

Reading THE NATION

14 OCT – 20 OCT 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 tragic death of former One Direction pop star, Liam Payne, saw page views for Music & Audio content grow by more than five-fold.

Elsewhere, we saw continued growth in engagement with topics relating to the upcoming half-term holidays and shopping events like Black Friday.

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



Reading THE NATION

LAST WEEK'S HOT CONTENT

Music & Audio

59.9m +451%

Pop Culture

112.6m +66%

Family & Relationships

94.9m +60%

Travel

43.4m +22%

Medical Health

81.3m +19%

Automotive

13.2m +19%

Shopping

8.6m +18%

Healthy Living

8.3m +15%

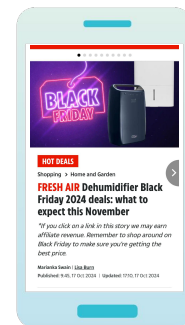
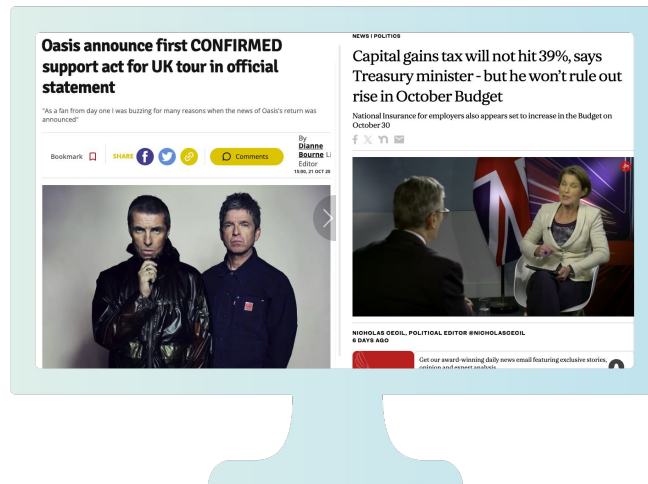
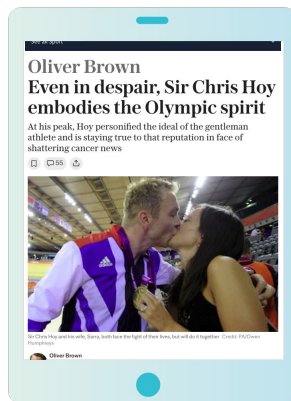
Movies

13.3m +9%

Property

8.1m +8%

PREMIUM WEB HIGHLIGHTS FROM THE PAST WEEK



TOPICAL NEWS

This week, the death of former One Direction singer Liam Payne drove significant engagement – with **Music & Audio** up more than 5x, and **Pop Culture** page views up +66% – as news of his tragic passing broke.

Elsewhere, **Music & Audio** weekly growth was bolstered by the announcement that Oasis will be joined on their 2025 tour with 90s legends, Richard Ashcroft and Cast. And, as seasonal health advice boosts **Medical Health** page views, coverage of Sir Chris Hoy's terminal cancer diagnosis, saw engagement increase by +19% week on week.

Finally, with inflation now at 1.7% and speculation growing on the Autumn budget, we saw growth in **Property Renting & Leasing** page views of +52%, with headlines on Capital Gains tax boosting **Personal Taxes** engagement by +49%.

SEASONAL EVENTS

With Coleen Rooney rumoured to be joining the 2024 cast of "I'm A Celeb", weekly **Reality TV** page views grew +10%. Expect continued engagement as we head toward November's launch.

Half-term bolsters page view growth for **Events & Attractions** (+3%), **Travel** (+22%) and **Movies** content – **Children's Movies** in particular is up +54% week on week. **Shopping** content continues to prove popular as consumers start Black Friday planning; **Sales & Promotion** page views were up 2x, while **Coupons & Discounts** engagement grew by 4x.

OZONE'S FESTIVE FIX

It's here. Q4. The most wonderfully busy time of the year. In 2024, the quarter that's gold promises to be unlike any other, with a US election next month and Christmas Day NFL games on Netflix! Visit ozoneproject.com/festivefix for more.



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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

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)	03
	04	05	06	07	08	09
		US Election Day Bonfire Night				10
	11	12	13	14	15	16
UN Climate Change Conference (COP29) begins			King Charles' 76th birthday			17
	18	19	20	21	22	23
		International Men's Day				24
	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 08
	09 Human Rights Day	10	11	12 Christmas Jumper Day	13	14 15 World Darts Championships begins
	16	17	18	19	20 Mad Friday (partying)	21 22 Winter Solstice Super Saturday (panicking)
	23 School Holidays begin (England)	24 Christmas Eve	25 Christmas Day Bank Holiday First day of Hanukkah	26 27 Boxing Day Bank Holiday		28 29
	30 New Year's Eve	31				

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