



# Reading

# THE NATION

A YEAR IN REVIEW 2022



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YOUR GUIDE TO WHAT CAPTURED THE ATTENTION OF  
OUR 43 MILLION READERS IN THE UK OVER THE PAST YEAR





# 2022 – A changing of the guard

Who'd have thought back in January that by the year's end we'd have seen three Prime Ministers in Number 10 and, rather solemnly, a new monarch in Buckingham Palace?



by **CRAIG TUCK**  
Chief Revenue Officer  
[craig@ozoneproject.com](mailto:craig@ozoneproject.com)

The past twelve months have seen the headlines and highlights dominated by stories of leadership and service – and in many cases, the lack of both! Just a short few months after celebrating her Platinum Jubilee, we said “Thank you Ma’am” for the last time as the nation mourned the passing of Queen Elizabeth II.

Contrast these two occasions of reflection with the frenetic ongoings in politics – whether that’s Boris falling

foul to Pinchergate, Liz failing her own Trussonomics exam, and Prime Minister Rishi taking the top job seven weeks after he first failed. And with the sacked, former Health Secretary, Matt Hancock ending the year in the ‘I’m a Celebrity’ jungle, you could be forgiven for thinking much of last year was an episode of Black Mirror.

Yet thankfully, and mirroring many of the conversations that lead our own industry’s agenda, it’s very reassuring to see the British public increasingly engaged with the content topics that really matter to society. Whether that’s Sustainability editorial – reporting on the issues of energy reliance, the scorching summer and COP27 – or Diversity and Inclusion as we marked 50 years of Pride in London, celebrated the Lionesses stunning Euro 2022 win, and witnessed the anger and protests in Iran following the horrific death of Mahsa Amini.

We continue to see millions of readers up and down the country turn to our premium publishers’ content every day – content they trust to inspire, educate or entertain them. Whether fuelled by updates on the conflict in Ukraine or the latest trends from London Fashion Week, the breadth of engagement across our content categories is incredibly dynamic and paints a fascinating backdrop for campaign planning and real-time activation.

Through Reading the Nation, we aim to share with you the impact of the stories that – thanks to premium publisher first-party data – we are privileged to see first-hand, day in, day out. We hope this year in review will give you guidance, inspiration and knowledge as you build your campaigns for the year ahead.

Enjoy.





# METHODOLOGY

## a first-party data view

Just like Reading the Nation does every single week, our 2022 year in review aims to shine a light on the content and topics that have captured the attention of our nationwide audience of millions of consumers. Our intention is to do this with one eye on future trends through an understanding of the highs and lows of those consumption trends that follow a more predictable pattern.

In the past year, an average of 370m article pages have been consumed across Ozone's publishers every week – ranging from sport and special occasions to showbiz and sustainability. For this year-end issue we have placed our focus on the most notable content engagement highlights that we believe will help

your future planning. And while news and politics have been key engagement drivers in the past twelve months, we've largely kept them separate from our monthly round-ups to shine a light on the other most significant trends across categories.

### HOW DO WE KNOW THIS?

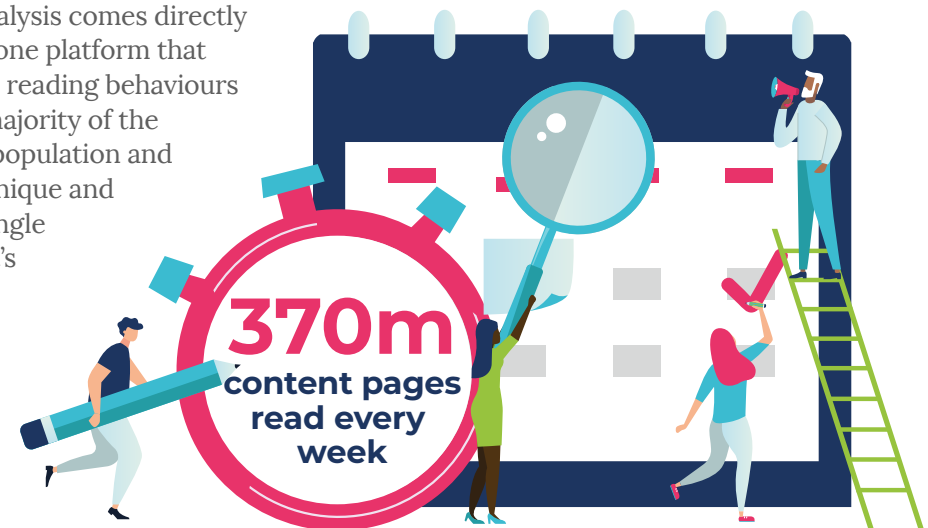
All of this analysis comes directly from the Ozone platform that captures the reading behaviours of the vast majority of the UK's online population and provides a unique and unrivalled single view of what's capturing the nation's attention.

