

Reading THE NATION

25 NOV – 1 DEC 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 storm of Black Friday sales savings drove online readers to Shopping category content across our premium publisher platform, boosting weekly engagement to a new high. Weekly page views surged to nearly 15m, up more than 25% week-on-week, pushing November's total to 50m, a 19% increase on last year.

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LAST WEEK'S HOT CONTENT



	PAGE VIEWS	WoW GROWTH
Shopping	14.8m	+26%
Hobbies & Interests	11.2m	+19%
Television	57.9m	+15%
Medical Health	74.9m	+10%
Arts & Culture	7.4m	+10%
Video Gaming	1.0m	+8%
Style & Fashion	14.1m	+5%
Careers	11.6m	+4%
Movies	32.5m	+1%
Food & Drink	28.5m	0%

Source: Ozone 2024

PREMIUM WEB HIGHLIGHTS FROM THE PAST WEEK

Film
'It's wonderful': Wicked star Cynthia Erivo says she's fine with audiences singing along

The actor who plays Elphaba in the big screen adaptation of the musical joined the debate declaring 'we spent this long singing it ourselves - it's time for everyone else to join in'

Black Friday 2024 live: Top Cyber Monday UK deals on earbuds, fitness trackers, Simba mattresses and more



43 Of The Best Toys And Games To Buy This Black Friday

Don't play around, because when it comes to these prices (and with Christmas right around the corner), you're not going to want to miss out.

by Heather Braga, Kit Stone



The Great British Bake Off, review: the final is the cherry on top of a resurgent series

Camaraderie, dodgy dough, and dangling cakes see Channel 4's hit series bow out in style

★★★★☆

George Dodd, Christy De Vries and Christopher Lee
 Great British Bake Off: The Final

TOPICAL NEWS

Last week, interest in seasonal telly favourites dialled up reader engagement with **Television** content. Overall page views for the category increased by +15% week on week as the autumn/winter schedule's three biggest programmes dominated - I'm a Celeb on ITV, the The Great British Bake Off final on Channel 4 and the BBC's weekend ratings winner, Strictly Come Dancing. In other telly news, allegations of inappropriate behaviour against MasterChef presenter Gregg Wallace left a bad taste. Making a bad situation worse, Wallace then indifferently defended himself by blaming 'middle class women of a certain age'.

Elsewhere, the cinematic releases of the musical Wicked and family favourite Moana 2 boosted page views for **Movies** content. November's huge film releases increased category page views by 2.5x on the prior month.

SEASONAL EVENTS

After a three-week barrage of deals, offers and discounts from brands, Black Friday last week drove **Shopping** page views to growth of more than a quarter. Topics within the category driving record weekly engagement included **Sales & Promotions** (+37%), **Children's Games & Toys** (+26%), **Gifting** (+15%) and **Christmas Shopping** (+11%). Elsewhere, with clothing brands among the discounters and Christmas party season upon us, **Style & Fashion** page views grew +5% week on week driven by the **Men's Fashion** and **Women's Fashion** topics, which increased by +13% and +8% respectively

OZONE'S FESTIVE FIX PMP PACKAGE

This season's PMP packages bring brands everything they need for speedy activation. With the first of the season's sales over, attention turns to party fashions, festive feasting and tech gifts, all covered in our [Q4 PMP packages](#).

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**