

Reading THE NATION

9 DEC – 15 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.

Saturday night's emotionally-charged *Strictly Come Dancing* final proved that even after 20 years – and a series of scandals – there's still a lot of love for the BBC's showpiece entertainment juggernaut. A deserved win for comedian Chris McCausland and professional dancer Dianne Buswell brought down the curtain on yet another TV ratings winner.

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Reading THE NATION

LAST WEEK'S HOT CONTENT



Arts & Culture

11.6m

+67%

Events & Attractions

54.3m

+23%

Music & Audio

15.0m

+21%

Property

8.4m

+13%

Hobbies & Interests

10.7m

+12%

Family & Relationships

62.5m

+12%

Home & Garden

14.6m

+8%

Careers

12.4m

+7%

Movies

35.5m

+4%

Medical Health

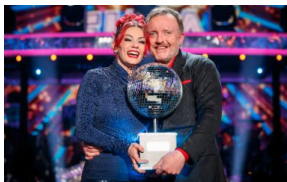
78.7m

+4%

PREMIUM WEB HIGHLIGHTS FROM THE PAST WEEK



Strictly Come Dancing, review: A tear-jerking final as inspirational Chris McCausland crowned the winner



Strictly Come Dancing bounces back with sparkle, sauce and pink PVC trousers



TOPICAL NEWS

Strictly Come Dancing may have been beset by scandal in this, its 20th year, but the stalwart of light entertainment is simply too good and too popular to fail. **Dance** page views increased by almost 90% to drive **Arts & Culture** to growth of +67% week on week. And, yes, Strictly is art – even when its celebrity contestants wear pink PVC trousers.

While interest in festive film favourites is on the rise, speculation about whether Cillian Murphy features as an emaciated zombie in the trailer for Danny Boyle's 28 Years Later drove **Movies** to 35.5m page views last week – the category's second highest weekly total of 2024. Filmed entirely on adapted iPhone 15s, the follow up to the 2002 cult survival horror classic will be released in summer 2025. **Horror Movies** page views were 4.4x higher last week.

SEASONAL EVENTS

Silly season's second week continued to drive online readers to **Events & Attractions** content, with the category up by almost a quarter last week. Topics boosting interest including **Bank Holidays** (2x), **Festive Events** (+40%), **Party Supplies** (+29%) and **Bars & Restaurants** (+14%).

Speaking of party planning, with Brits busy readying their homes for private festive celebrations drove **Home Entertaining** page views to 2.2x growth, lifting the **Home & Garden** category to an overall increase of +8% week on week.

OZONE'S FESTIVE FIX PMP PACKAGE

With just days to go until Christmas, there's still time to reach party season style seekers, last-minute shoppers and festive foodies, which are 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
	09 Human Rights Day	10	11	12 Christmas Jumper Day	13	14 World Darts Championships begins
	16	17	18	19	20 Mad Friday (partying)	21 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
	30 New Year's Eve	31				29

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