



# Level 3 Cambridge Technical in Digital Media

05843/05844/05845/05846/05875

## Unit 1: Media products and audiences

**INSERT**

**Wednesday 23 May 2018 – Morning**



### INFORMATION FOR LEARNERS

- Please read fully before completing the question paper.
- The insert is relevant to questions in Section A.
- This document consists of 4 pages. Any blank pages are indicated.

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Data from RAJAR showing how audiences listen to the radio (Source: RAJAR, May 2017)

Fig. 1

## RAJAR DATA RELEASE



Quarter 1, 2017

All Digital Radio Listening									
	Weekly Reach %			Total Hours (millions)			Share %		
	Q1 16	Q4 16	Q1 17	Q1 16	Q4 16	Q1 17	Q1 16	Q4 16	Q1 17
<b>All Radio</b>	89.3	90.1	89.3	1,006	1,049	1,023	100	100	100
<b>All Digital</b>	56.9	57.9	58.6	444	474	483	44.1	45.2	47.2
<b>DAB</b>	42.3	44.4	44.6	310	345	346	30.9	32.9	33.8
<b>DTV</b>	14.9	14.3	14.7	55	51	56	5.4	4.9	5.5
<b>Online/Apps</b>	18.1	18.3	18.1	79	78	82	7.8	7.4	8.0

Fig. 2

Information from BARB showing the top 10 programmes on ITV1 w/e 30 April 2017  
(Source: BARB, April 2017)

w/e 30 Apr 2017

		7 day data (000s)	28 day data (000s)
1	BRITAIN'S GOT TALENT (SERIES 11) (SAT 2002)	9,959	10,133
2	CORONATION STREET (WED 1931)	7,355	7,428
3	CORONATION STREET (MON 1932)	7,198	7,278
4	CORONATION STREET (MON 2029)	7,030	7,123
5	CORONATION STREET (FRI 1932)	6,885	7,004
6	EMMERDALE (TUE 1901)	6,881	6,954
7	EMMERDALE (WED 1900)	6,740	6,797
8	LITTLE BOY BLUE (MON 2100)	6,717	7,617
9	CORONATION STREET (FRI 2033)	6,713	6,874
10	EMMERDALE (THU 1902)	6,622	6,697

**Fig. 3**

Information from BARB showing the top 10 programmes on BBC2 w/e 30 April 2017  
(Source: *BARB, April 2017*)

w/e 30 Apr 2017

		7 day data (000s)	28 day data (000s)
1	BAKE OFF CREME DE LA CREME (TUE 2000)	2,518	2,664
2	THE LAST KINGDOM (THU 2101)	2,450	2,762
3	AMAZING HOTELS: LIFE BEYOND THE LOBBY (MON 2100)	2,333	2,492
4	WORLD SNOOKER CHAMPIONSHIP (SUN 1901)	1,866	1,866
5	DAD'S ARMY (SAT 1836)	1,787	1,843
6	NATURE'S WEIRDEST EVENTS (MON 2000)	1,787	1,831
7	VERSAILLES (FRI 2101)	1,636	1,856
8	WORLD SNOOKER CHAMPIONSHIP (SAT 1630)	1,623	1,623
9	WORLD SNOOKER CHAMPIONSHIP (SAT 1907)	1,465	1,465
10	WORLD SNOOKER CHAMPIONSHIP (SUN 1400)	1,401	1,401

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