

**Modified Enlarged 18 pt**

**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**

**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**

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

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

**Source: Statista (January 2021)**

**FIG. 2**

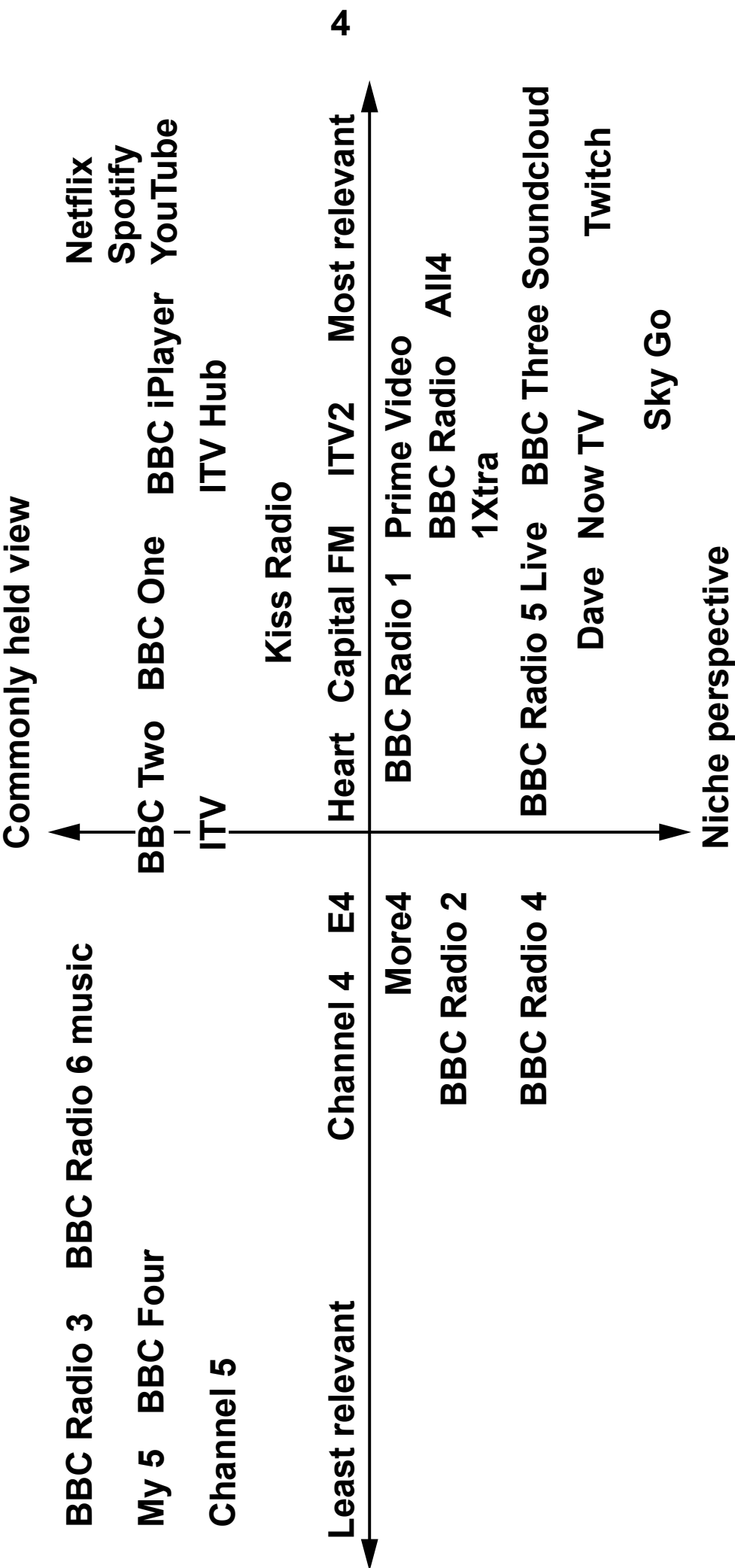
**Table showing most-watched sports games on television in the UK in 2019.**

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

**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)**









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