

Thursday 10 January 2019 – Afternoon

LEVEL 3 CAMBRIDGE TECHNICAL IN DIGITAL MEDIA

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

INSERT



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- This insert is relevant to questions in Section A.
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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

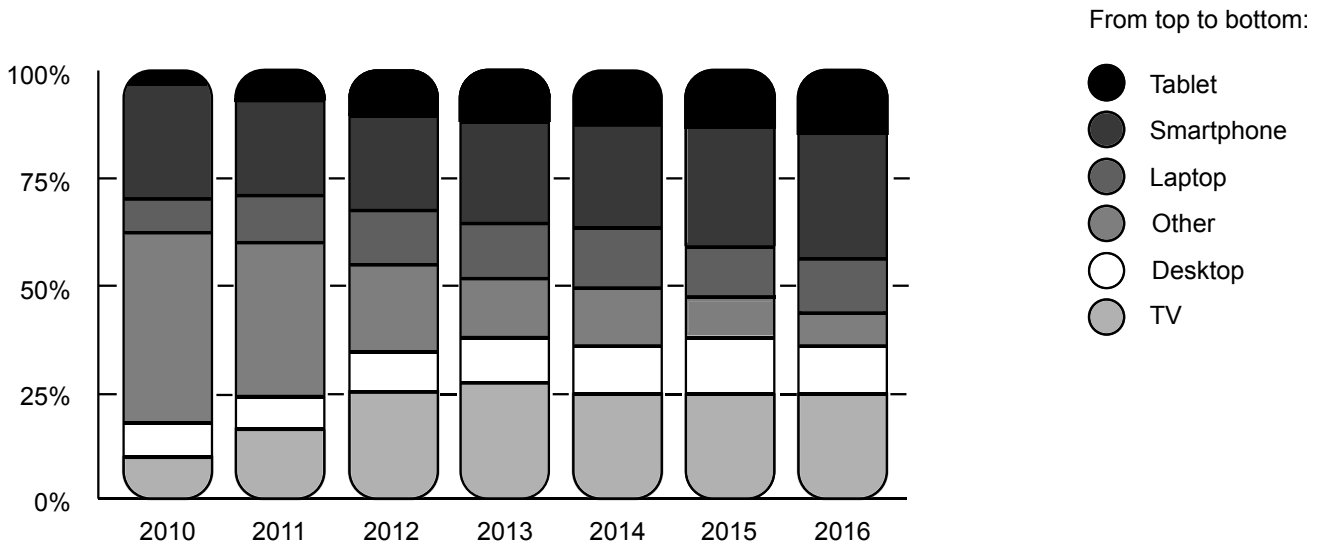
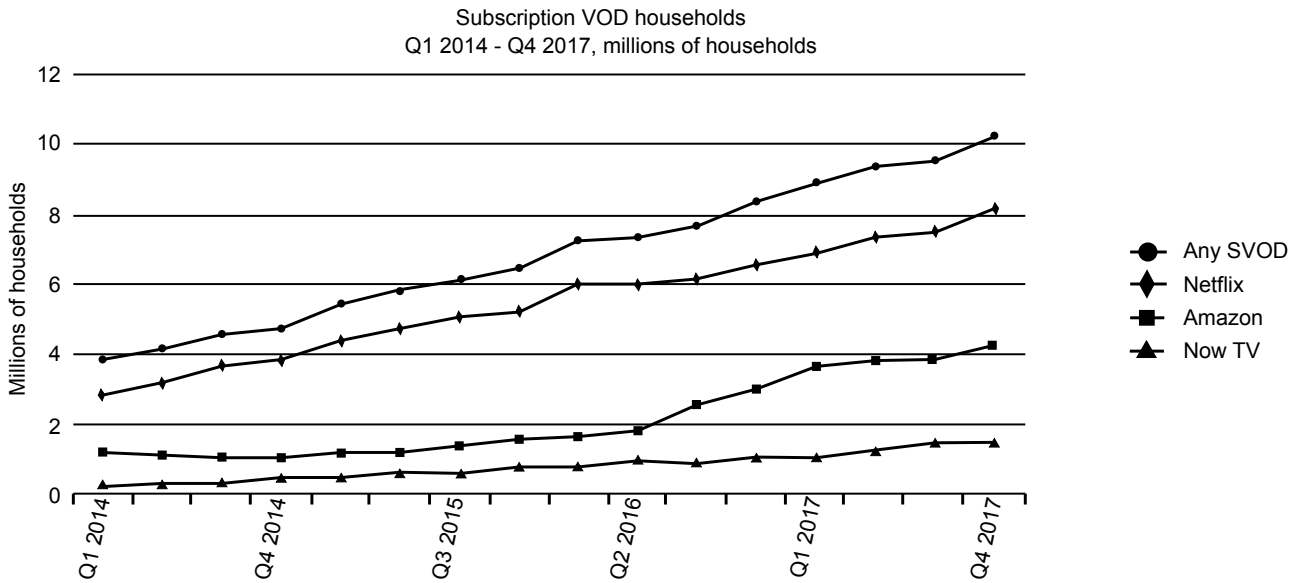


