

Reading THE NATION

28 OCT - 3 NOV 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 budget drove record reader engagement with **Personal Finance** content across Ozone's Premium Web platform. The category saw over 35m page views, up by more than 50%, as Rachel Reeves outlined increased government spending on public services funded by higher UK taxes.



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

Reading THE NATION

LAST WEEK'S HOT CONTENT

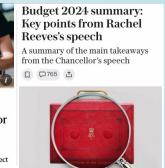
	PAGE VIEWS	WoW GROWTH
Personal Finance	36.4m	+57%
Video Gaming	1.3m	+42%
Careers	16.4m	+41%
Shopping	8.3m	+30%
Property	8.9m	+23%
Arts & Culture	9.9m	+17 %
Hobbies & Interests	11.2m	+17 %
Business & Finance	59.9m	+15%
Sport	69.3m	+13%
Automotive	15.8m	+10%

Source: Ozone 2024

PREMIUM WEB HIGHLIGHTS FROM THE PAST WEEK









TOPICAL NEWS

Last week, **Personal Finance** content reached a record 36.4 million page views as Rachel Reeves delivered the Labour government's first budget. The category saw growth of over 50%, driven by **Taxes** (+151%), **Pensions** (+28%), and **Financial Assistance** (+18%). View more insights here.

The budget's extensive reach – including changes to employer National Insurance, the minimum wage and a Stamp Duty increase for second homeowners – also fueled growth for categories, including Careers, Property and Business & Finance. Topic drivers included Contracts (+3.9x), Renting & Leasing (+55%) and the Economy (+60%).

Sport news, including Manchester City's Rodri winning the Ballon d'Or and Erik Ten Hag's sacking by Manchester United, boosted category page views by +13% last week.

SEASONAL EVENTS

The start of November marked the kick off of Black Friday sales season as retail brands launched their promotional campaigns with gusto. Reader engagement with **Shopping** content rose by +30%, driven by a +49% increase in **Sales & Promotions** page views.

As the festive season approaches and with gaming now such a key gifting category, **Video Gaming** content saw engagement grow by over 40%, driven by the release of the latest games in the Call of Duty and Dragon Age franchises.

OZONE'S FESTIVE FIX PMP PACKAGE

Our latest PMP packages bring brands everything they need for speedy activation this Q4. From the Black Friday sales period and seasonal style for party season to festive feasting and the gift of tech, view our Q4 PMP packages here.





Power your premium web plans with our

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 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.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

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