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Centre Number					Learner Registration Number				
Pearson BTEC Level 1/Level 2 First Award									

Creative Digital Media Production

Unit 1: Digital Media Sectors and Audiences

Monday 16 May 2016 – Morning Time: 1 hour	Paper Reference 21526E
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You do not need any other materials.	Total Marks
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Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and learner registration number.
- Answer **all** questions.
- Answer the questions in the spaces provided – *there may be more space than you need.*

Information

- The total mark for this paper is 50.
- The marks for **each** question are shown in brackets – *use this as a guide as to how much time to spend on each question.*

Advice

- Read each question carefully before you start to answer it.
- Try to answer every question.
- Check your answers if you have time at the end.

Turn over ►

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Answer ALL questions. Write your answers in the spaces provided.

Some questions must be answered with a cross in a box ☒. If you change your mind about an answer, put a line through the box ☒ and then mark your new answer with a cross ☒.

1 Give **two** types of digital media products from the publishing sector.

1

2

(Total for Question 1 = 2 marks)

2 Identify **one** example of a media product from the digital audio sector.

- A Movie soundtrack
- B Digital animation
- C Training video
- D Documentary film

(Total for Question 2 = 1 mark)

3 Give **two** examples of post-production tasks for a video production.

1

2

(Total for Question 3 = 2 marks)

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4 A person reads an e-book on his or her own.

What type of consumption is this?

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(Total for Question 4 = 1 mark)

5 Identify **one** example of interactivity in a media product.

- A Reading an article in a newspaper
- B Texting answers in to a TV quiz show
- C Reading subtitles on a DVD film
- D Watching a trailer for a computer game

(Total for Question 5 = 1 mark)

6 Give **two** examples of framing that can be used when operating a camera.

1

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(Total for Question 6 = 2 marks)

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7 Internet connectivity continues to improve.

(a) Give **two** ways that this has benefited consumers of media products.

(2)

1

2

(b) Online media products allow users to share and have more control over the content.

Explain **two** other ways users can benefit from having control over online media products.

(4)

1

2

(Total for Question 7 = 6 marks)

8 Nearly every game sold in Europe is given a PEGI (Pan European Game Information) rating before it is released for sale.

Give **two** ways that PEGI can help customers make informed choices about game purchases.

1

2

(Total for Question 8 = 2 marks)

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9 Give **two** tasks used in the pre-production stage of a digital audio product.

1

2

(Total for Question 9 = 2 marks)

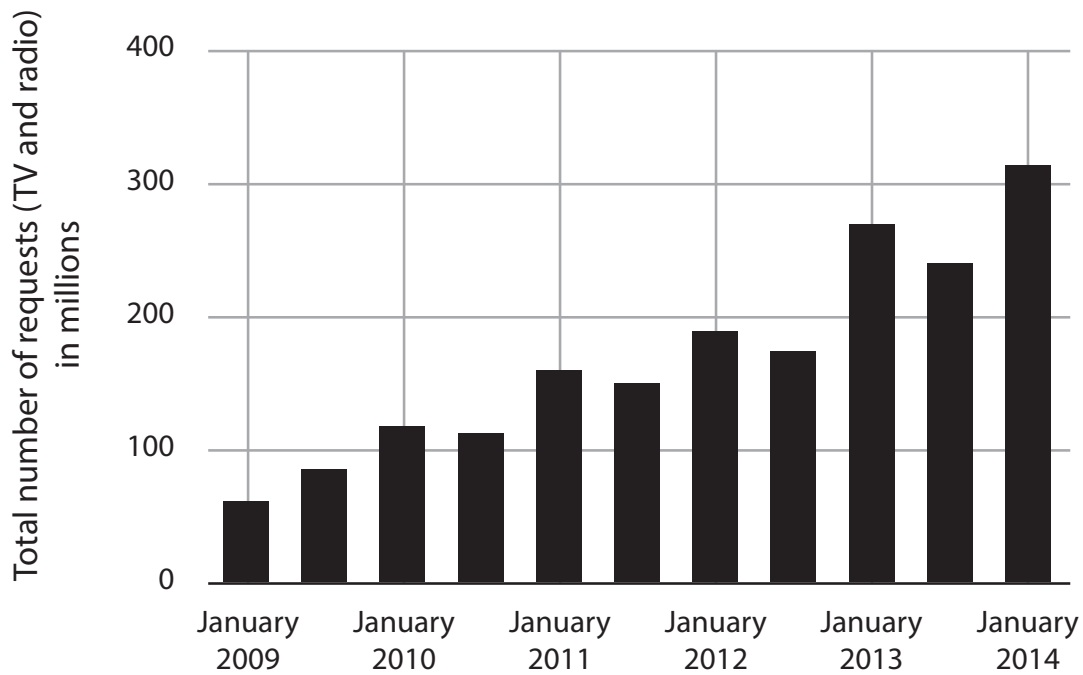
10 (a) Use the graph below to answer this question.

Which statement best describes the increase in BBC iPlayer requests between January 2009 and January 2014?

(1)

- A The number of requests has doubled.
- B There are five times as many requests.
- C The number of requests has trebled.
- D There are half as many requests.