This 360° view of real-world consumer behaviour comes from a first-party contextual and behavioural dataset derived from more than 250 premium publisher domains.

Throughout this review we will often refer to Reader Attention. Reader Attention is a monthly score of page views divided by unique users.

We have millions of different data points, so if there's any specific trend you'd like further detail on, please don't hesitate to get in touch.

[hello@ozoneproject.com](mailto:hello@ozoneproject.com)





# CONTENTS

## TOPICS COVERED INCLUDE:

**AUTOMOTIVE** JAN & SEP

**CHRISTMAS** OCT – DEC

**EDUCATION** APR & AUG

**EVENTS & ATTRACTIONS** MAR – JUN, SEP, NOV & DEC

**FAMILY & RELATIONSHIPS** FEB, APR, SEP & DEC

**FESTIVALS** JUN & AUG

**FITNESS & EXERCISE** JAN & AUG

**FOOD & DRINK** JAN, APR, MAY, JUL, SEP & OCT

**FOOTBALL** MAY, JUL, NOV & DEC

**FURNITURE** JAN

**GAMBLING** MAR & APR

**HEALTHY EATING** JAN

**HEALTHY LIVING** JAN & AUG

**HOME & GARDEN** JAN, MAR, APR & JUN

**MOVIES** MAR, MAY & SEP

**MUSIC & AUDIO** FEB, MAR, MAY, JUN & AUG

**NEWS & POLITICS** FEB, SEP & OCT

**PARTY SUPPLIES & DECORATIONS** OCT

**PERSONAL FINANCE** JAN & MAR

**POP CULTURE** JUN, AUG, SEP & NOV

**PROPERTY** JAN

**REALITY TV** JUN & NOV

**RELIGION & SPIRITUALITY** APR, JUN, SEP & DEC

**ROMANTIC GETAWAYS** FEB

**SALES & PROMOTIONS** NOV

**SHOPPING** FEB, MAY, SEP, NOV & DEC

**SPORT** FEB, MAR, MAY, JUL, NOV & DEC

**STYLE & FASHION** MAR, APR & SEP

**TELEVISION** MAY, JUN, OCT & NOV

**TRAVEL** FEB, MAR & APR

**TRAVELLING WITH KIDS** FEB, APR & JUL

**WEATHER** JUN, JUL & DEC

**WOMEN'S FASHION** MAR – APR

JAN  
2022

# New year, new you, new everything

The year begins and brings with it a renewed focus on the shiny and new. Whether it's a new healthy lifestyle, a new home, new furnishings or a new car, January's all about satisfying the need for the new.



**+9.5%**  
growth in  
Home & Garden  
Reader  
Attention score

DRIVING

## Cars of 2022: the best new models to buy

Electric, petrol and hybrid: our pick of this year's cars



**+80%**  
increase in  
Health &  
Fitness  
page views



**37.3m**  
Automotive  
page views



It was a big month for planning, with big ticket purchases high on the agenda, meaning our audience also needed to take a long hard look at their household budgets. Content about financial prudence, switching and saving, and self assessments advice were important.

Following the festive excess the number one focus was health, as frequency of engagement with our **Healthy Living** content grew by almost **+10%**. Topics including **Fitness & Exercise** and **Weight Loss & Nutrition** drove early page views growth, up **+80%** and **+43%** respectively in January's first week. And a growing appetite for **Food & Drink** topics including **Healthy Eating** – with page views more than doubling month on month by **+131%** – and **Alcohol Free**, up **+65%**, confirmed the link between active lifestyles and improved diets.

### MOVING UP THE LADDER

Home is where the heart is and January sees a lot of love being put back into household improvements. With the Reader Attention score for our **Home & Garden** content growing by **+9.5%** month on month, there was increased engagement with topics including **Interior Decorating**, **Furniture** and **Gardening**. There was related growth for our **Property** content too, as the search for new digs began for many. Topics within the category showing growth included **Buying & Selling** and **Renting & Leasing**.

Finally, the search for a new car began in January. Even before the turn of the year, a doubling in page views for the **Electric Vehicle** topic in between Christmas and New Year, drove a **62%** growth for our **Automotive** content. **37m** Automotive page views across January, increased by **+46%** year on year, indicating growing in-market intent in line with expected seasonal growth.

