

# Reading THE NATION

22 APR – 28 APR 2024

Ozone's **Reading the Nation** insight series provides a seven-day view of the topical news and seasonal events driving reader engagement across our nationwide audience of more than 40m online consumers.

With a variety of sporting disciplines in action in the past seven days, reader engagement with Sport content across the Ozone Premium Web platform continues to ride high. Last week, interest in **Rugby**, **Snooker**, **Darts** and **Football**, as the regular season reaches its dramatic conclusion, drove the category to growth.

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# Reading THE NATION

LAST WEEK'S HOT CONTENT

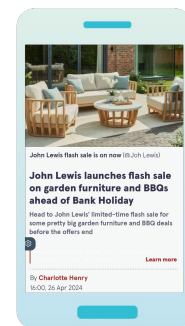
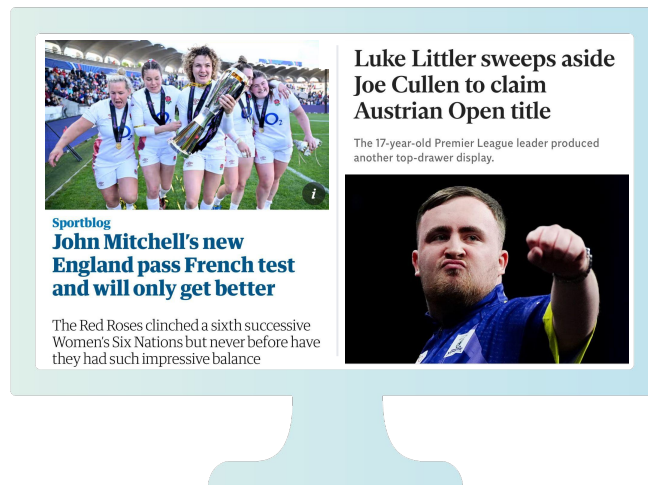
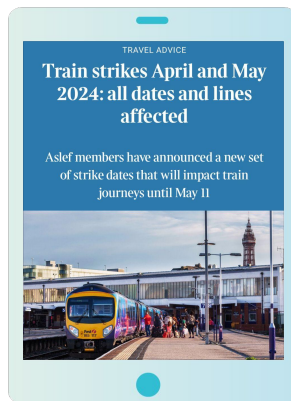
	PAGE VIEWS	WoW GROWTH
Careers	8.6m	+32%
Home & Garden	11.9m	+15%
Education	5.6m	+13%
Shopping	7.2m	+12%
Food & Drink	20.2m	+9%
Television	52.6m	+8%
Science	13.2m	+8%
<b>Sport</b>	<b>65.5m</b>	<b>+8%</b>
Medical Health	58.1m	+7%
Hobbies & Interests	10.0m	+7%

Want more fabulous **Sport**? Visit [ozoneproject.com/summerofsport](https://ozoneproject.com/summerofsport)

Source: Ozone 2024



## PREMIUM WEB HIGHLIGHTS FROM THE PAST WEEK



### TOPICAL NEWS

**Careers** content careered to the top category by reader engagement growth last week – page views were almost a third higher. Further rail strikes due in May drove 3x higher page views for the **Unions** topic within the category.

Interest in a number of disciplines increased **Sport** page views overall by +8%. Victory for England in the Women's Six Nations saw the Red Roses win a third successive grand slam title. That result, plus interest in the Gallagher Premiership, grew **Rugby** page views by +36%. There was 2.9x growth for **Snooker** as the World Championships kicked off. And victory for teenage arrows sensation Luke Littler at the Austrian Open rose **Darts** page views by almost two fifths. So far in 2024, reader engagement with the sport is 6x higher than the same period last year.

### SEASONAL EVENTS

There was double-digit growth for **Education** content last week as the mock exam season continued. Within the category, page views for the **Educational Assessment** topic grew by almost three-quarters. We'll see further growth in May as GCSE and A-level students sit the exams for real.

