

Reading THE NATION

29 APR – 5 MAY 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.

A series of seismic political events drove significant reader engagement with **Politics** last week, with more than 65m page views for the content up by almost a third. With a UK General Election and a US Presidential Election to come in the second half of 2024, expect online readers to continue to turn to the premium publishers they trust.

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Reading THE NATION

LAST WEEK'S HOT CONTENT

Shopping

9.4m

+30%

Video Gaming

1.1m

15%

Personal Finance

14.6m

14%

Business & Finance

46.0m

10%

News & Politics

160.6m

9%

Books & Literature

4.3m

8%

Events & Attractions

34.5m

8%

Automotive

14.4m

7%

Movies

18.1m

7%

Family & Relationships

59.4m

6%


Plan for a **Sport** sizzler. Visit ozoneproject.com/summerofsport

Source: Ozone 2024

PREMIUM WEB HIGHLIGHTS FROM THE PAST WEEK

Labour Easily Wins Blackpool South By-Election As Tory Vote Collapses

The "spectacular" result will set alarm bells ringing among Conservative MPs.



Humza Yousaf's resignation - as it happened

29 April 2024 - 8:02pm



The Telegraph

Humza Yousaf has announced he is stepping down as First Minister of Scotland after his decision to scrap the SNP's coalition deal with the Scottish Greens prompted his leadership to

Local election results 2024: Big wins for Labour — as it happened

Starmer's party triumphs in Blackpool South by-election and key councils, while Ben Houchen wins Tees Valley mayor contest for Tories




Supermarket May bank holiday opening times 2024

When are supermarkets open this bank holiday weekend? (© iStockphoto via Getty Images)

Supermarket May bank holiday opening times 2024 including Tesco, Aldi, Morrisons and more

Here's everything you need to know about when supermarkets are open and closed on the early May bank holiday next week on Monday, May 6



TOPICAL NEWS

Last week, three political events drove reader engagement with **News & Politics** to growth of almost a tenth and the second highest weekly page views total ever recorded.

First the resignation by Scottish Nationalist Party leader Humza Yousaf as First Minister of Scotland, then the Blackpool South parliamentary by-election, and finally the mayoral and local elections across England and Wales drove more than 160m page views for the category.

Within the content, **Politics** increased by +29%, in turn driven by 6.5x higher **Elections** page views. With a UK general election and the US presidential election looming large in the second half of the year expect further growth for our biggest category.

SEASONAL EVENTS

The early spring bank holiday – the first of two in the month of May – drove expected reader engagement growth with related content across the Ozone platform as online readers sought out ways to spend the extra time off.

With a rise of almost a third, **Shopping** topped our weekly charts for page views growth and was driven by increased interest in the **Grocery Shopping** topic, which grew +84% week on week.

Elsewhere, engagement with **Events & Attractions** content increased by +8% week on week, with 2.5x higher **Bank Holidays** page views a significant driver. There was also seasonal growth for the **Marriage** topic, as wedding season continued to hot up, with an increase of almost a half.



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)
	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
	French Open begins	Chelsea Flower Show starts	UEFA Europa League Final	FI Monaco - Grand Prix	31	26
	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%

Gifting page views growth in June 2023

Planning the perfect Father's Day present grew **Gifting** 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

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

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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](#)

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COMING UP IN AUGUST



+50%

Growth for
Theatre topic
page views

Edinburgh Fringe drives **Fine Art** page views. The **Theatre** topic will grow be more than 50%

c.3x

Higher Comedy
Events page
views (3yrs)

The festival will also drive **Comedy Events**, from **Events & Attractions**, to c.3x growth

3.9x

Growth for Exam
Results page
views (3yrs)

A-level and GCSE results drive page views for **Exam Results**, from **Education**, to 3.9x growth

7.3x

Higher
Paralympics
page views

Paralympics page views were 7.9x higher than normal during the Tokyo Games in August 2021

Source: Ozone 2024



AUGUST 2024 PLANNING

MON	TUE	WED	THU	FRI	SAT	SUN
				01	02	03
				Edinburgh Fringe Festival starts	Brighton Pride Weekend	
05	06	07	08	09	10	11
						Olympics closing ceremony
12	13	14	15	16	17	18
Tour de France Femme begins			A-level results day			World Rowing Championships begins
19	20	21	22	23	24	25
		Reading & Leeds Festival begins	GCSE results day			Notting Hill Carnival begins
26	27	28	29	30	31	
US Open Tennis starts August Bank Holiday		Paris 2024 Paralympics starts				

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