

Thursday 10 January 2019 – Afternoon

LEVEL 3 CAMBRIDGE TECHNICAL IN DIGITAL MEDIA

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

Duration: 2 hours

C360/1901



You must have:

- the Insert (C361)

First Name

Last Name

Centre
Number

Candidate
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Date of
Birth

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INSTRUCTIONS

- Use black ink.
- Complete the boxes above with your name, centre number, candidate number and date of birth.
- Answer **all** the questions.
- Write your answer to each question in the space provided.
- If additional answer space is required, you should use the lined page(s) at the end of this booklet. The question number(s) must be clearly shown.

INFORMATION

- Refer to the insert provided when answering questions in Section A.
- The total mark for this paper is **80**.
- The marks for each question are shown in brackets [].
- Quality of extended response will be assessed in questions marked with an asterisk (*).
- This document consists of **12** pages.

FOR EXAMINER USE ONLY

Question No	Mark
Section A:	
1	/6
2	/2
3	/6
4	/5
Section B:	
5	/10
6	/4
7	/6
8	/12
9	/3
10	/6
11	/20
Total	/80

SECTION A

Answer **all** the questions.

1 Use Fig. 1 and your own knowledge to answer the following questions.

(a) (i) Identify **two** interpretations that can be made about the devices used by audiences to access television programmes from 2010 onwards.

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2

[2]

(ii) Using evidence from Fig. 1 to support your answer, explain **two** reasons that may account for one of the interpretations that you have identified above.

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[4]

2 Use Fig. 2 and your own knowledge to answer the following questions.

The data presented in Fig.2 suggests that Netflix is more popular than Amazon as a VoD service.

Explain **one** reason why this may be the case. Use your wider knowledge of digital media products to support your answer.

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[2]

3 Use Fig. 3 and your own knowledge to answer the following questions.

(a) Identify and explain **one** difference in the way males and females use On Demand services. Use your wider understanding about digital media products and examples to support your answer.

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(b) Suggest **one** possible reason for the difference between Live Streaming habits of men and women. Use your wider understanding about digital media products and examples to support your answer.

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4 Use Fig. 4 and your own knowledge to answer the following questions.

(a) (i) Explain **one** reason why Spotify is the most successful streaming service.

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(ii) Identify and explain **one** possible reason why Amazon Music has become the third largest individual streaming service. Use your wider understanding about digital media products and examples to support your answers.

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SECTION B

Answer **all** the questions.

- 5 (a) Explain the difference between horizontal and vertical integration in media. Use examples to support your answer.

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- (b) Explain **two** advantages of being a cross media company. Use examples to support your answer.

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6 Identify **two** products and their target audiences produced by two independent companies that you have studied.

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[4]

7 Digital media institutions recruit personnel for the development of specific products because they have expertise that they require.

For two digital media sectors, identify **one** specialist job role in **each**. Explain why each sector would specifically require the particular expertise, based on the content they produce.

1 Sector:.....

Specialist job role:

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2 Sector:.....

Specialist job role:

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[6]

9 Identify **three** ways that audiences can interact with the producers of digital media products.

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[3]

10 Explain **two** reasons why, when launching a new product, media producers use social media marketing in conjunction with traditional advertising methods. Use examples of digital media products you have studied to support your answer.

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[6]

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END OF QUESTION PAPER

ADDITIONAL ANSWER SPACE

If additional answer space is required, you should use the following lined page(s). The question number(s) must be clearly shown in the margin(s) – for example 2 or 4(a)(i).

A large rectangular area with a solid vertical line on the left side and horizontal dotted lines across the page, providing space for writing answers.



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