



Oxford Cambridge and RSA

Thursday 9 January 2020 – Afternoon

Level 3 Cambridge Technical in Digital Media

05843/05844/05845/05846/05875

Unit 1: Media products and audiences

Time allowed: 2 hours plus your additional time allowance

**You must have:
the Insert**

Modified Enlarged 18 pt

Please write clearly in black ink.

**Centre
number**

--	--	--	--	--

**Candidate
number**

--	--	--	--

First name(s) _____

Last name _____

**Date of
birth**

D	D	M	M	Y	Y	Y	Y
---	---	---	---	---	---	---	---

INSTRUCTIONS

Use black ink.

Write your answer to each question in the space provided. If you need extra space use the lined pages at the end of this booklet. The question numbers must be clearly shown.

Answer ALL the questions.

Use the Insert to answer the questions in Section A.

INFORMATION

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 (*).

ADVICE

Read each question carefully before you start your answer.

THIS PAGE HAS BEEN LEFT INTENTIONALLY BLANK

SECTION A

Answer ALL the questions.

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

- 1 (a) (i) Identify THREE interpretations that can be made about the relationship between social grade and streaming services.**

1 _____

2 _____

3 _____

[3]

- (ii) Explain ONE of the interpretations in 1(a) (i).**

_____ **[3]**

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

- (b) (i) Identify TWO differences between the consumption of subscription streaming services for Household size: 3 and Household size: 4.

1 _____

2 _____

[2]

- (ii) Explain ONE reason why there is a greater consumption of Now TV in households with children of 0-3 years than consumption of Amazon or Netflix.

[3]

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

- 2 (a) Identify **THREE** trends in the value of any of the different forms of entertainment between 2013 and 2017.

1 _____

2 _____

3 _____

[3]

- (b) Explain **TWO** reasons why there was an increase in the value of one of the forms of entertainment between 2016 and 2017. Use examples to support your answer.

Form of entertainment: _____

1 _____

2 _____

[4]

SECTION B

Answer ALL the questions.

3 (a) Identify FOUR advantages of a conglomerate ownership structure.

1 _____

2 _____

3 _____

4 _____

[4]

(b) Explain how ONE institution you have studied used its conglomerate ownership structure to advertise one of its digital media brands or products.

[3]

- 4 Explain ONE reason why joint ventures can be advantageous for independent companies.**

Use ONE example from media institutions and/or products to support your answer.

[3]

- 5 (a) Identify THREE production techniques that are used when planning products in a media sector you have studied.**

Media sector: _____

1 _____

2 _____

3 _____

[3]

- (b) Explain how **ONE** of the production techniques identified in part 5(a) could be used to promote a media product. Use examples to support your answer.

[3]

- 6 (a) Identify **FOUR** editing techniques that were used during the post-production of **ONE** media product you have studied.

Media product: _____

1 _____

2 _____

3 _____

4 _____

[4]

(b)* Analyse how editing techniques contribute to the creation of narratives in the media product you identified in 6(a). Use examples to support your answer. [12]

[illegible]

7 (a) Identify THREE ways that TV and radio presenters can use social media to interact with audiences.

1 _____

2 _____

3 _____

[3]

(b) Explain ONE advantage of using digital technologies to distribute radio programmes.

[3]

8 Explain TWO advantages of using a tablet device to watch a TV programme or film.

1 _____

2 _____

[4]

9* 'The current regulatory framework for digital media products is ineffective.'

Using your knowledge about the role of regulatory bodies and the effects of digital media, discuss the accuracy of this statement. Use examples to support your answer. [20]

END OF QUESTION PAPER

ADDITIONAL ANSWER SPACE

If additional answer space is required, you should use the following lined pages. The question numbers must be clearly shown in the margins, for example, 2(a) or 8.

[illegible]



Oxford Cambridge and RSA

Copyright Information:

OCR is committed to seeking permission to reproduce all third-party content that it uses in its assessment materials. OCR has attempted to identify and contact all copyright holders whose work is used in this paper. To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced in the OCR Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download from our public website (www.ocr.org.uk) after the live examination series.

If OCR has unwittingly failed to correctly acknowledge or clear any third-party content in this assessment material OCR will be happy to correct its mistake at the earliest possible opportunity.

For queries or further information please contact the Copyright Team, OCR (Oxford Cambridge and RSA Examinations), The Triangle Building, Shaftesbury Road, Cambridge CB2 8EA.

OCR is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.