

# Reading THE NATION

26 AUG – 1 SEP 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.

Oasis; Britain's biggest band? Definitely. No maybes about it. As fans of the reunited Britpop heroes rushed to nab tickets to the 2025 mega shows, crippling online seller websites, reader engagement with **Music & Audio** content across Ozone hit a record high.

Visit **Ozone Ad Manager** for more publisher first-party data insights



# Reading THE NATION

LAST WEEK'S HOT CONTENT

Music & Audio

31.5m

+150%

Arts & Culture

6.2m

+37%

Healthy Living

6.2m

+28%

Books & Literature

4.0m

+16%

Property

8.5m

+12%

Personal Finance

20.1m

+7%

Business & Finance

50.2m

+6%

Sport

78.5m

-2%

Medical Health

55.0m

-3%

Events & Attractions

40.5m

-3%

## PREMIUM WEB HIGHLIGHTS FROM THE PAST WEEK

Spencer Matthews raises over £500,000 for charity after world record marathons

Matthews achieved the Guinness World Record for most consecutive marathons

Oasis 'has a plan to make it up to devastated fans' after Ticketmaster fiasco as fans turn on the band for using the vendor

By Emily Jane Davies  
19:25 01 Sep 2024, updated 16:19 01 Sep 2024

**Music industry**  
**Supersonic: where will the money be made on Oasis reunion tour?**

Band's shows next summer expected to be most popular tour in British history - and a solid gold financial hit

When do kids go back to school in 2024 - and when is the next half term holiday?

Valerio Esposito  
Published Aug 23, 2024, 5:40pm  
Updated Aug 23, 2024, 2:19pm

The classroom won't be quite much longer (Picture: Getty Images)

### TOPICAL NEWS

The news millions of music fans have yearned for, for 16 years finally dropped last week, as the Gallagher brothers, Liam and Noel, set aside their differences to reform Oasis for a major live tour in 2025. Feverish interest in the tour and the scramble for tickets - causing ticketing websites to strain under the overwhelming demand - drove reader engagement with **Music & Audio** content to a record 31.5m page views, a 2.5x increase week on week.

Former reality TV star Spencer Matthews set a new record last week by running the most consecutive marathons on sand. The ex-Made in Chelsea personality raised over £500k for Global's Make Some Noise charity by completing 30 marathons in 30 days across the Jordanian desert. **Healthy Living** engagement, driven by a threefold increase in **Running** page views, rose by 28% week on week.

### SEASONAL EVENTS

Although summer isn't officially over until later this month, the start of September marks the end of school holidays and the beginning of a new school year. As a result, last week saw page views for **Early Childhood Education**, **Primary Education** and **Secondary Education** content rise by 2.7x, 2.2x and 75% respectively.

### LATEST PMP PACKAGE

September's 'Big Four' Fashion Weeks start with New York from 6-13 September, this will be closely followed by London (12-17), Milan (17-23) and Paris (23-1 October). You can easily put your brands centre stage with our **Style & Fashion PMP package** as fashion houses showcase their 2025 spring summer collections. View the package [here](#) or contact [hello@ozoneproject.com](mailto:hello@ozoneproject.com) to strut your stuff with Ozone.