With the early May bank holiday coming up next week, there was seasonal engagement growth for related content. With online readers looking for ways to celebrate the occasion, there was a 3.5x page views growth for the **Bank Holidays** topic within **Events & Attractions** content. And for house proud Brits extra time off brings with it a list of jobs around the house. An overall increase of +15% for **Home & Garden** was driven by **Interior Decorating** and **Gardening**, which grew +50% and +27% respectively.

# Reading THE NATION

COMING UP IN MAY



**+38%**  
growth for Music  
& Audio on  
average in May

Typically, **Music & Audio** page views will grow by +38% in May on Eurovision interest

**+33%**  
higher Football  
page views on  
avg. in May

The end of the season and cup finals drive **Football** engagement to avg. May growth of a third

**+28%**  
avg. growth for  
Bank Holidays  
page views (3yrs)

On average, **Bank Holiday** page views increase by +28% in May on the Spring Bank Holiday

Source: Ozone 2024



## MAY 2024 PLANNING

MON	TUE	WED	THU	FRI	SAT	SUN
		01	02	03	04	05
					Star Wars Day	
	06	07	08	09	10	11
	The Met Gala				Eurovision final (50th anniversary)	12
	May Bank Holiday			16	17	18
	13	14	15			Premier League season ends
	Mental Health Awareness Week	Cannes Film Festival starts		23	24	25
	20	21	22		FA Cup Final	26
	French Open begins	Chelsea Flower Show starts	UEFA Europa League Final	FI Monaco - Grand Prix	31	
	27	28	29	30		
Spring Bank Holiday						

For more, see **Planning ahead for 2024 with Reading the Nation**

# Reading THE NATION

COMING UP IN JUNE



**+52%**

Football page views growth in June 2023

Football page views grew +52% in June last year as Man City won the Champions League final

**c.30%**

Higher Football page views on Euros interest

Expect **Football** engagement to be c.30% higher in June 2024 as the Euros kicks off mid-month

**+27%**

Giftng page views growth in June 2023

Planning the perfect Father's Day present grew **Giftng** page views by more than a quarter last year

**3.5x**

avg. growth for Festivals page views (3yrs)

Expect **Festivals** page views to increase 3.5x on Glasto and the start of summer festival season

Source: Ozone 2024



## JUNE 2024 PLANNING

MON	TUE	WED	THU	FRI	SAT	SUN
					01	02
					The Derby UEFA Champions League final	
03	04	05	06	07	08	09
		World Environment Day	80th Anniversary of D-Day landings		Parklife festival begins	
10	11	12	13	14	15	16
			US Open Golf starts	UEFA Euros 2024 begins	24 Hours of Le Mans	Eid ul-Adha begins Father's Day
17	18	19	20	21	22	23
	Royal Ascot begins		Summer Solstice Isle of Wight Festival begins		Windrush Day	
24	25	26	27	28	29	30
		Glastonbury Festival begins		Tour de France begins in Florence Pride in London		Glastonbury Festival ends

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# Reading THE NATION

COMING UP IN JULY



**4.3x**

Higher Tennis page views in July 2023

31.7m Tennis page views in July 2023 grew +330% MoM on significant Wimbledon interest

**+25%**

Growth for Auto Racing/Formula 1 page views

10.7m Auto Racing/F1 page views last July (the British GP) were +25% higher vs. 2023 season avg.

**c.12x**

Higher Olympic Sports page views in July 2021

Beginning in July 2021, the Tokyo Games drove Olympic Sports page views to +1,135% growth

**305M**

Football page views in July 2023

The Women's World Cup began last July to drive our 2nd highest month for Football on record

Source: Ozone 2024



## JULY 2024 PLANNING

MON	TUE	WED	THU	FRI	SAT	SUN
01	02	03	04 Independence Day - US	05 F1 British Grand Prix begins	06	07 F1 British Grand Prix
08	09	10	11	12	13 Wimbledon Finals weekend	14 Open Championship starts UEFA Euro 2024 final
15	16	17	18	19	20	21
22	23	24	25 Latitude Festival begins School summer holidays begins	26 Paris 2024 Olympics begin	27	28
29	30	31				

For more, see [Planning ahead for 2024 with Reading the Nation](#)