

# Reading THE NATION

16 SEP – 22 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.

Last week's autumn equinox, coupled with a series of heavy rainfalls across the UK, officially marked the end of summer and the beginning of a new season – meaning one thing: the release of a new EA Sports FC football game. As a result, **Video Gaming** content saw a 33% increase, topping our weekly engagement charts.

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



# Reading THE NATION

LAST WEEK'S HOT CONTENT



Video Gaming

1.2m

+33%

Pets

4.0m

+29%

Education

5.6m

+21%

Shopping

7.5m

+20%

Events & Attractions

35.8m

+10%

Science

16.4m

+10%

Books & Literature

4.0m

+7%

Food & Drink

22.7m

+5%

Sport

65.0m

+2%

Hobbies & Interests

10.2m

+2%

## PREMIUM WEB HIGHLIGHTS FROM THE PAST WEEK



Booker prize  
Percival Everett and Rachel Kushner make the 2024 Booker prize shortlist

The six finalists include five books by women - the highest number of female writers shortlisted in the prize's 55-year history

● Justine Jordan: Each of the six shortlisted novels does something unique

EA FC 25 review: back of the net - still one of the most entertaining games around



YOU'RE BETTER OFF USING THE EA FC 25 WEB APP THIS YEAR TO GET A HEAD START ON THE

When is Black Friday 2024 and what are the best deals to expect?

All the best brands are set to take part, from Asos and Zara to Amazon and Shark



James Middleton: Kate, William and the dog that saved my life

The younger brother of the Princess of Wales was so depressed he came close to killing himself. Then Ella, his faithful cocker spaniel, stepped in - and even found him a wife. He tells Matt Ridd about his 'waste of money' education, family therapy and the help Prince William gave him



### TOPICAL NEWS

The launch of EA Sports FC 2025, the latest installment in Electronic Arts' long-running football simulation series, has boosted reader engagement with **Video Gaming** by +33%. Further growth in the category is expected in the coming weeks, driven by autumn's new game releases, Black Friday and Cyber Monday deals, and Christmas gifting.

Elsewhere, **Pets** content saw a 29% increase in growth last week, following the release of Meet Ella: The Dog Who Saved My Life, a memoir by James Middleton, younger brother of Kate Middleton, the Princess of Wales. The book details how his relationship with his pets has supported him through his mental health struggles.

Finally, victory for Daniel Dubois against Anthony Joshua on Saturday night drove **Boxing** to 4.5x growth.

### SEASONAL EVENTS

The announcement of the Booker Prize shortlist last week led to a 3.6x increase in **Literary Awards** page views within the **Books & Literature** category, which itself grew by +7%. Expect further engagement in the category next week and into early October, with the Henley Literary Festival and Cheltenham Literature Festival coming up.

As retail's biggest quarter, Q4, begins next week and Black Friday approaches in two months, **Shopping** page views rose by 20% last week. Notably, reader engagement with **Sales & Promotions** content nearly tripled, as some of our premium publishers began previewing the best deals and discounts consumers can expect.

View our [latest Q4 insights](#) for more on the key moments that will matter to consumers through to the end of 2024.



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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

## 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<br>History month<br>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<br>(Day of the Dead) | 03                    |
|                                                      | 04                               | 05  | 06                             | 07           | 08                                 | 09                    |
|                                                      | US Election Day<br>Bonfire Night |     |                                |              |                                    | Remembrance<br>Sunday |
| 10                                                   | 11                               | 12  | 13                             | 14           | 15                                 | 16                    |
| UN Climate<br>Change<br>Conference<br>(COP29) begins |                                  |     | King Charles'<br>76th birthday |              |                                    | 17                    |
| 18                                                   | 19                               | 20  | 21                             | 22           | 23                                 | 24                    |
|                                                      | International<br>Men's Day       |     |                                |              |                                    |                       |
| 25                                                   | 26                               | 27  | 28                             | 29           | 30                                 |                       |
|                                                      |                                  |     | Thanksgiving                   | Black Friday | St Andrew's Day                    |                       |

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## 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<br>World Aids Day                                         |
|     | 02<br>Cyber Monday                       | 03<br>International Day<br>for Disability | 04                                                              | 05                               | 06                             | 07<br>08                                                     |
|     | 09<br>Human<br>Rights Day                | 10                                        | 11                                                              | 12<br>Christmas<br>Jumper Day    | 13                             | 14<br>15<br>World Darts<br>Championships<br>begins           |
|     | 16                                       | 17                                        | 18                                                              | 19                               | 20<br>Mad Friday<br>(partying) | 21<br>22<br>Winter Solstice<br>Super Saturday<br>(panicking) |
|     | 23<br>School Holidays<br>begin (England) | 24<br>Christmas Eve                       | 25<br>Christmas Day<br>Bank Holiday<br>First day of<br>Hanukkah | 26<br>Boxing Day<br>Bank Holiday | 27                             | 28<br>29                                                     |
|     | 30<br>New Year's Eve                     | 31                                        |                                                                 |                                  |                                |                                                              |

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