## HOT TOPICS IN JANUARY

The weekly content trends across January were also reflected in the hot topics for the month. With more people reading even more content about all things new, knowing how to pay for it all was reflected in Personal Finance content growth.

CONTENT CATEGORY	PAGE VIEWS	READER ATTENTION	CHANGE IN READER ATTENTION
HEALTHY LIVING	23.7m	2.8	+9.9%
HOME & GARDEN	37.5m	3.0	+9.5%
AUTOMOTIVE	36.7m	3.2	+8.7%
PERSONAL FINANCE	39.7m	3.2	+6.6%
FOOD & DRINK	61.9m	3.4	+5.4%
FAMILY & RELATIONSHIPS	133.2m	4.6	+4.8%
SPORT	188.6m	6.4	+4.8%
PROPERTY	22.2m	2.7	+4.1%

Reader Attention is a monthly score of page views divided by unique users. The monthly change in each category's score is always determined by uniquely newsworthy or shareable content, or more predictable, seasonal trends.

### TAKE ACTION

Our annual obsession with health after festive excess starts the year – it is dry January and Veganuary after all, which drives interest in content related to healthier **Food & Drink** – and that trend continues across the whole of Q1. In 2022, **Healthy Living** page views grew by **+27%** quarter on quarter.

FEB  
2022

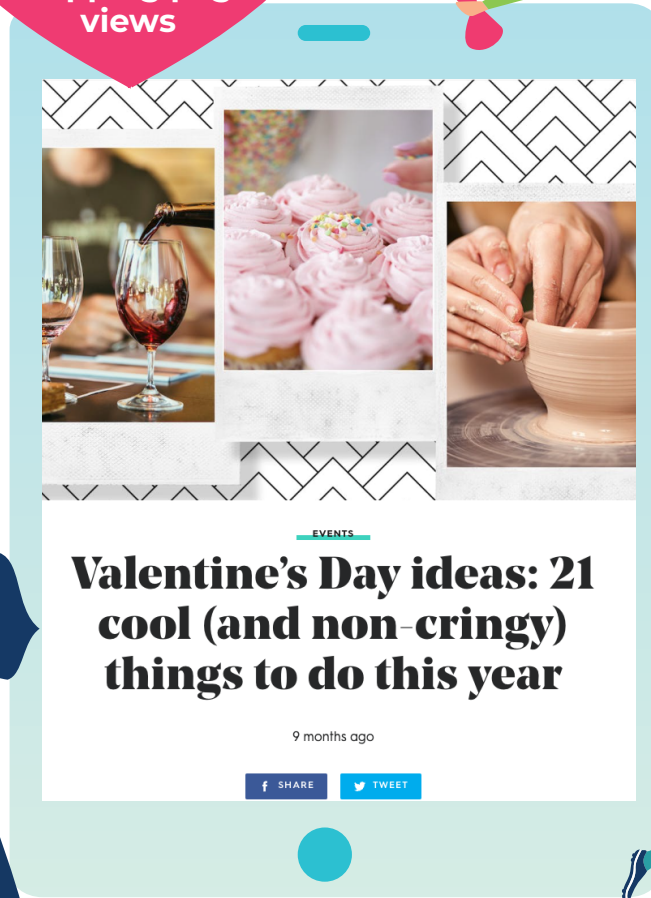
# Sweethearts, sports and serenading

As the year's shortest month, February may be small on days, but seasonality and newsworthy events – such as Valentine's Day and The BRIT Awards – combined with a ramping up of the sports calendar, make it big on drama.

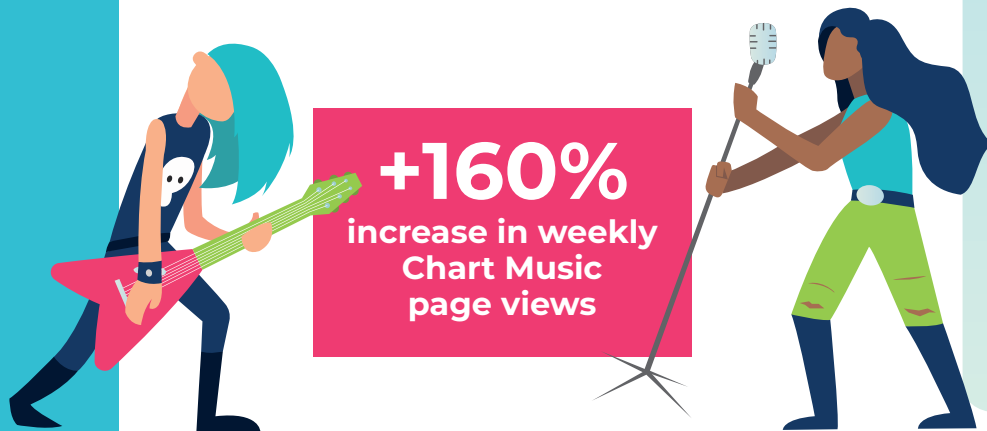
Almost  
**+300%**  
increase in Flower  
Shopping page  
views



