



Oxford Cambridge and RSA

**Tuesday 16 May 2023 – Afternoon**

**Level 3 Cambridge Technical in Digital Media**

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

**INSERT**



**INSTRUCTIONS**

- Use this Insert to answer the questions in Section A.
- Do **not** send this Insert for marking. Keep it in the centre or recycle it.

**INFORMATION**

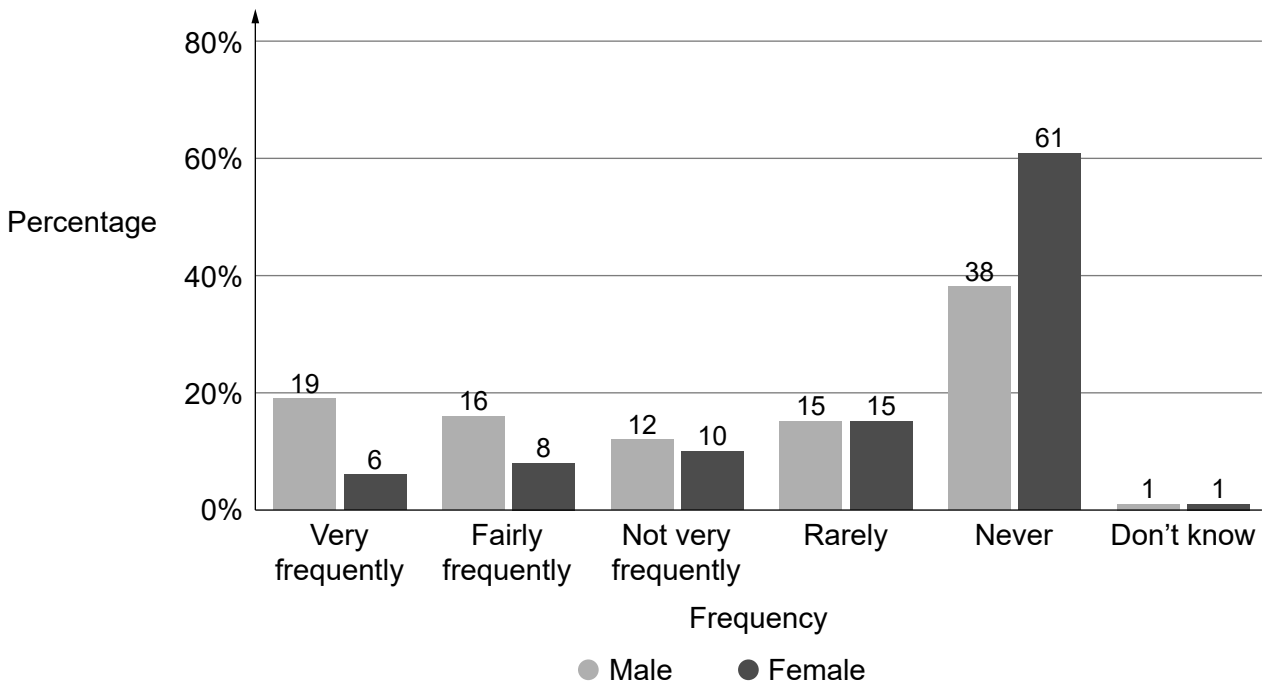
- This document has **4** pages.

**ADVICE**

- Read this Insert carefully before you start your answers.

**Fig. 1**

Percentage (%) share of adults that watch men's English Premier League football matches in the UK in 2020, by frequency and gender.



**Source:** Statista (January 2021)

**Fig. 2**

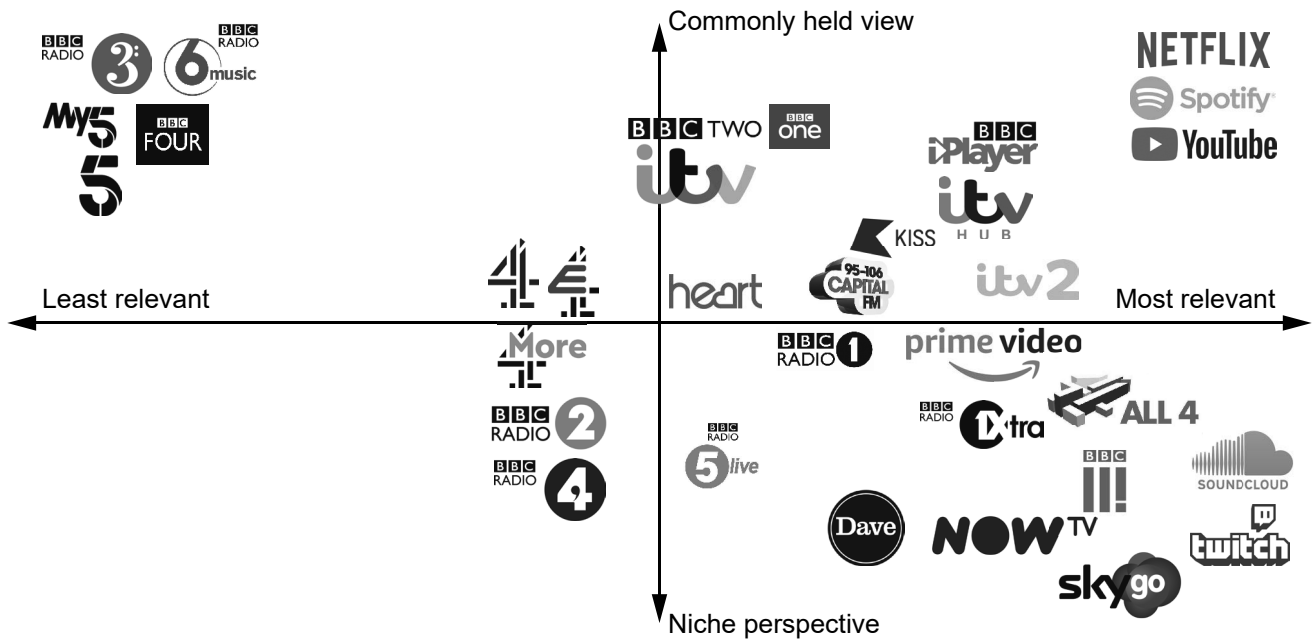
Most-watched sports games on television in the UK in 2019.

'Most-watched sports games on television in the United Kingdom (UK)', 1 June 2021, [www.statista.com](https://www.statista.com), copyright Statista 2021. Item removed due to third party copyright restrictions. Link to material: <https://www.statista.com/statistics/297515/most-watched-sports-programmes-uk-non-psb/>

**Source:** Statista (January 2021)

**Fig. 3**

Data showing the relevance of broadcasting brands to the Generation Z (16–24-year-old) audience.



Source: Ofcom (July 2020)



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