

Reading THE NATION

16 DEC - 22 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.

As the rush to Christmas continued last week, with Shopping, Travel and Weather content all growing, three huge sporting events drove reader engagement with Sport to double-digit growth, including Keely Hodgkinson' Sports Personality of the Year win.



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

Reading THE NATION

Source: Ozone 2024

LAST WEEK'S HOT CONTENT

| | PAGE VIEWS | WoW GROWTH | | |
|----------------------|---------------|---------------|--|--|
| Education | 6.9m | +28% | | |
| Video Gaming | 1.1m | +24% | | |
| Style & Fashion | 15.9m | +17% | | |
| Sport | 79.6m | +12% | | |
| Events & Attractions | 59.9m | +10% | | |
| Hobbies & Interests | 11.8m | +10% | | |
| Movies | 39.1m | +10% | | |
| Shopping | 13.5m | +8% | | |
| Personal Finance | 23.2m | +7 % | | |
| Careers | 13.2m | +6% | | |



PREMIUM WEB HIGHLIGHTS FROM THE PAST WEEK



Shopping
Last-minute Christmas
shoppers set to spend £3bn
over 'Super Weekend'

British retailers anticipate some of the biggest shopping days of the year with people 'clearly leaving it late'



Usyk stakes claim as best man in boxing after making Fury eat his words

Boxing is full of unsavoury people but it also produces extraordinary men. The Ukrainian champion is one of them

Keely Hodgkinson: The track superstar with the world at her feet

The 22-year-old capped a brilliant year by winning the BBC Sports Personality of the Year award.



The travel chaos that will impact your plans this Christmas

Whether you're driving home, taking the train or flying overseas, here's how to avoid disruption during the festive period



TOPICAL NEWS

Nearly 80m **Sport** page views closed the year on a high, driven by three major events, fueling double-digit growth.

First, World Championship Darts returned to Alexandra Palace, London. Luke Littler set a tournament record for average points, boosting **Darts** page views by 3.5x.

Next, Team GB's 800m Olympic champion Keely Hodgkinson was crowned BBC Sports Personality of the Year 2024. Cyclist Mark Cavendish also received a lifetime achievement award. **Sport TV** page views rose by +37%

Finally, Boxing's second-biggest night saw Tyson Fury face world champion Oleksandr Usyk in a rematch, which Usyk won on points. **Boxing** interest nearly quadrupled.

SEASONAL EVENTS

Last-minute Christmas shopping gave Brits a final chance to grab presents, boosting **Shopping** engagement with an +8% rise in page views. **Grocery Shopping** surged by +77%, while **Christmas Shopping** page views climbed by +33%.

Meanwhile, the festive getaway sparked warnings of travel chaos on UK motorways, driving a +35% increase in **Road Travel** page views. Relatedly, **Weather** page views rose by +28% as forecasts predicted poor conditions.

PLANNING FOR 2025 WITH OZONE

Coming soon in January, our latest annual planning guide returns for a new year. **Planning Ahead with Reading the Nation** will be available soon.

Coming soon in January 2025...



What to expect in January 2025

In January, page views on Ozone's Premium Web platform typically increase by +10% month-on-month. Expect the largest surge of the year.

Reflecting seasonal trends, reader engagement rises in all the right places. Healthy Living content soars by around half, with Fitness & Exercise page views more than doubling. Personal Finance sees nearly a 30% boost, driven by 4x higher Financial Planning page views. The return to school drives Education growth of more than a third. Meanwhile, 'job-search January' leads to a doubledigit rise for Careers engagement, 'Sunshine Saturday', a peak day for holiday bookings, fuels a nearly 25% jump in Travel engagement. Larger purchase categories like Automotive and Property also see growth, each increasing by more than a quarter.

From buying new cars and planning dream holidays to changing careers or homes, our premium publishers help guide these decisions - providing brands with the opportunity to be present during those pivotal moments.





DIARY DATE

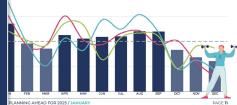
HEALTHY LIVING IN FOCUS

January's reader engagement peak for Healthy Living - led by Weight Loss, Nutrition, and Fitness page views - is key for brands but represents a short-term surge. Plan for more sustained interest in the category from mid-spring, boosted by events like the London Marathon, better weather, and summer diets, continuing through September.

Healthy Living, Average Annual Engagement Index

OZONE

HEALTHY LIVING FITNESS & EXERCISE - NUTRITION - WELLNESS -



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JANUARY 2025 ESSENTIALS WED

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| | | 01 | 02 | 03 | 04 | 05 |
|---|----|---|--|--|-------------|---|
| | | New Year's Day Bank Holiday Veganuary/Dry January begins | Second January Bank Holiday (Scotland) | PDC World Darts Championship 24/25 Final | | Twelfth Night Colden Clobe Awards |
| 06 | 07 | 08 | 09 | 10 | 11 | 12 |
| Back to school [England] | | Screen Actors Guild Award Nominations | | | | Australian Open begins |
| 13 | 14 | BAFTA nominations announced | 16 | Oscars nominations announced | 18 | 19 World Religion Day |
| 20 Martin Luther King | 21 | 22 | 23 | 24 | 25 | 26 Australian Open |
| Jr. Day | | | Burns Night | | Burns Night | ends |
| 27 | 28 | 29 | 30 | 31 | | |
| International Holocaust Remembrance Day | | Lunar New Year | | Rugby Six Nations kicks off | | |



with **READING THE NATION**

2025 | Vol. 2

OZONE - PLANNING AHEAD FOR 2025 / JANUA