

Reading THE NATION

22 JUL – 28 JUL 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.

The 2024 summer of sport powered on last week as the Paris Olympic Games began. Not even travel saboteurs could derail huge online reader interest in the Games. From the opening ceremony flotilla to Yasmin Harper and Scarlett Mew Jensen's first medal win for Team GB, Olympic Sport page views were 12x higher week on week.

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Reading THE NATION

LAST WEEK'S HOT CONTENT



Video Gaming

PAGE
VIEWS

0.6m

WoW
GROWTH

+28%

Movies

14.1m

+24%

Home & Garden

13.5m

+22%

Personal Finance

20.5m

+9%

Music & Audio

10.9m

+4%

Business & Finance

52.1m

+4%

Shopping

7.4m

+3%

Automotive

13.9m

+2%

Events & Attractions

39.6m

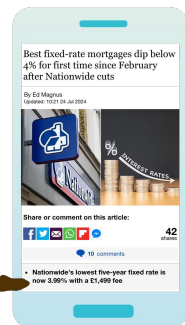
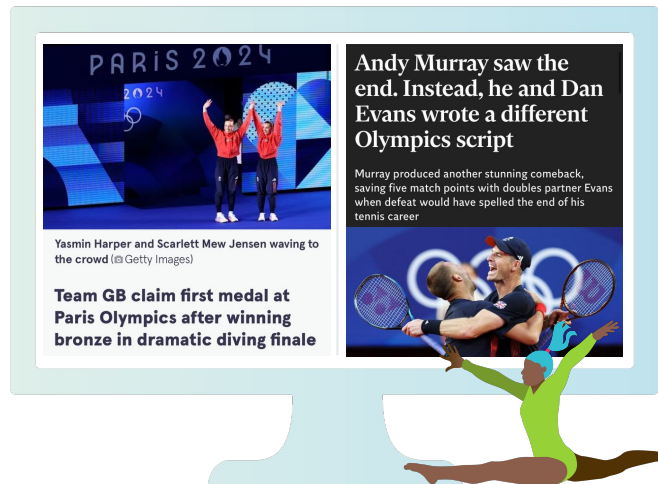
0%

Television

44.0m

0%

PREMIUM WEB HIGHLIGHTS FROM THE PAST WEEK



TOPICAL NEWS

Video game and superhero films fans were treated to a trio of releases and reveals last week, boosting reader engagement with **Video Gaming** and **Movies**, with page views for the two categories up +28% and 24% respectively.

Bethesda Game Studios' DLC launch of Fallout: London, the cinematic release of Deadpool & Wolverine and Robert Downey Jr's surprise casting as Dr Doom in the upcoming Avengers movies all drove reader interest.

Elsewhere, growth of more than a fifth for **Home & Garden**, a +9% rise for **Personal Finance** and a +4% increase for **Business & Finance** were boosted on hopes by lenders and borrowers that the Bank of England will cut interest rates for the first time since 2020 this week.

SUMMER OF SPORT 2024

Despite the best efforts of rail saboteurs, the Paris Olympic Games got off to a fabulous start last week. As a result, more than 20m **Olympic Sport** page views were 12x higher week on week and accounted for more than a fifth of total **Sport** engagement. Weekly page views are already more than double the average seen across the Tokyo Olympics in 2021.

OLYMPIC PMP PACKAGE

As we saw last week, reader engagement with our publishers' Sport content to continue to grow as the Paris Games unfolds. We have identified an estimated audience of almost 15m Olympic fans, who you can easily reach through a very special Olympic PMP package. View the package [here](#) or contact hello@ozoneproject.com to go for gold with Ozone this summer.



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FIRST-PARTY DATA INSIGHTS

Plan for the remainder of the year
with our guide to the seasonal and
topical events driving reader
engagement across Ozone

Visit ozoneproject.com/planfor2024
to download your digital copy

Reading THE NATION

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: Ozon 2024



AUGUST 2024 PLANNING

MON	TUE	WED	THU	FRI	SAT	SUN
				01	02	03
				Edinburgh Fringe Festival starts	Brighton Pride Weekend	04
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				

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

Reading THE NATION SEPTEMBER



+22%

Growth for
Education page
views (3yrs)

Back to school in September will drive **Education** engagement to growth of more than a fifth

+78%

Growth for
Smartphone page
views (3yrs)

Apple Wonderlust will grow monthly **Smartphone** page views by more than three-quarters

+90%

Growth for
Fashion Events
page views (3yrs)

September's four fashion majors will drive **Fashion Events** page views to +90% growth

c.3x

Higher Christmas
Shopping page
views (3yrs)

With 100 days to December 25th, **Christmas Shopping** page views are set to grow c.3x in September

Source: Ozone 2024



SEPTEMBER 2024 PLANNING

MON	TUE	WED	THU	FRI	SAT	SUN
						01 New car registration day
						02 Great North Run
02 Back to School (England)	03	04	05	06	07	08 Paris 2024 Paralympics ends
09	10	11	12	13	14 Last Night of the Proms London Design Festival begins	15 London Fashion Week SS24
16 100 days 'til Christmas	17 World Suicide Prevention Day	18	19	20	21	22
23	24	25 International Equal Pay Day	26	27	28	29
30						

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

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OCTOBER



118M

Shopping
page views
in Q4 2023

The golden quarter begins
Shopping's busiest quarter. Last
Q4, page views grew +45% QoQ

+19%

Growth for
Travelling with
Children (3yrs)

The October half term will grow
Travelling with Children topic
page views by almost a fifth

c.4x

Higher Party
Supplies page
views (3yrs)

Halloween at the end of the
month will drive **Party Supplies**
page views to c.4x growth

69.5M

Food & Drink
page views in
October (3yrs)

Expect the spook-fest to drive
c.70m **Food & Drink** page views,
with **Kid's Food** up by c.40%

Source: Ozon 2024



OCTOBER 2024 PLANNING

MON	TUE	WED	THU	FRI	SAT	SUN
		01	02	03	04	05
	Black History month Golden quarter begins	Rosh Hashanah begins				
07	08	09	10	11	12	13
			World Mental Health Day	Yom Kippur begins		
14	15	16	17	18	19	20
			World Food Day			
21	22	23	24	25	26	27
			United Nations Day			End of British Summertime
28	29	30	31			
School half term begins			Halloween			

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