



READING THE NATION

10 NOV – 16 NOV, 2025



Children in Need spurs engagement across Ozone's platform

Home & Garden

Tech & Computing

Music & Audio

Events & Attractions

Film

Healthy Living

Hobbies & Interests

Property

Books & Literature

Video Gaming

	PAGE VIEWS	WoW GROWTH
Home & Garden	10.3m	+24%
Tech & Computing	28.7m	+23%
Music & Audio	16.9m	+18%
Events & Attractions	47.5m	+18%
Film	74.3m	+16%
Healthy Living	7.9m	+15%
Hobbies & Interests	12.5m	+15%
Property	7.6m	+13%
Books & Literature	4.5m	+12%
Video Gaming	1m	+11%

10.3m

+24%

28.7m

+23%

16.9m

+18%

47.5m

+18%

74.3m

+16%

7.9m

+15%

12.5m

+15%

7.6m

+13%

4.5m

+12%

1m

+11%

TOPICAL NEWS

Storm Claudia brought heavy downpours and strong winds last week, supercharging **Weather** content by 2.8x as Brits caught up on the impact of the storm.

Elsewhere, President Donald Trump's threat to sue the BBC – following the fallout from a BBC-edited video of him that led to the resignation of senior BBC figures – has driven 2.4x rise in **Executive Leadership & Management** (Business & Finance) as audiences follow the unfolding events.

Growth in the **Business & Finance** category has been further perpetuated by the UK Government backing down on suggestions to raise income tax following public backlash. **Saving** and **Financial Assistance** (Personal Finance), up 36% and 28% respectively, have also been impacted by these unexpected changes.

Meanwhile, the long awaited release of Call of Duty 7 has shot up **Video Gaming** content by 11%, with **Role Playing Video Games** (+2.4x), **PC Games** (+35%) and **Console Games** (+35%) all feeling the heat as fans of the gaming franchise catch up on the new game.

Finally, **Events & Attractions** saw an 11% uplift, driven by **Sporting Events**, up 92%. In sport, the Rugby Autumn international continued to spike **Rugby** content, up 8% WoW. In other sporting news, **Boxing** content surged 4x following Conor Benn vs. Chris Eubank Jr.s match on Saturday.

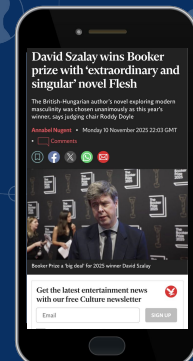
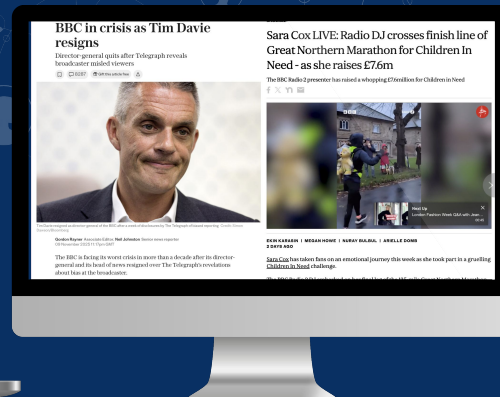
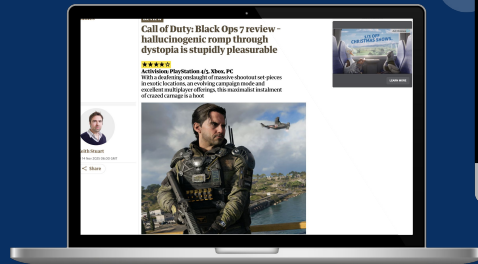
SEASONAL EVENTS

As temperatures fall, Brits are settling into cosy nights and turning to the year's standout films. **Film** interest is up 16%, with **Sci-fi** soaring 53% and **Romance** rising 29%, further lifted by the London premiere of *Wicked: For Good*. The festive season is also boosting **Christmas TV**, climbing 8.5x. **Hobbies & Interests** are up 15% too, as readers lean into indoor creativity, with **Arts & Crafts** jumping 72% as the colder months set in.

