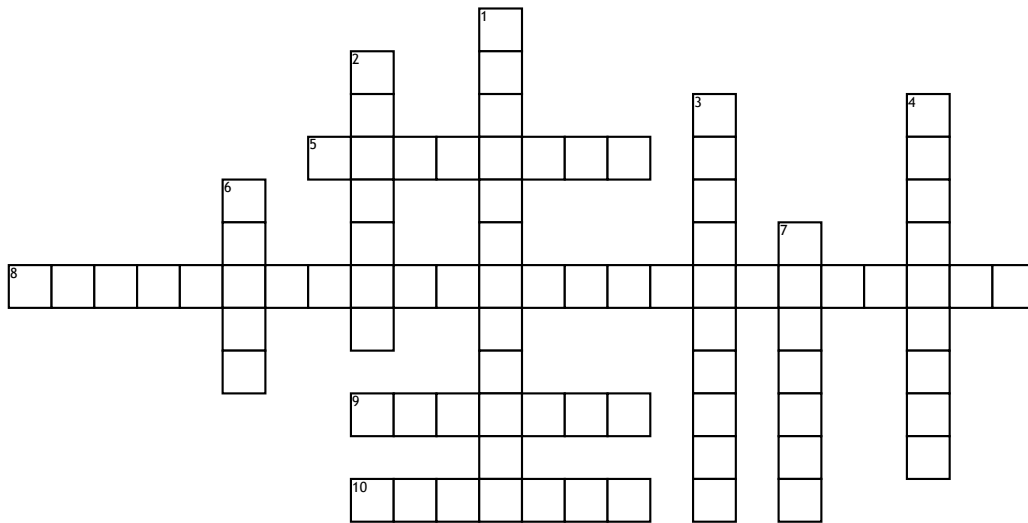


media sectors and audiences



Across

- 5. A device such as tapes or records
- 8. Multi-media consumption on a single device
- 9. Information that is coded as 1s and 0s
- 10. When an audience/viewer or consumer does not interact with physically with the media product

Down

- 1. A particular sector of a population

- 2. Different parts of a media business work together to promote linked products
- 3. To engage with a digital media product alone
- 4. 'Second-hand' research using existing information
- 6. To engage with a digital media product with others
- 7. Research information that is obtained first hand from the audience

Word Bank

- | | | |
|---------------------------|------------|---------|
| Demographics | Individual | Group |
| Synergy | Digital | Primary |
| Secondary | Analogue | Passive |
| Technological convergence | | |