

Media in the UK

How we consume information

Television TV ratings

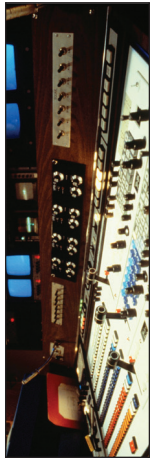
1990s

32.1 million Funeral of Princess Diana (BBC1, 9/97)
24.35 million Only Fools and Horses (BBC1, 12/96, Del and Rodney finally get rich)
24.3 million EastEnders (BBC1, 1/92)
23.95 million Winter Olympics (BBC1, 2/94, Torvill and Dean comeback)
23.78 million World Cup (ITV, 6/98, Argentina beat England on penalties, Beckham sent off)



2000s

21.34 million Only Fools and Horses (BBC1, Christmas 12/01)
20.66 million Euro 2004 (BBC1, 6/04, Portugal beat England on penalties, Rooney sent off)
20.05 million EastEnders (BBC1, 4/01, Phil confronts man who shot him)
19.4 million Coronation Street (ITV, 3/03, Serial killer Richard Hillman drives into canal)
18.2 million Britain's Got Talent (ITV, 5/09, Susan Boyle loses final to Diversity)



Watching TV reached its zenith in 1993 when we saw an average **6 hours** per day, and **22.11 million** households had a television. By 2003 **24.62 million** households had a TV but we were only watching **3.72 hours** per day on average.

Newspapers Where we get our news from

Average net circulation of newspapers (October 2009 – March 2010); monthly unique web users (March 2010)

The Sun

2,974,721 sales down 16% on 2000
21.3 million monthly unique web users



The Mirror

1,247,277 sales down 45% on 2000
10.7 million monthly unique web users

The Guardian

297,380 sales down 25% on 2000
35.9 million monthly unique web users

The Times

527,882 sales down 27% on 2000
21.4 million monthly unique web users

Daily Mail

2,120,885 sales down 10% on 2000
35.9 million monthly unique web users

The Telegraph

712,283 sales down 31% on 2000
32.4 million monthly unique web users



Popular music

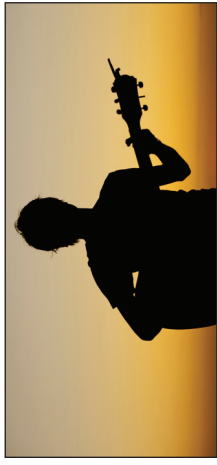
1990s

4.42 million *What's the Story (Morning Glory)*, Oasis (1995)
4.6 million *Gold*, Abba (1992-2009)
3.4 million *The Immaculate Collection*, Madonna (1990)
3.4 million *Stars*, Simply Red (1991)
3.36 million *Come On Over*, Shania Twain (1998)



2000s

3.17 million *Back to Bedlam*, James Blunt (2004)
3.05 million *No Angel*, Dido (1999)
2.96 million *Back to Black*, Amy Winehouse (2006)
2.91 million *White Ladder*, David Gray (2000)
2.85 million *Life for Rent*, Dido (2003)



The Internet Most hits

Biggest sites, 2009

1 google.com
 2 facebook.com
 3 youtube.com
 4 yahoo.com
 5 live.com (Microsoft search engine)
 6 wikipedia.org
 7 blogger.com (Web publishing)
 8 baidu.com (Chinese search engine)
 9 msn.com (Microsoft portal)
 10 qq.com (China's main instant messaging service, also offers games, etc.)



Most hits, 2009

1 Susan Boyle's debut on Britain's Got Talent **Over 120 million views**
 2 "David after dentist" **Over 37 million views**
 3 "JK wedding entrance dance" **Over 33 million views**
 4 Trailer for Twilight: New Moon **Over 31 million views**
 5 Evian "roller babies" advert **Over 27 million views**



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June 2012

Media Studies (Double Award)

48103

Unit 3 Exploring Media Industries

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Text for use with **Section B**

Survey data taken from Factfile UK (Part Four: Education, Sport and Culture),
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