Millions of BBC iPlayer requests per month
(TV and radio)



(b) Discuss how BBC iPlayer and other on demand streaming services have changed the way audiences consume TV and radio programmes.

(8)

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(Total for Question 10 = 9 marks)



11 A researcher collects statistics and numerical data.

(a) State the type of research the researcher has done.

(1)

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(b) The researcher is asked to provide more information about an audience's thoughts and opinions.

State the type of research the researcher is being asked to do.

(1)

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(c) Explain **two** advantages of using secondary research methods.

(4)

1

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(Total for Question 11 = 6 marks)

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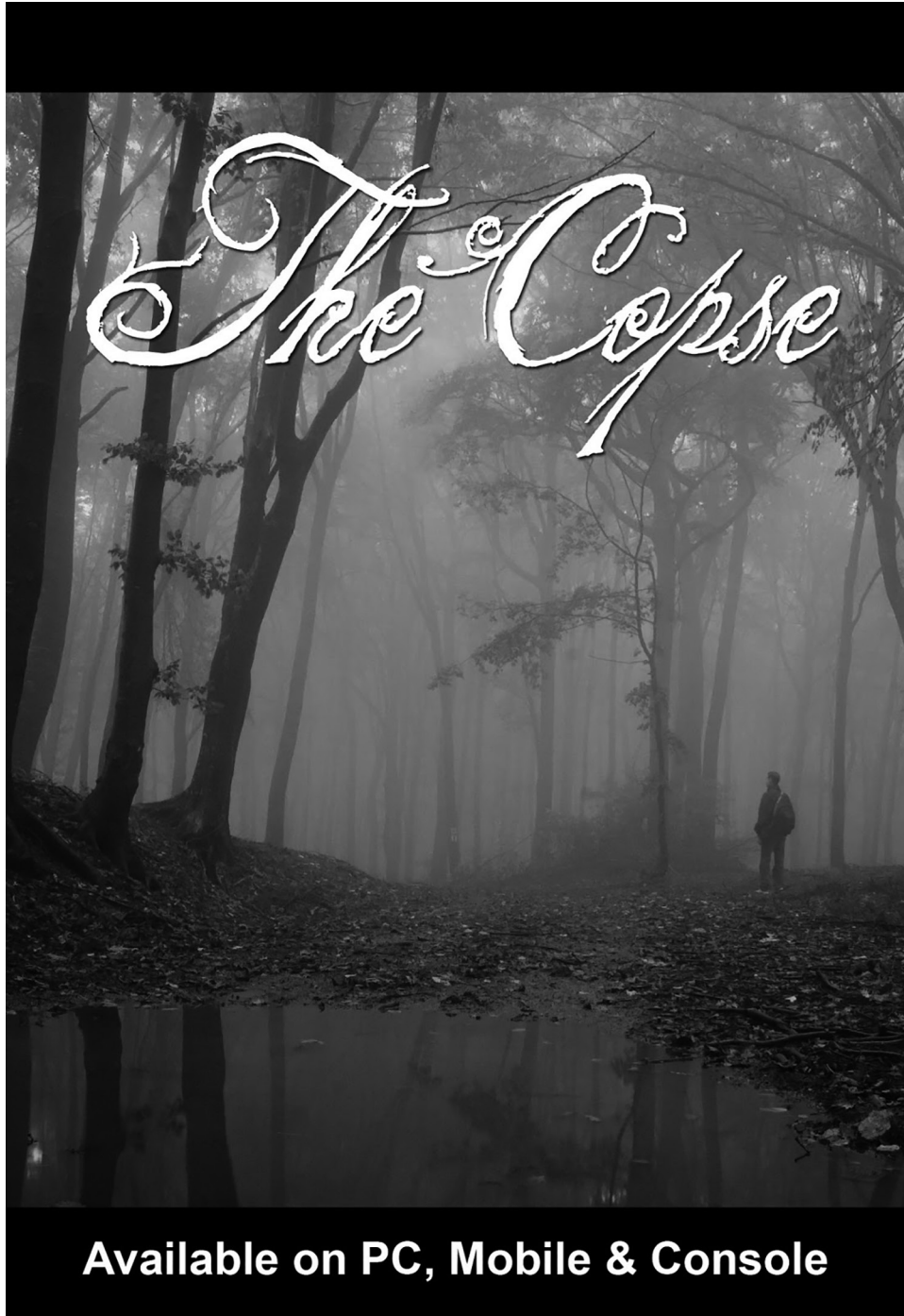
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12 The following poster is being used to promote a new game.



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Explain **two** stylistic features the designer has used to create meaning for the audience.

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(Total for Question 12 = 4 marks)

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13 A student TV production company has been commissioned to produce a reality TV show on a local, digital TV channel for a teenage audience.

(a) Name **three** other TV genres it could produce.

(3)

1

2

3

The local channel will be distributed across a range of online platforms.

(b) Give **one** advantage for the channel of using online distribution platforms.

(1)

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(c) Discuss how the director can create meaning for the audience by using stylistic codes in the opening sequence of the reality TV show.

(8)

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(Total for Question 13 = 12 marks)

TOTAL FOR PAPER = 50 MARKS



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