

Reading THE NATION

24 FEB – 2 MAR 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 weekend's awards doubleheader, featuring the BRITs and the Oscars showcasing top performances in music and film, including chief Brat Charli XCX, drove reader engagement across multiple content categories on Ozone's premium audience platform. Now that's entertainment!

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Reading THE NATION

LAST WEEK'S HOT CONTENT

Music & Audio

18.3m

+55%

Education

6.7m

+33%

Pets

5.2m

+24%

Video Gaming

1.0m

+22%

Movies

65.5m

+15%

Family & Relationships

93.8m

+10%

Events & Attractions

46.8m

+7%

Style & Fashion

18.6m

+5%

Property

9.2m

+4%

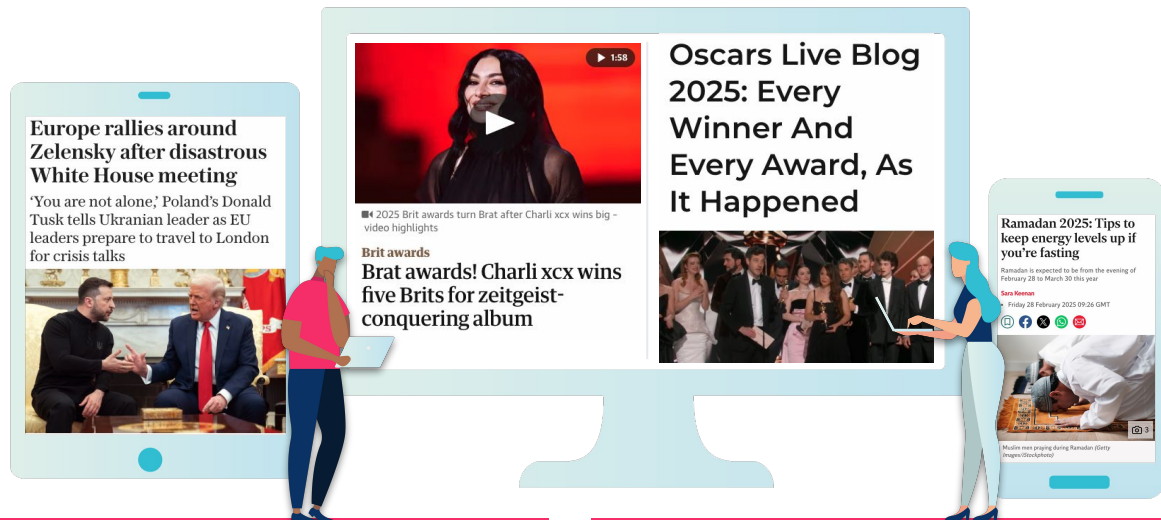
Medical Health

99.2m

+3%

Source: Ozone 2025

PREMIUM WEB HIGHLIGHTS FROM THE PAST WEEK



TOPICAL NEWS

Last Friday's White House meeting between US President Donald Trump and Ukraine's wartime leader Volodymyr Zelenskyy erupted into a heated argument, straining relations between the allied nations. Cue an international scramble by UK and European leaders to propose a measured, unified solution. As a result, page views for **Heads of State** content, from **News & Politics**, surged 3.1x.

Preparations for today's secondary school offer day drove **Education** engagement to growth of a third last week.

In other news, World Darts Champion Luke Littler claimed the UK Open title, known as the FA Cup of darts, over the weekend, boosting engagement with the sport up +81%.

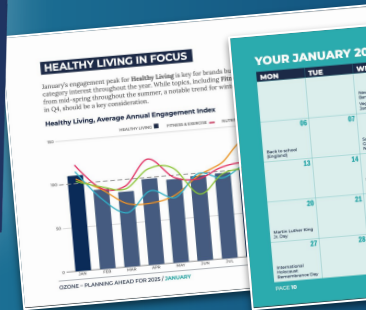
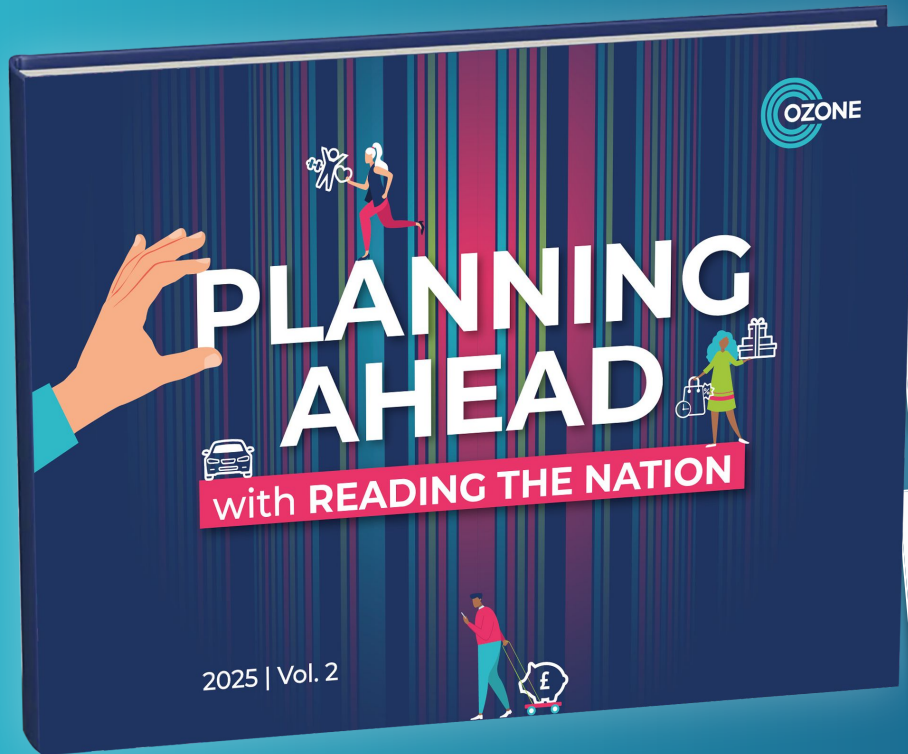
SEASONAL EVENTS

The holy month of Ramadan began last Friday to more than double page views for **Religious Events** content from **Events & Attractions**, with the category also rising by +7%.

Awards season in the entertainment industry continued last week, with the BRIT Awards driving a +55% week-on-week growth in **Music & Audio**. The Oscars followed, boosting **Movies** page views by +15%. Related topics saw gains too, with **Awards Shows** up 3.1x and **Celebrity Style** rising +13%.

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



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