

**Thursday 10 January 2019 – Afternoon**

**LEVEL 3 CAMBRIDGE TECHNICAL IN DIGITAL MEDIA**

**05843/05844/05845/05846/05875** Unit 1: Media products and audiences

**INSERT**



**INFORMATION FOR LEARNERS**

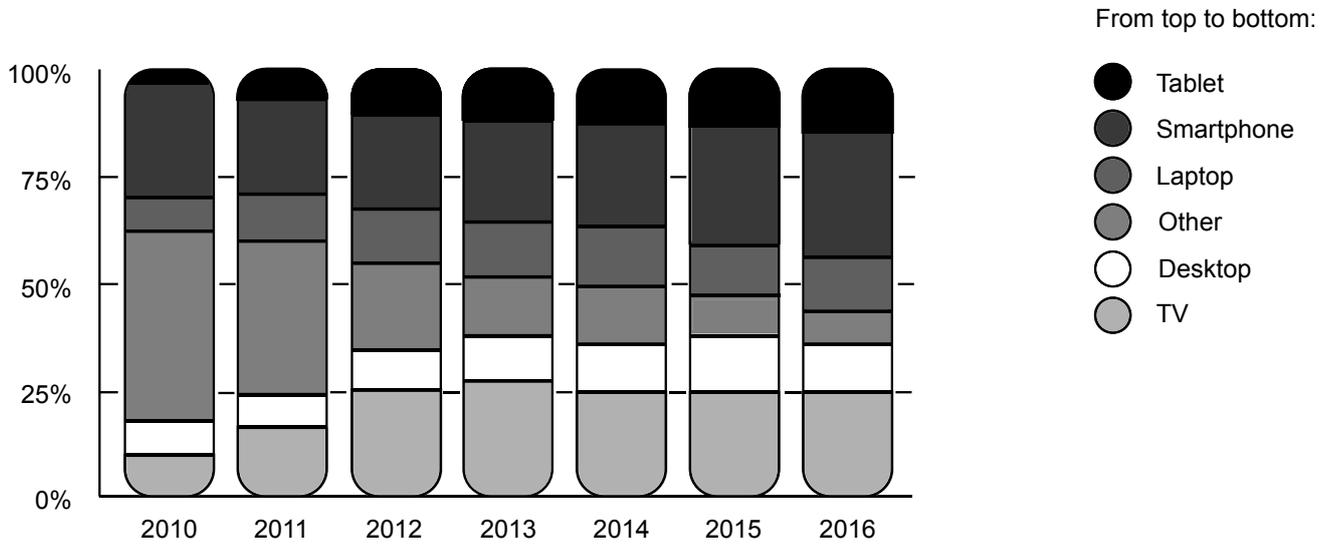
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- This document consists of **4** pages. Any blank pages are indicated.

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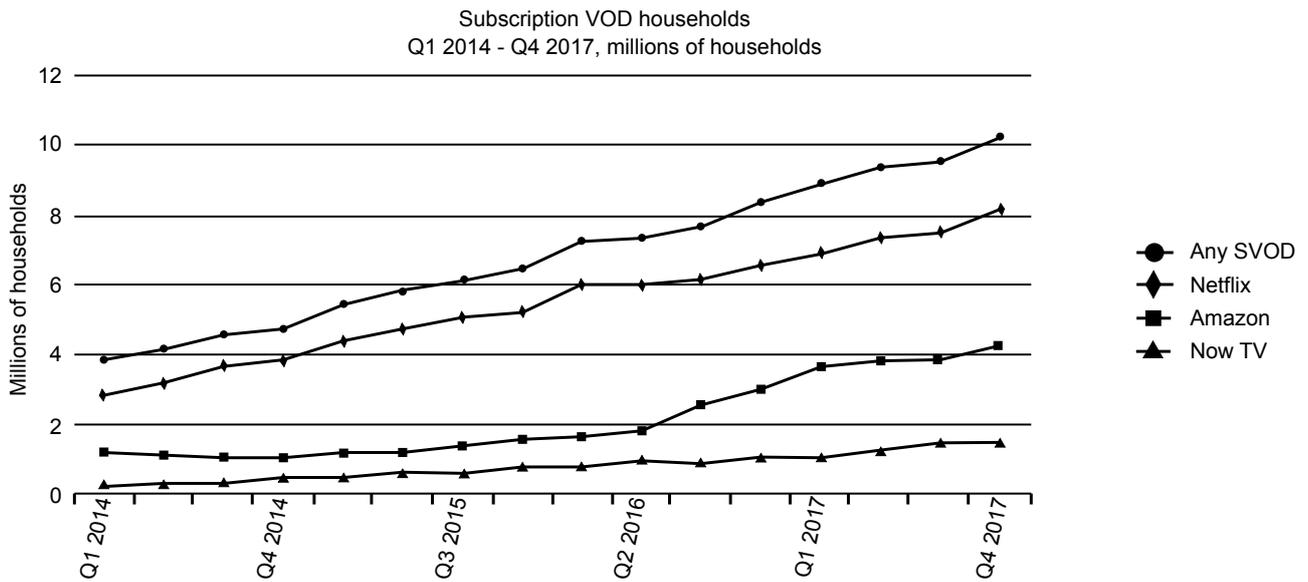
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**Fig. 1 Data showing the devices that audiences (individuals) use to access television services**

