

Reading THE NATION

11 NOV – 17 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.

The release of *Gladiator II*, the epic follow up to Ridley Scott's 24-year-old Oscar-winner, *Gladiator*, powered up reader engagement with **Movies** to a record high last week. Blockbuster buzz around the Paul Mescal-starring sequel drove page views to growth of almost two-fifths.

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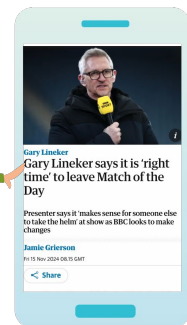
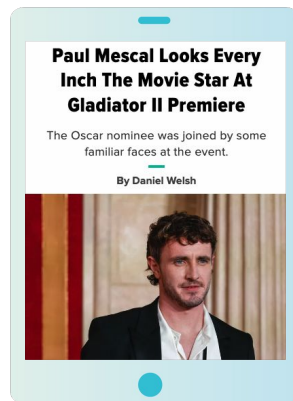
Reading THE NATION

LAST WEEK'S HOT CONTENT

	PAGE VIEWS	WoW GROWTH
Movies	35.0m	+38%
Shopping	12.1m	+24%
Science	16.7m	+20%
Television	50.6m	+17%
Hobbies & Interests	10.2m	+12%
Video Gaming	1.1m	+12%
Tech & Computing	24.9m	+9%
Sport	73.7m	+8%
Food & Drink	28.5m	+6%
Automotive	15.5m	+5%

Source: Ozone 2024

PREMIUM WEB HIGHLIGHTS FROM THE PAST WEEK



TOPICAL NEWS

Critical reaction to and the royal premiere of Ridley Scott's latest epic, **Gladiator II**, starring Paul Mescal and Denzel Washington, propelled **Movies** engagement to an all-time high last week. Up by almost two-fifths week on week, 35m page views were 2.4x higher than the 2024 average.

In other news, Gary Lineker, the BBC's highest-paid presenter, announced he will leave the publicly funded broadcaster after the corporation's coverage of the 2026 FIFA World Cup. **Sport TV** page views increased by +93%.

Sticking with **Sport**, which increased +8% week on week, the heavily touted, Netflix live streamed **Boxing** match between YouTuber Jake Paul, 26, and former world heavyweight champion Mike Tyson, 58 – which Paul won on points – drove **Boxing** page views to 6.4x growth.

SEASONAL EVENTS

Shopping engagement continued to climb last week as Black Friday approaches. Page views rose by +24%, with the **Sales & Promotions** topic up +65%. **Tech & Computing** also saw a +9% increase, driven by significant growth in the **Wearables** (+53%) and **Smartphone** (+47%) topics. Related content, including **Gifting** (+83%) and **Children's Toys** (+67%) also rose.

Also, hype around the 30th anniversary of the National Lottery led to 2.3x higher **Lotteries & Scratchcards** page views.

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](#).



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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 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					Remembrance Sunday
10	11	12	13	14	15	16
UN Climate Change Conference (COP29) begins			King Charles' 76th birthday			17
18	19	20	21	22	23	24
	International Men's Day					
25	26	27	28	29	30	
			Thanksgiving	Black Friday	St Andrew's Day	

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



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 Boxing Day Bank Holiday	27	28 29
	30 New Year's Eve	31				

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