OCR
Oxford Cambridge and RSA

Cambridge Technicals
Digital Media

Unit 1: Media products and audiences

Level 3 Cambridge Technical in Digital Media
05843 - 05846

Mark Scheme for January 2019

Annotations

Annotation	Meaning of annotation
Tick	Tick
Double Tick	Excellent point
Cross	Cross
?	Unclear
^	Omission mark
T	Terminology/Theory
EG	Use of examples
A	Explanation, analysis, argument
Vertical wavy line	Not relevant to specific question
R	Rubric
Diagonal line/line through	Blank page

Question			Answer/Indicative content	Mark	Guidance
Section A					
1	**(a)**	**(i)**	One mark for each correct identification, e.g: • There is an increase in the use of portable devices to access TV services. (1) • In 2010 only around 5% used TV to access TV services and this has increased to 25% by 2016. (1) • Accessing TV services via a laptop has remained at a consistent level over the past few years (1).	2	Some answers have just stated one word, e.g. Portable. This type of answer should only be accepted if there is a clear identification in relation to the access of TV services.
1		**(ii)**	Two marks for each reason. (Max Four). e.g. • Smart / Internet enabled TVs are getting cheaper (1) so they are more affordable for a wider demographic (1) • Smart / Internet enabled TVs are increasingly featuring more VoD apps (1) so people can access many channels and services from one device (1) • Apps for TV services can be downloaded to non-proprietary devices (1) so people can access a wide range of different services whilst on the go (1).	4	Candidates will outline two reasons. It is likely the candidates will respond with a wider understanding of developments in technologies. Candidates may reference specific services, such as iPlayer, as examples. Reward if candidate has linked to both answers given for 1ai).
2			Two marks for a reason and explanation e.g. • Netflix may be more popular because it is a company set up to distribute films and television programmes and create its own shows so had a USP (1) whereas Amazon diversified later into the VoD service so is catching up on the market (1). • Amazon work across different media sectors and specialise in services such as Alexa (1) meaning they do not promote their film and TV as efficiently as Netflix (1).	2	Candidates may reference wider knowledge of the history of Amazon and Netflix as institutions.

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			• Netflix is a cheaper service if you just want TV and film (1) because Amazon is more expensive with Prime subscription (1). • Netflix is a more recognisable brand owing to the fact it is used as part of everyday language associated with relaxing time to watch TV and film (1) whereas Amazon it not (1).		
3	(a)		One mark for identification and two marks for correct explanation interpretation e.g. • More women than men access the On Demand services shown in the BARB data (1). This may be because most programmes on the services shown produce soap operas that women traditionally watch (1) such as Coronation Street and Emmerdale on ITV and EastEnders on BBC1(1).	3	Candidates are likely to give examples that relate to gender and stereotypical interests. Candidates may also reference that females are mothers and potentially at home more than working fathers. Do not accept answers that discuss live streaming in this question.
	(b)		One mark for identification and two marks for correct explanation interpretation e.g. • One possible reason for the difference is that men use live streaming services in order to watch live broadcasts of big events, such as sport (1). This can be justified owing to live content on Sky Go and ITV being pay per view football games and boxing matches that Sky and ITV have the rights to show (1) whereas women access BBC iPlayer to live stream popular content on BBC 1 such as magazine shows (The One Show) (1).	3	The opportunity for candidates to demonstrate their wider knowledge about gender and TV consumption is provided and credit should be given for attempts to show this knowledge.

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4	(a)	(i)	Two marks for a full explanation e.g. • Spotify is the most popular streaming service owing it having a variety of subscription options with one being free with adverts (1) whereas with other services such as Apple Music you have to pay for streaming (1). • Spotify enters many joint ventures with Internet TV streaming services, such as NOW TV (1). This means that it is available and paid for to use by audiences (1).	2	The opportunity for candidates to demonstrate their wider knowledge about popular and accessible music and streaming services is provided and credit should be given for attempts to show this knowledge. Do not credit it can be accessed on phones as apps can be downloaded across smartphone devices.
		(ii)	One mark for correct identification and two marks for explanation e.g. • Amazon Music has become the third largest streaming service owing to being part of the Amazon Prime subscription package (1). Push content by Amazon encourages users to listen to samples (1) by popular Amazon Prime services such as Alexa that are based around listening to audio around the home (1)	3	The opportunity for candidates to demonstrate their wider knowledge about popular digital media products and institution is provided and credit should be given for attempts to show this knowledge. If a candidate has interpreted the question in the negative as in 'only the third largest' then credit if the answer is correct and plausible.
Section B					
5	(a)		Two marks for each correct difference and two marks for suitable explanation (max four marks) e.g: • Vertical integration is when a company can produce, distribute and allow audiences to consume a product (1) whereas horizontal integration is cross promoting a product at the stage of distribution and marketing (1). An example would be how Disney is VI using subsidiaries to produce animations and distribute the content on Disney Life channels (1) but they use HI to market their content such as through theme parks, merchandise and advertising new films on Fox TV (1).	4	The candidate must show they understand the key differences between VI as part of the production process and HI as part of the marketing process. Must have examples of companies and subsidiaries for four marks, for e.g. - VI explanation - HI explanation showing difference - VI examples of companies - HI examples of companies

