

# Reading THE NATION

27 JAN – 2 FEB 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.

The Six Nations Championship kicked off last week, boosting reader engagement with **Rugby** content in a pivotal year for the sport. Alongside the men's and women's tournaments running until April, England will host the Women's Rugby World Cup this summer, while the British & Irish Lions tour Australia.

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# Reading THE NATION

LAST WEEK'S HOT CONTENT

Personal Finance

34.3m

+29%

Hobbies & Interests

13.0m

+25%

Pop Culture

85.8m

+18%

Movies

53.1m

+18%

Family & Relationships

73.6m

+15%

Music & Audio

13.1m

+15%

Sport

92.8m

+12%

Automotive

16.8m

+11%

Careers

14.3m

+11%

Events & Attractions

42.6m

+10%

Source: Ozone 2024/2025

## PREMIUM WEB HIGHLIGHTS FROM THE PAST WEEK



### TOPICAL NEWS

The release of China's DeepSeek open-source AI, called a 'wake-up call' for Silicon Valley by US President Donald Trump, hit global tech stocks. Reader engagement with the **Personal Investing** topic from the **Personal Finance** category jumped +43%, driving overall growth of +29%. AI's "Sputnik moment" pushed **Artificial Intelligence** page views up 4x last week, with topic engagement in January already 3x higher than the 2024 average.

The UK premiere of *Bridget Jones: Mad About the Boy*, starring Renee Zellweger, Leo Woodall and Hugh Grant, and excitement about the upcoming release of a slate of Marvel films boosted **Movies** page views to +18% growth week on week. Next month's Oscars will drive similar growth.

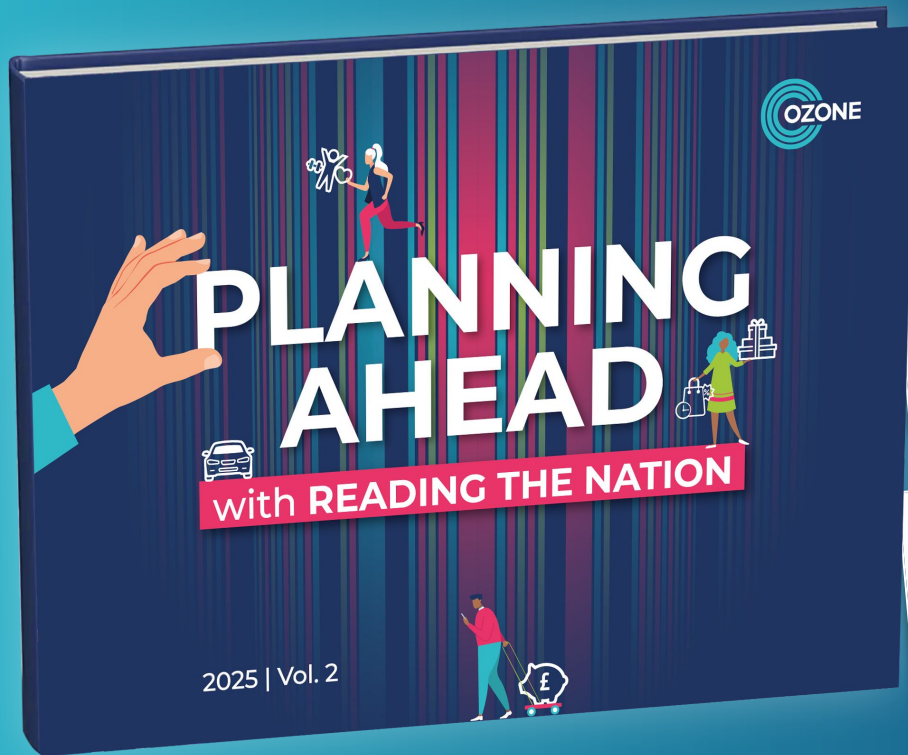
### SEASONAL EVENTS

Interest in football's transfer deadline day and the 2025 return of contact sports – kicked off by the Six Nations last week and the Super Bowl this Sunday – drove double-digit page view growth for **Sport**. **Rugby**, **American Football**, and **Football** rose by +67%, +11% and +9% respectively.

Grammy wins for Beyoncé, Kendrick Lamar, Charli XCX and Chappell Roan, along with the release of 2025 BRIT Award nominees, boosted **Music & Audio** by +15% last week.

### PLANNING FOR 2025 WITH OZONE

Our latest annual planning guide, **Planning Ahead with Reading the Nation**, is here. Get your hands on a digital copy now at the following link: [ozoneproject.com/guide25](https://ozoneproject.com/guide25)



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### What to expect in January 2025

In January, page views across Ozone's premium audience platforms are expected to show a month-on-month growth to reach their largest range by 30%. This month-on-month growth is expected to be driven by:

- Reflecting seasonal trends, reader engagement rises in all the right places, with content views by around half, with Health & Wealth views more than doubling. Personal Finance sees a 30% boost in higher financial planning page views. The return to normalised growth of more than 100% in Wealth & Retirement is a particularly high one for Careers engagement. Similarly (albeit a year and a half later), Tech also shows a 100% jump in Trend engagement. Large categories like Automobile and Property also see growth, each by more than a quarter.

From buying new cars and planning those holidays to changing careers, our expert content helps guide these decisions - providing the opportunity to be present during these great moments.

FIGURE 1

### JANUARY Health, wealth and life planning

January kicks off the year with consumers focusing on new health habits and financial goals. With planning ahead in mind, attention also shifts to super-ticket purchases and major life decisions.

- +50% Healthy Living Page Views
- +30% Personal Finance Page Views
- +25% Property Page Views

FIGURE 2



### YOUR JANUARY 2025 ESSENTIALS

MON	TUE	WED	THU	FRI	SAT	SUN
						12 Twelfth Night Christmas Eve
						13 Australia Day
						14 New Year's Day
						15 Australia Day
						16 Australia Day
						17 Australia Day
						18 Australia Day
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						30 Australia Day
						31 Australia Day

FIGURE 4

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