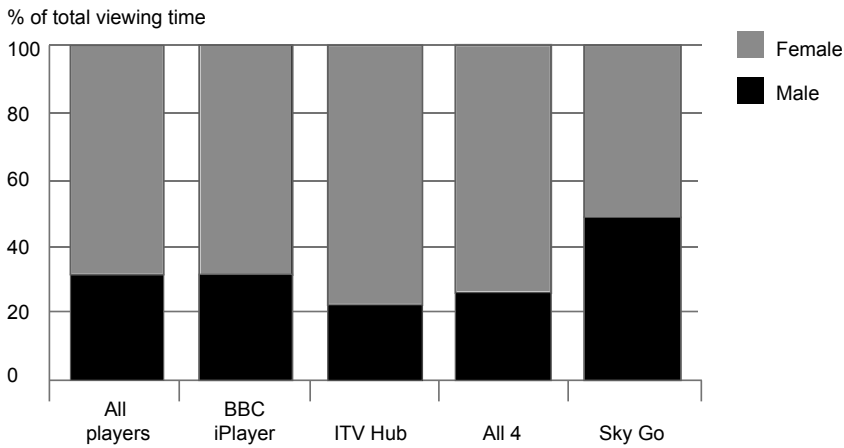
Fig. 2 Data showing the subscription video on demand (SVOD) services used by audiences (households)



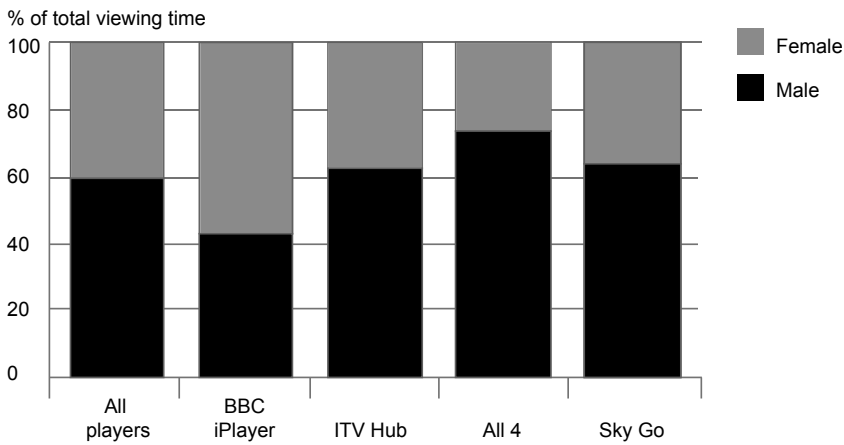
Source: BARB (Spring, 2018)

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

GENDER PROFILE - ON DEMAND

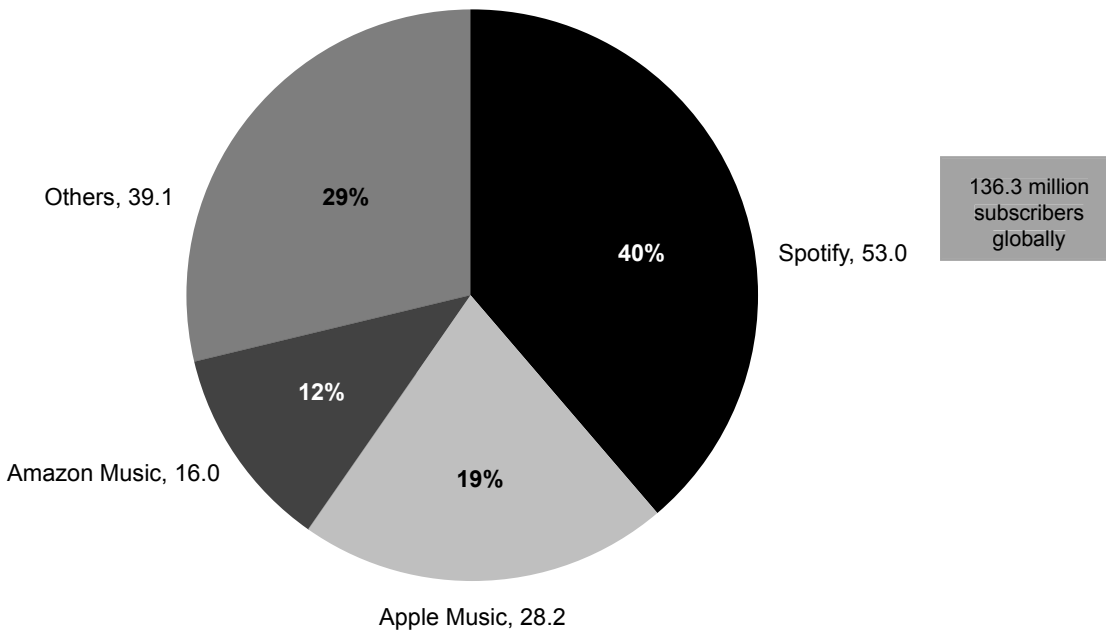


GENDER PROFILE - LIVE STREAMING



Source: BARB (Spring, 2018)

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



Source: MIDiA (June, 2017)



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