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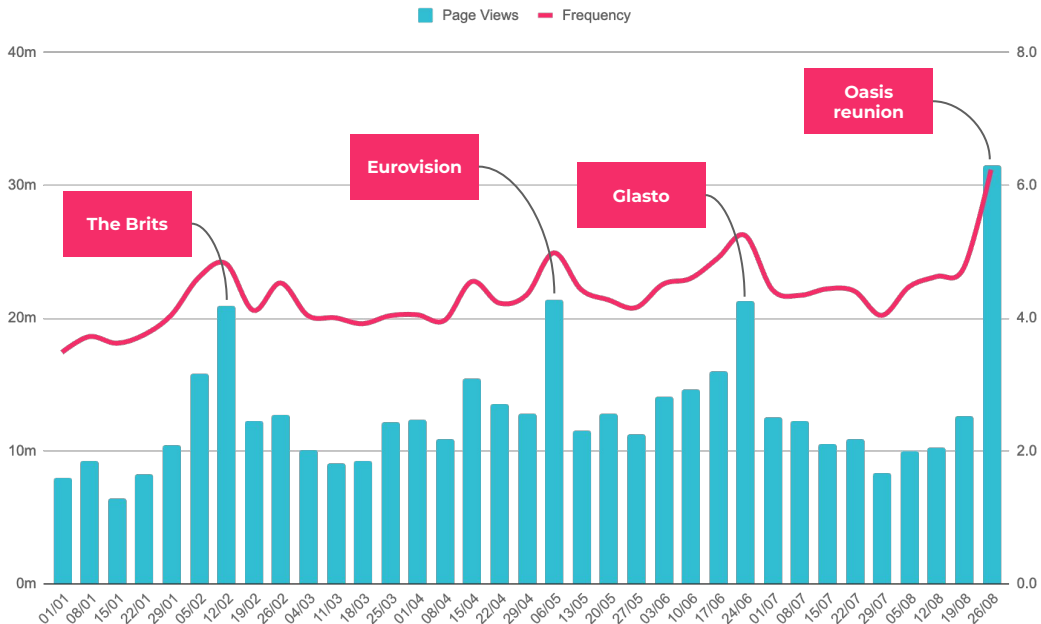
26 AUG – 1 SEP 2023

In one of the biggest events in recent British music history, the news that Britpop icons Oasis have reunited for a series of massive shows in 2025 has driven record engagement with Music & Audio content across the Premium Web.

Expect the already overwhelming interest from our nationwide audience to continue as the Gallagher brothers prepare for their 2025 tour.



## Oasis reunion amps up Music & Audio to a record high



**31.5M**  
Music & Audio  
page views in the  
past seven days

Speculation about an Oasis reunion was confirmed on Tuesday, 27 August, with the announcement of an initial 14-date UK and Ireland tour. **Music & Audio** engagement hit a record 31.5m page views, up 2.5x week on week, and 30% higher than the previous high.

**+45%**  
Higher frequency  
last week vs. the  
2024 average

As feverish interest in the band, their reunion, and how to buy tickets for the massive shows grew, average page views per user rose to 6.2 – 45% higher than the 2024 average and nearly a quarter more than other peak weeks in 2024.





Power *your*  
premium web  
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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](https://ozoneproject.com/planfor2024)  
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



## 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 Paris 2024 Paralympics ends
09		10	11	12	13 Last Night of the Proms London Design Festival begins	14 London Fashion Week SS24
						15
						16
						17
						18
						19
						20
						21
						22
						23
						24
						25
						26
						27
						28
						29
						30

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

# 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



## OCTOBER 2024 PLANNING

MON	TUE	WED	THU	FRI	SAT	SUN
	01	02	03	04	05	06
	Back to school 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			

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

# 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



## NOVEMBER 2024 PLANNING

MON	TUE	WED	THU	FRI	SAT	SUN
					01	02
				Diwali	All Souls Day (Day of the Dead)	
	04	05	06	07	08	09
		US Election Day Bonfire Night				Remembrance Sunday
	11	12	13	14	15	16
UN Climate Change Conference (COP29) begins			King Charles' 76th birthday			
	18	19	20	21	22	23
		International Men's Day				
	25	26	27	28	29	30
			Thanksgiving		Black Friday	St Andrew's Day

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# 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.17M**  
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



## DECEMBER 2024 PLANNING

MON	TUE	WED	THU	FRI	SAT	SUN
						01 World Aids Day
	02 Cyber Monday	03 International Day for Disability	04	05	06	07
	09 Human Rights Day	10	11	12 Christmas Jumper Day	13	14
	16	17	18	19	20 Mad Friday (partying)	21 Winter Solstice Super Saturday (panicking)
	23 School Holidays begin (England)	24 Christmas Eve	25 Christmas Day Bank Holiday First day of Hanukkah	26 Boxing Day Bank Holiday	27	28
	30 New Year's Eve	31				29

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