

## 3.4\_A

## Model answers

1. Reasons for data standards: text, image, audio, video
2. Different standards for text; need to provide for different languages; ASCII – mostly English approx. 250 characters → Unicode > 1 m characters
3. file size important for image, audio, video  
image formats – lossy: JPEG = smaller files | lossless: BMP = larger files  
audio formats – lossy: MP3 = smaller files | lossless: WAV = larger files  
reasons for choosing different formats: professionals – lossless – higher quality vs everyday users – lossy – lower quality