	Question		Answer/Indicative content	Mark	Guidance
	(b)		One mark for each correct advantage, two marks for explanation (max six) e.g. • A cross media company can use synergy to promote a key brand or product across different platforms (1) . For example, Bauer Media own the Kerrang! brand (1) and this is recognisable across radio, TV and print magazines (1). • A cross media company can maximise their audience reach (1). For example Ubisoft's Assassin's Creed video game was adapted for film by 20th Century Fox (1) which allowed the brand and narrative to be promoted across game and film markets and vice versa (1).	6	Candidates must reference a cross media company not just a product/brand. - 1 mark for identifying benefit of being cross media - 1 mark for example - 1 mark for explaining example
6			One mark for a product produced by an independent company, one mark for a target audience (max four) e.g. • The Snowman and the Snowdog was produced by Lupus Films for Channel 4 (1) The target audience for this animation is children aged 5-12 (1) • My Big Fat Gypsy Wedding was produced by Firecracker for Channel 4 (1). The target audience for this reality TV programme is C2DE women aged 21-45 (1).	4	Products referenced must be made by an independent media company. Audiences must give some specific demographic information (e.g. age, gender, ethnicity). Do not accept any food chains or make-up products.
7			One mark for job role and sector, two marks for suitable expansion (max six) e.g: • Film sector and Director (1). A director is important because they all the creative decisions about the style of the film (1) and many directors only work in specific genres such as Quentin Tarantino (1).	6	Candidates may reference job roles such as actors, directors, designers, games developers, journalist and animators. A wide range of products should be anticipated in answer.

Question			Answer/Indicative content	Mark	Guidance
			• Radio and Sound Engineer (1). A sound engineer is important because they have responsibility for the levels of live broadcast content (1) and this important because the music, interviews, adverts and jingles all need to be at the same volume (1).		

Question	Answer/Indicative Content	Marks	Guidance	
8*	**Level 3** **9-12** **Excellent** discussion of how the concept of genre can be attributed to the success of a digital media product The examples used from products to support ideas are **wholly appropriate and justified.** Sentences and paragraphs are consistently relevant, have been well structured, using appropriate terminology. There may be few, if any, errors of spelling, punctuation and grammar. **Level 2** **5-8** **Good** discussion of how the concept of genre can be attributed to the success of a digital media product. The examples used from products to support ideas are **appropriate and partly justified.** There will be some errors of spelling punctuation and grammar some of which may be noticeable and intrusive. **1-4** **Limited** discussion of how the concept of genre can be attributed to the success of a digital media product. The examples used from products to support ideas are **sometimes appropriate**. There are likely to be some errors of spelling and grammar some of which may be noticeable and intrusive. Writing may also lack legibility.	12	The guidance for examiners below demonstrates how levels can be achieved by candidates: **Level 3 answers** Will include at least two theories with correct names and explanation of theories (3-4 marks) Will include at least four examples from a real media product/s with points supported by production techniques (3-4 marks) Will feature a discussion about the concept of genre contributing to success supported by examples from a real media product/s (3-4) **Level 2 answers** Will include at least one theory with correct name and explanation of theory (2-3 marks) Will include at least two-three examples from a real media product/s with points supported by production techniques (2-3 marks) Will feature a discussion about the concept of genre contributing to success supported by examples from a real media product/s (1-2)	Candidates will reference a range of digital media products. They will discuss how production techniques (such as mise-en-scène, sound) contribute to the concept of genre in relation to success of the chosen products. If the answer includes theories, examples and answers the question for Level 3 candidates should also fulfil the requirement of this level in terms of written communication.

