

Reading THE NATION

7 AUG – 13 AUG 2023

In a week that saw the Lionesses reach the semi finals of the FIFA World Cup; the Premier League season start and Harry Kane's £100m move to Bayern Munich, our **Sport** category scored high with an +8% increase in engagement.

Even this busy week of Sport couldn't fight off **Hobbies & Interests** from taking the top spot on the leaderboard, predominantly driven by the nation's renewed interest in the sub category of **DIY** which saw a massive six-fold increase in PVs. **Shopping** also scored high with our audience with a +32% increase in audience engagement.



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+51%

HOBBIES & INTERESTS
13.4m weekly page views

+31%

SHOPPING
7.4m weekly page views

89.3M

SPORT
Page views +8% WoW



TOP 10

CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Hobbies & Interests	13.4m	51%	3.3m	55%	4.1	-3%
Shopping	7.4m	31%	2.4m	22%	3.1	8%
Business & Finance	44.5m	29%	7.1m	0%	6.2	29%
Video Gaming	0.9m	27%	0.3m	26%	3.0	0%
Careers	6.2m	21%	2.0m	13%	3.1	8%
Education	2.5m	19%	0.9m	14%	2.7	4%
Healthy Living	6.8m	18%	2.1m	21%	3.2	-2%
Movies	10.1m	12%	2.4m	3%	4.3	9%
Sports	89.3m	8%	8.3m	6%	10.8	1%
Events & Attractions	35.8m	7%	7.3m	5%	4.9	1%

OZONE OVERVIEW

It's no surprise to see **Sport** in top form last week - with a packed agenda of Rugby Union, tennis, cricket and, of course, football. Although in ninth place on the leaderboard, this juggernaut of a category was up +8%, which at 89.3m is a massive 6.5m more page views than last week.

A baby by comparison, but reaching the dizzy heights at the top, was **Hobbies & Interests** with a week on week growth of +51%. The Comedy Pet Photography Awards saw attention in the **Photography** subcategory increase by +135%, while the Royal Mint's release of a highly collectable 50p coin with King Charles head on drove the **Collecting** subcategory up 4x. Whether making our own improvements, or reading about how DIY SOS allegedly wrecked a family's home, interest in the **DIY** subcategory also shot up a massive six-fold.

Shopping and **Business & Finance** saw big WoW growth - +31% and +29% respectively - both driven by the news that everyone's favourite retailer, Wilko, was fighting for survival. In other fight news, the eagerly anticipated cage fight between Musk and Zuckerberg hit the **Executive Leadership & Management** subcategory for six with an 8x increase in page views, up to 12.8m for the week.

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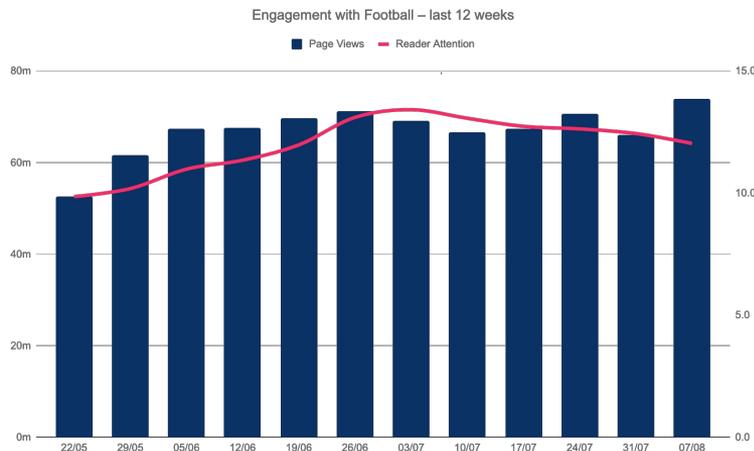
Last week, a nail-biting penalty shootout saw England's Lionesses progress to the World Cup quarter-finals where a 2-1 victory over Columbia guaranteed them a semi spot.

Meanwhile the return of the Premier League season saw champions Manchester City take on newly-promoted Burnley at Turf Moor, while Harry Kane's big move shone a spotlight on the transfer window before the September 1 deadline.



Source: Ozone

International dreams meet the domestic kick-off



TAKE ACTION

The nation will be roaring the Lionesses to victory in their semi-final with The Matildas. If they reach Sunday's final, we can expect a similar pattern to the Euro 2022 final, when daily PVs increased by c.30% on the Sunday prior thanks to pre match, live and post match reporting.

74M

Football page views represents a twelve week high

Football headlines hit a summer-high by delivering both weekly page views and unique users +10% above the average figure for the twelve weeks prior. The combination of international and domestic fixtures saw unique users rise +16% week on week to 6.2m.

83%

of all Sport category page views are Football related

As one of our biggest content categories, Sport is heavily driven by the volume of football fan engagement. This week we saw Football account for 83% of all category page views, a full four percentage points higher than the average of the previous twelve weeks.

+10%

increase in Sport unique users for Saturday's match

Friday's Premier League launch drove +5% increase in total weekly sports page views and a +1% increase in unique users. Compare this with Saturday, which saw the Lionesses' universal appeal with casual fans grow page views by +9%, with unique users up by +10%.

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Football in the headlines

