

# Reading THE NATION

13 JAN – 19 JAN 2025

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, a series of topical technology developments boosted reader engagement with related content categories and topics. Nintendo's Switch 2 reveal, the launch of the UK's government's AI investment plan and TikTok's temporary ban in the United States all captured consumer attention across the Ozone platform.

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# Reading THE NATION

LAST WEEK'S HOT CONTENT

Video Gaming

1.0m +35%

Property

10.5m +28%

Pets

5.2m +18%

Science

20.3m +16%

Tech & Computing

32.1m +8%

Medical Health

88.1m +7%

Music & Audio

10.5m +7%

Shopping

11.3m +5%

Healthy Living

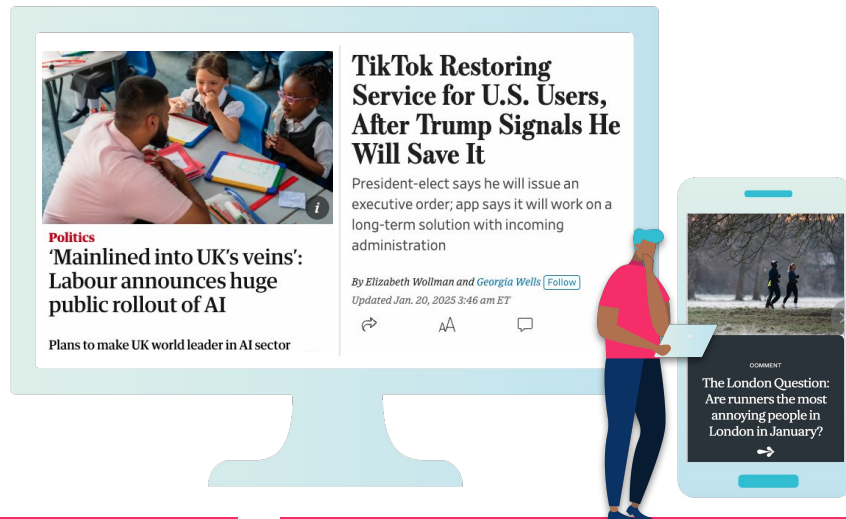
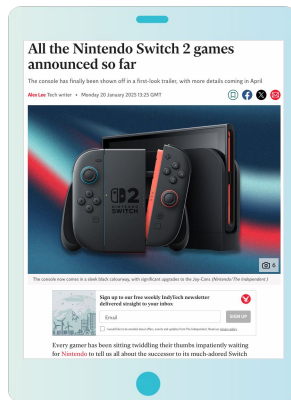
11.5m +4%

Movies

46.3m +4%

Source: Ozone 2024/2025

## PREMIUM WEB HIGHLIGHTS FROM THE PAST WEEK



### TOPICAL NEWS

Nintendo's long-anticipated, heavily rumoured Switch 2 console reveal got gaming enthusiasts excited last week, driving a +35% increase in **Video Gaming** page views.

Tech developments in the UK and the United States boosted **Tech & Computing** to +8% growth last week. In the UK, the government's AI Opportunities Action Plan, a strategy aimed at investing in AI to support growth and improve public services. **AI** page views surged 2.7x surge. Then, TikTok briefly went offline in the US over the weekend due to a Supreme Court ruling effectively banning the video-sharing app. However, it was restored just before Donald Trump's inauguration as the 47th President of the United States. As a result, **Social Network** page views increased by +11%.

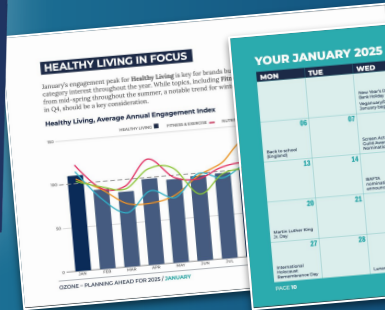
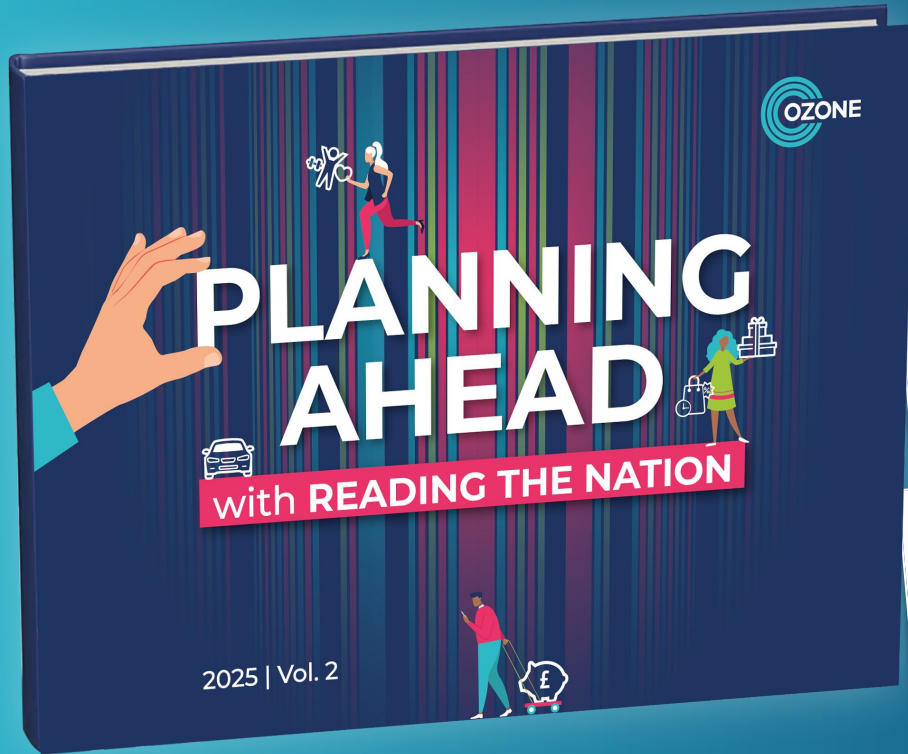
### SEASONAL EVENTS

In the first two weeks of 2025, the number of properties listed for sale online has risen by +11% year-on-year, according to Rightmove, signalling a strong start to the year. **Property** page views saw a +28% increase last week, fuelled by a +13% rise in interest in the **Buying & Selling** topic.

With 'Quitters Day' – typically the second Friday in January, when many abandon their New Year's resolutions – now behind us, **Healthy Living** continued to thrive. A 90% growth in the **Running** topic kept the category in good shape.

### PLANNING FOR 2025 WITH OZONE

Our latest annual planning guide, **Planning Ahead with Reading the Nation**, is here. Copies of our 2025 guide are available in print or digitally. Get your hands on a digital copy now at the following link: [ozoneproject.com/guide25](https://ozoneproject.com/guide25)



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