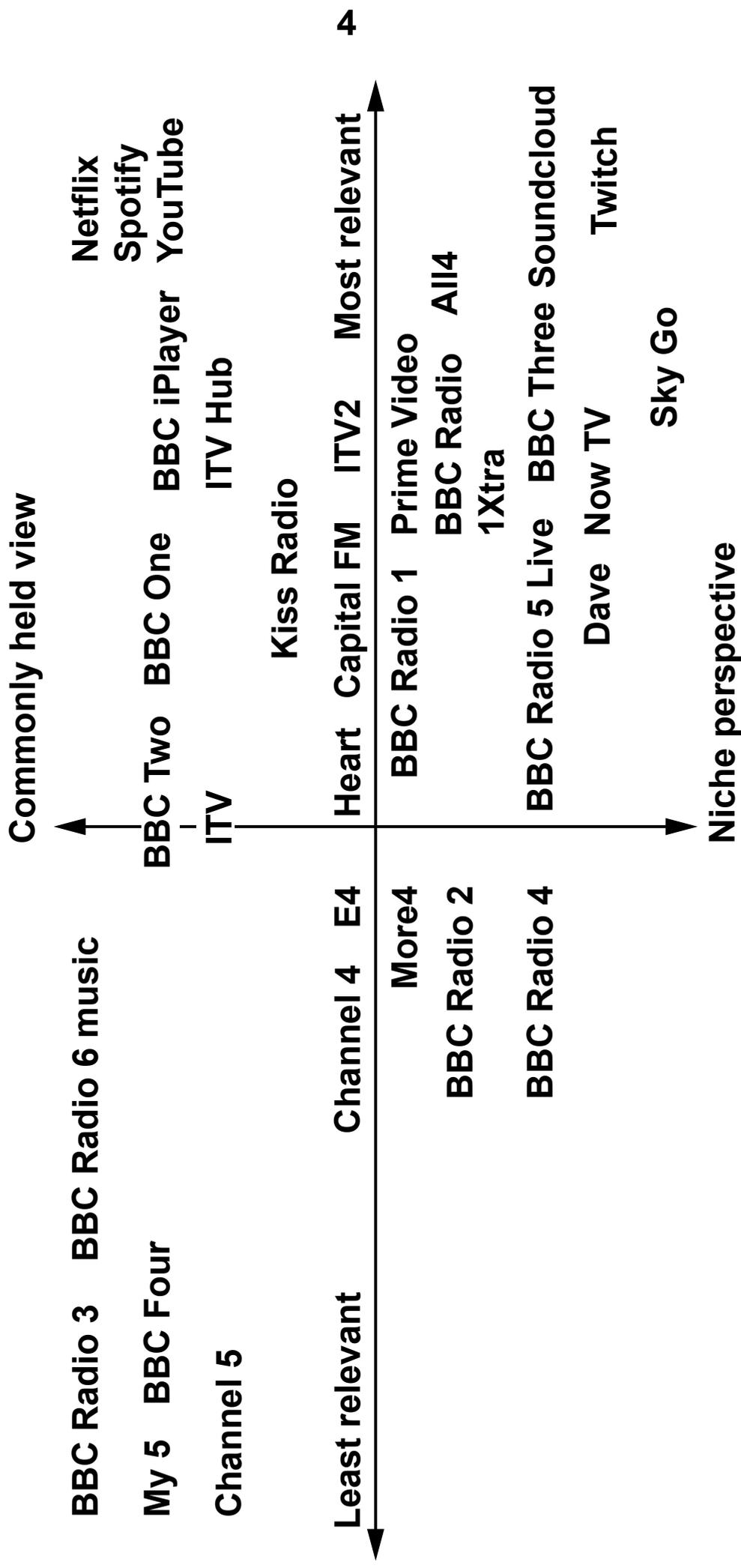
FIG. 2**Table showing most-watched sports games on television in the UK in 2019.**

	PSB (Public Service Broadcasting) (Audience in millions)	Non-PSB (Non-Public Service Broadcasting) (Audience in millions)
Rugby World Cup England vs South Africa (Nov 2)	12.9	
Rugby World Cup England vs New Zealand (Oct 26)	10.2	
ITV Racing Live (Apr 6)	9.6	
Man City vs Liverpool (Jan 3)		2.5
Man Utd vs Liverpool (Oct 20)		2.3
CC Final Chelsea vs Man City (Feb 24)		2.3

Source: Statista (January 2021)

FIG. 3

Data showing the relevance of broadcasting brands to the Generation Z (16–24-year-old) audience.



Source: Ofcom (July 2020)

6

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