Question	Answer/Indicative Content	Marks	Guidance	
	0 – no response or no response worthy of credit.		**Level 1 answers** May include at least one theory with explanation of theory (1-2 marks) Will include at least one examples from a real media product/s with points supported by production techniques (1-2 marks) May feature a discussion about the concept of genre contributing to success supported by examples from a real media product/s (1)	

Question	Answer/Indicative content	Mark	Guidance
9	One mark for each way that audiences can communicate with media producers (max three marks) e.g. • Snapchat to comment on playlists or enter competitions for events such as the Jingle Bell Ball with Capital FM Yorkshire (1) • YouTube comments section to rate the box set episodes on the All 4 Channel for Inbetweeners (1)	3	Candidates must give a method of communication of the contemporary ways producers can target audiences. They don't necessarily need an example, but many will put one. Accept: - Social media *(if a candidate has mentioned more than one social media, e.g. Snapchat, Instagram the* **medium** *must be different to gain marks. Twitter and YouTube acceptable, Instagram and Snapchat are not).* - Focus groups or screening groups - Online questionnaires - Online or interactive polls - Reviews in magazines or blogs, fanpages. - Fan events (Comic-Con). Don't accept: - One to one interviews - Questionnaire - Email
10	One mark for how social media can support campaigns, one mark for acknowledgement of traditional methods, one mark for the example (max six marks) e.g. • Social media such as Facebook allows traditional billboard posters or cinematic teaser trailers to be spread virally (1) and these can be shared by audience members who are fans of a product (1) such as the teaser for Black Panther gaining 89 million views in first 24 hours.(1) • VoD sites like YouTube allow unsigned musicians and bands to share their music video (1) . Links to these are put on billboard posters that advertise local gigs (1) (1) such as with the Sheffield band St. Petersburg who	6	Candidates may look at how social media can support traditional marketing campaigns – they may reference speed of access to audiences. A real media product must be referenced.

Question	Answer/Indicative content	Mark	Guidance	
	• promoted their music video on the poster of their St. Patricks day concert at the Trafalgar Warehouse (1)			
11*	**Level 4** **16-20** An **excellent** debate is provided by the candidate about the relevance of the concept of moral panics and related theory is demonstrated. The examples used from contemporary media products and audiences to support ideas are **wholly appropriate and justified.** Sentences and paragraphs are consistently relevant, have been well structured, using appropriate terminology. There may be few, if any, errors of spelling, punctuation and grammar. **Level 3** **11-15** A **good** debate is provided by the candidate about the relevance of the concept of moral panics and related theory is demonstrated. The examples used from contemporary media products and audiences to support ideas are **appropriate and sometimes justified.** There will be some errors of spelling punctuation and grammar but these are unlikely to be intrusive or obscure meaning. **Level 2** **6-10** **A basic** debate is provided by the candidate about the relevance of the concept of moral panics and related theory is demonstrated. The examples of media products and audiences used to support ideas are **mostly appropriate but may not be consistently contemporary.** There are likely to be some errors of spelling and grammar some of which may be noticeable and intrusive.	20	The guidance for examiners below demonstrates how levels can be achieved by candidates: **Level 4 answers** Will include at least four to five theories/key terms with correct names and explanation in relation to moral panics and media effects debate/regulation of products (4-5 marks) Will include at least four examples from a real media product/s and/or contemporary case studies. (8-10 marks) Will feature a discussion that makes at least four points about the concept of moral panics on identified audiences (4-5) **Level 3 answers** Will include at least three to four theories/key terms with correct names and explanation in relation to moral panics and media	Candidates can pick any products they have studied and will relate to contemporary ideas about moral panics and media. Products discussed are likely to be video game products, social media and films (Call of Duty, GTA, Doom, Black Swan, Dark Knight, Twitter) and related case studies or panics (Exposure to sexual content, Columbine). Top answers are likely to demonstrate and understanding of relevant media effects theory and contemporary debate (Mulvey, Anderson, Cohen, Gauntlett) and choice of theorists is likely to depend on the medium and product chosen.

Question	Answer/Indicative content	Mark	Guidance
	Level 1 **1-5** **Limited** debate is provided by the candidate about the relevance of the concept of moral panics. The examples used from media products and audiences to support ideas are **sometimes appropriate and may not be contemporary.** There are likely to be some errors of spelling and grammar some of which may be noticeable and intrusive. Writing may also lack legibility. **0**– no response or no response worthy of credit.		effects debate/regulation of products (3-4 marks) Will include at least three examples from a real media product/s and/or contemporary case studies. (5-7 marks) Will feature a discussion that makes at least three points about the concept of moral panics on identified audiences. (3-4) **Level 2 answers** Will include at least one or two theories/key terms with correct names and explanation in relation to moral panics and media effects debate/regulation of products (2-3 marks) Will include at least two examples from a real media product/s and/or contemporary case studies. (3-4 marks) Will feature a discussion that makes at least two points about the concept of moral panics on identified audiences. (2-3)	

Question	Answer/Indicative content	Mark	Guidance	
			Level 1 answers Are likely to include only one or two key terms (1-2) Will include at least one to three examples from a real media product/s and/or case studies. (1-3 marks) Is likely to not feature any a discussion.	

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