

### Reading THE NATION

19 AUG - 25 AUG 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.

Some Might Say the August bank holiday weekend was always going to be last week's biggest driver of reader engagement across the Ozone platform, but – Little by Little – speculation about a possible Oasis reunion made it a Supersonic week for **Music & Audio**.



Visit <u>Ozone Ad Manager</u> for more publisher first-party data insights

### Reading THE NATION

LAST WEEK'S HOT CONTENT

	PAGE VIEWS	WoW GROWTH
Shopping	9.5m	+24%
Music & Audio	12.6m	+23%
Careers	16.0m	+18%
Science	18.6m	+10%
Events & Attractions	41.8m	+8%
Personal Finance	18.8m	<b>+7</b> %
Travel	25.2m	+ <b>7</b> %
News & Politics	154.1m	+6%
Food & Drink	22.2m	+3%
Business & Finance	47.5m	+3%

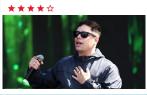
PREMIUM WEB HIGHLIGHTS FROM THE PAST WEEK





Tens of thousands fill streets on final day of Notting Hill carnival

Largely peaceful festival marred by fresh stabbing on Monday after three people were hurt on Sunday Reading Festival review, Friday: Blink-182, Kneecap and The Prodigy bring back the festival's bite





#### **TOPICAL NEWS**

Will they, won't they? Definitely, maybe? Yes they will. "This is happening" were the three words Oasis fans had been waiting for following last week's intense speculation about one of the biggest band reunions in recent history. Setting their differences aside for a huge UK and Ireland tour next year, the Gallagher brothers lit up reader engagement with Music & Audio, with page views for the content increasing by almost a quarter last week.

The Bayesian yacht tragedy, caused by a freak weather incident, drove reader engagement with **News & Politics** last week, with more than 150m page views up +6%.

#### SEASONAL EVENTS

Each year, the August bank holiday gets the party started as the Notting Hill Carnival and the Reading and Leeds festivals take place. As expected, reader engagement with **Events & Attractions** content increased. Within the category, weekly engagement with the **Festivals** and **Bank Holidays** topics was 3.7x and 2.5x higher respectively.

With summer's official end just weeks away in late September, a last dash for the sun for many Brits drove reader engagement with **Travel** content to growth. Within the category, page views for the **Europe** and **UK** travel location topics grew by +26% and +12% respectively.





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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 <u>ozoneproject.com/planfor2024</u> to download your digital copy

# 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

# Reading THE NATION 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: Ozone 2024

# Reading THE NATION NOVEMBER



+27% Growth for Shopping category (3yrs)

November's mega Black Friday sales drive **Shopping** category page views to +27% growth

C.7X
Higher Sales &
Promotions topic
page views (3yrs)

Within the category, expect c.7x higher **Sales & Promotions** topic page views as interest soars

+34% Growth for Reality TV page views in November **Reality TV** will grow by +34% as winter warmers Bake Off, I'm a Celeb and Strictly return

48M US Election page views in November 2020

The 2020 **US Election** drove 48m topic page views that November – more than double seen since.



Source: Ozone 2024

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

# Reading THE NATION DECEMBER



+37% Events & Attractions growth (3yrs)

The festive feels grow **Events & Attractions** by more than a third to c.200m page views

C.I'/M Consumer Electronics page views (3yrs) Cyber Monday and tech gifting will grow **Consumers Electronics** to c.17m page views, up c.14%

+81%
Growth for Christmas Shopping (3yrs)

Christmas Shopping page views hit the highest point with average monthly growth of +81%

Plan for new year, new me...

The final week of the year sees online consumer attention shift to new year, new me topics



Source: Ozone 2024

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