

Reading THE NATION

7 APR – 13 APR 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.

From celebrity controversies to programme premieres, a tonne of telly content drove engagement last week across Ozone's audience-first platform.

And with the Easter break kicking off – and kids on holiday too – people were turning to Ozone partners to stay informed, inspired and entertained on their travels.

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Reading THE NATION

LAST WEEK'S HOT CONTENT

Television

48.7m

14%

Religion & Spirituality

3.4m

11%

Travel

48.1m

9%

Food & Drink

31.2m

7%

Real Estate

9.0m

5%

Tech & Computing

29.8m

0%

Medical Health

94.5m

-1%

Pop Culture

75.3m

-3%

Style & Fashion

15.5m

-4%

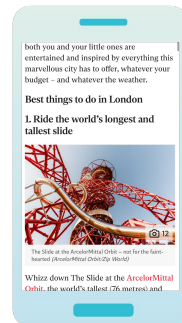
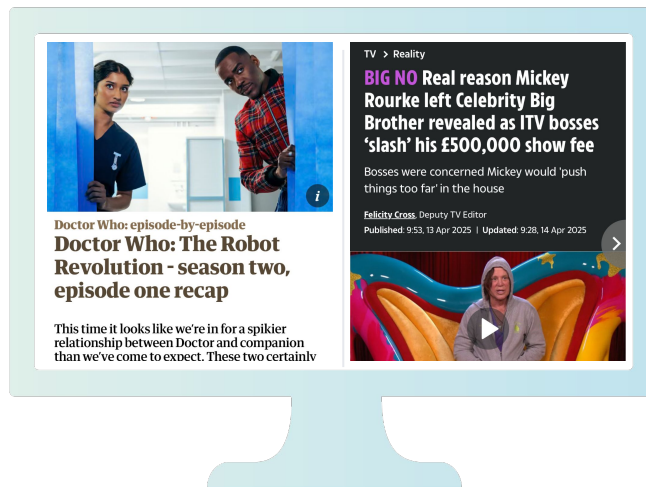
Music & Audio

9.6m

-5%

Source: Ozone 2025

PREMIUM WEB HIGHLIGHTS FROM THE PAST WEEK



TOPICAL NEWS

It was a telly-tastic week across the UK with the launch of the new series of **Black Mirror** and **Doctor Who** - the latter boosting **Sci-Fi TV** page views by +48%. Meanwhile, the ejection of Mickey Rourke from the **Celebrity Big Brother** house drove +63% increase in **Reality TV** engagement. The overall **Television** growth of +14% was bolstered by Britain's **Got Talent** news ahead of Saturday's final audition episode.

With Easter holidays in full swing, news of a 24 hour air traffic control strike in Greece, boosted **Travel Preparation & Advice** content by +200%. Closer to home, blue skies across the UK led to **Weather** page views soaring by +19%, and **Healthy Cooking & Eating** page views - we're starting to think summer! - rising by +163%.

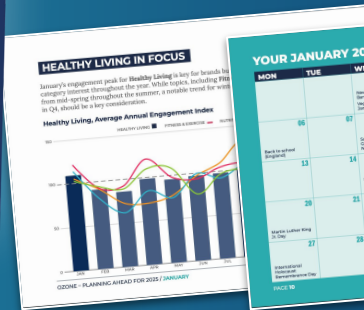
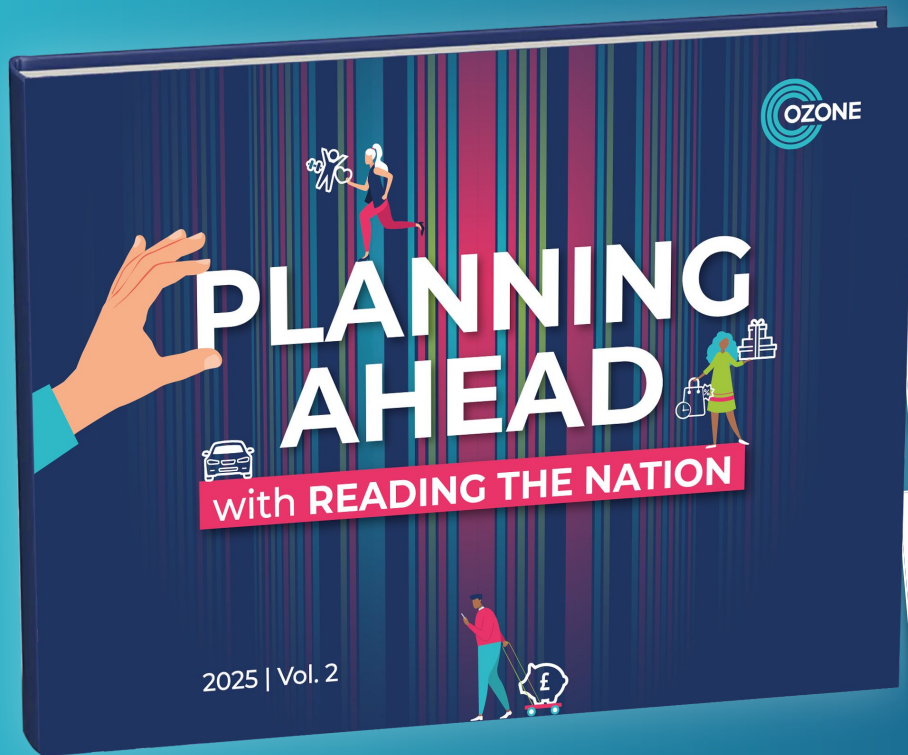
SEASONAL EVENTS

For many, the Easter school break is the first big holiday of the year, reflected in the +48% growth in the **Travelling with Kids** topic. We also saw the **Objects for Children** topic rise by +45% as parents seek ways to keep their little ones entertained.

With Easter celebrations fast approaching, engagement with the **Religion & Spirituality** category increased by +11%. Within that, **Vaisakhi** - the start of the Sikh New Year - boosted Sikhism page views by more than ten-fold.

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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