BBC's Children in Need took place last week, lifting engagement across the board. **Children's TV** jumped 5x after the annual show, with **Non-Profit Organisations** up 38%. Engagement further surged when BBC Radio 2's Sara Cox completed her ultra marathon for the charity on Friday, raising £9.5m. Her 135-mile feat boosted **Healthy Living** content by 15%, with **Running & Jogging** up 4.3x. **Music & Audio** content also skyrocketed, up 18% WoW, with **Public Radio** soaring an impressive 63x as audiences followed the presenter's progress.

Elsewhere, The Booker Prize 2025 took place last week, supercharging **Books & Literature** content (up 12%) as literary fans caught up on this year's winner – *Flesh* by David Szalay. As a result, **Literary Awards** is up a huge 6.9x.

Meanwhile, early Black Friday deals continue to surge **Sales & Promotion** content, up 52%. **Christmas Shopping** has also spiked 95%, and **Gifts & Greeting Cards** 19% as readers plan gifts ahead of the year's biggest shopping moment.





**Ozone
connects
with 27m UK
Black Friday
shoppers**

The year's biggest shopping moment is almost here

Ozone connects brands to 27m Black Friday Deal Hunters

HUMAN CONNECTIONS AT SCALE

22m
BLACK FRIDAY
SHOPPERS
users

20m
CONSUMER
TECH &
GAMING
users

17m
FASHION &
BEAUTY
users

12m
HOME &
GARDEN
users

Audiences looking to capitalise on seasonal discounting across multiple sales categories are already growing, with **Amazon Big Deal Days** driving early interest. We expect audience growth to continue in the lead-up to and during **Black Friday** and **Cyber Monday**.

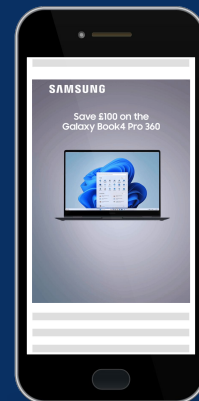
LIVING AUDIENCE INTELLIGENCE

Average Black Friday and Christmas Gifting, Sales & Promotions engagement seasonality over last five years



We typically see a sharp spike for **Sales & Promotions** during Black Friday, suggesting it's a key self-gifting moment. However, seasonal **Gifting** engagement is still prevalent and grows consistently until reaching a peak in the Christmas week.

CONTEXT RESPONSIVE CREATIVE



Deploy video, display and rich media campaigns with Studiozone builds

Rich media (Skins; Interscrollers)
Online Display (High Impacts; IABs)
Video (Pre roll; Outstream; Video Wrap)

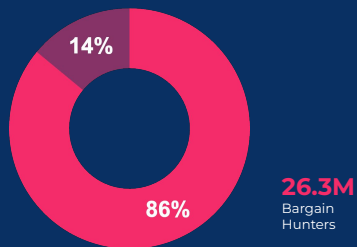
ACTIVATE IN OZONE AD MANAGER

Looking ahead with Ozone's audiences

Reaching Bargain Hunters through the shopping season

Reach

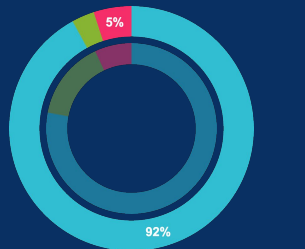
Moderate and heavy visitors of retail and commerce sites



Legend

- Ozone Reach
- UK Population

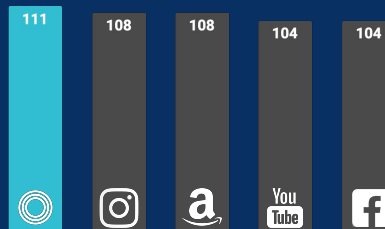
Device Usage



Legend

- Bargain Hunters
- Average Reader
- Mobiles
- Desktops
- Tablets

Site Comparison



Legend

- Ozone
- Competitor Platforms

**FIND THE BARGAIN
HUNTERS WITH
OZONE'S DEALS
SHOPPING
AUDIENCES**

Broadcast your message to a massive, motivated audience of high-intent shoppers during peak shopping season.

Ozone's high-traffic coverage of gift guides, monthly deal roundups, and product features showcasing deals during big shopping moments, such as Black Friday, connects you with savvy deal hunters actively searching for the best products and prices.

DIARY DATES

Black Friday

28 November 2024
2.2x week-on-week
page views growth

Cyber Monday

November 2024
Wearable Tech
2.2x month-on-month
page views growth

Christmas

2.5x-3.5x Gifting growth
week-on-week through
December 2024