Percentage of total weekly viewing time spent on each device



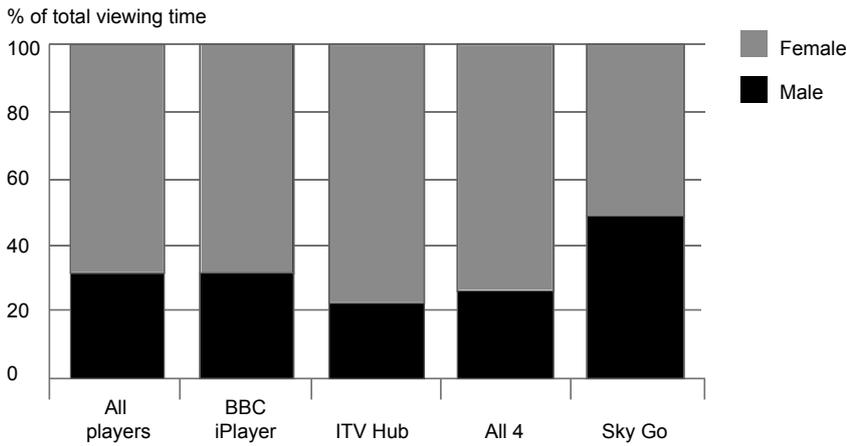
**Fig. 2 Data showing the subscription video on demand (SVOD) services used by audiences (households)**



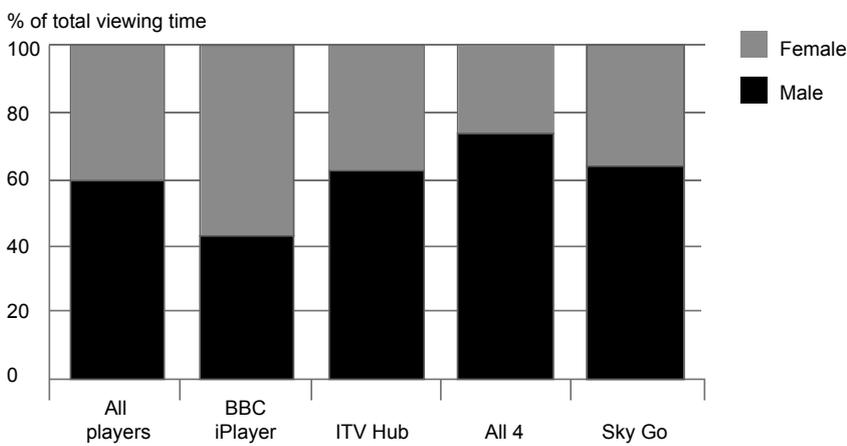
Source: BARB (Spring, 2018)

**Fig. 3 Data showing viewing time by gender across On Demand and Live Streaming services**

GENDER PROFILE - ON DEMAND

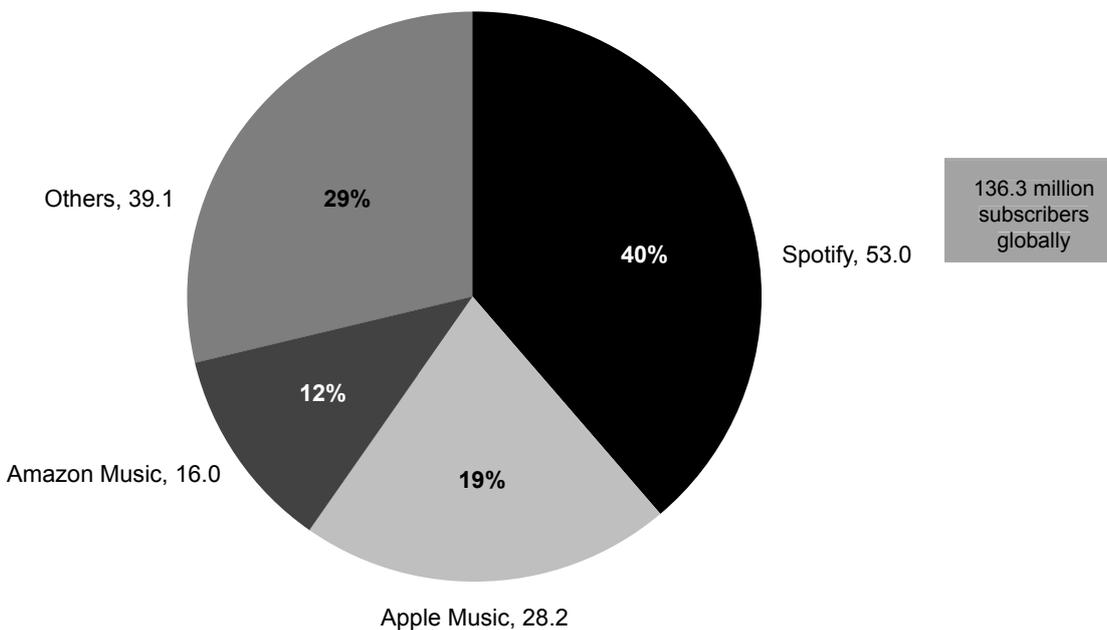


GENDER PROFILE - LIVE STREAMING



Source: BARB (Spring, 2018)

**Fig. 4 Data showing the market share of music streaming services**



Source: MIDiA (June, 2017)



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