**+78%**  
increase in  
monthly  
Rugby Union  
page views



**+160%**  
increase in weekly  
Chart Music  
page views



With Valentine's Day and the half-term holidays taking place in the second week of February, related content engagement grew as sweethearts sought out the perfect gift for their beloved, and families planned for the school break.

That week, **34m Family & Relationships** page views grew by **+16%** with **Shopping** page views also up by **+35%**. Last-minute Valentine's Day shoppers drove huge growth for the **Flower Shopping** topic, with page views almost tripling, while the **Gifting** and **Ecommerce** topics both more than doubled. There was growth across the month's first two weeks for **Travel** topics too, with page views for **Romantic Getaways** more than tripling, **Day Trips +60%**, **Travelling with Kids +36%** and **City Breaks +29%**.

### SPORT SCRUMS DOWN AS MUSIC & AUDIO TURNS IT UP

The Six Nations championship got off to a flying start this month as Scotland defeated England at Murrayfield. **Rugby Union** page views increased by **+78%** month on month with the tournament and the Beijing Winter Olympics growing **Sport** page views to almost **200m** page views across the month.

Elsewhere, The BRIT Awards saw **Music & Audio** engagement reach one of the year's peaks with **12.7m** page views up **+35%**. This was driven by a **+160%** increase in weekly **Chart Music** page views, with interest on the night – including British rappers Little Simz and a flaming guitar wielding Dave – high among music fans.

Shattering decades of post war peace in Europe, the end of the month saw Russia invade Ukraine. Of **97.1m News & Politics** page views, **87%** was focused on **Politics, Foreign Policy** and **War & Conflicts** topics.

## HOT TOPICS IN FEBRUARY

As the shortest of all, February's month-on-month figures tend to show less Reader Attention growth than others. In addition to Music & Audio growth, Style & Fashion content was also on the up as we anticipated March's runway collections.

CONTENT CATEGORY	PAGE VIEWS	READER ATTENTION	CHANGE IN READER ATTENTION
BOOKS & LITERATURE	8.6m	3.2	+5.3%
MUSIC & AUDIO	40.7m	3.7	+2.8%
STYLE & FASHION	56.0m	3.4	+2.6%
HOBBIES & INTERESTS	21.7m	2.8	+0.7%
CAREERS	24.2m	2.8	+0.2%
BUSINESS & FINANCE	115.9m	4.0	-0.3%
EDUCATION	10.5m	2.4	-0.5%
TRAVEL	52.8m	3.1	-1.4%

Reader Attention is a monthly score of page views divided by unique users. The monthly change in each category's score is always determined by uniquely newsworthy or shareable content, or more predictable, seasonal trends.

### TAKE ACTION

The first celebratory calendar fixture of the year is Valentine's Day. Content associated with **Gifting**, not forgetting the gift of **Travel**, is a typical growth area for these types of events. We see a similar pattern around Mother's Day and Father's Day in March and June respectively.



MAR  
2022

# Entertainment takes centre stage

As winter finally recedes, spring turns up the heat after the colder months. March emerges with a touch of glamour and fashion on the red carpet, as the nation's attention turns to what's hot on the silver screen.

**+391%**  
growth in  
Horse Racing  
engagement



**34m**  
page views for  
Movies  
in March



**Historic wins, Will  
Smith's punch and silk  
pyjamas: Oscars 2022- in  
pictures**

A. Kinross/Defocus, winner for Best Supporting Actress for West Side Story, backstage during the 94th Annual Academy Awards Photograph: A.M.P.A. S/Getty Images

**72.4m**  
Style & Fashion  
page views





In March, our **Movies** content enjoyed a record-breaking month to hit more than **34m** page views. The BAFTAs, the first solo Batman film in a decade, and the infamous Oscars – where ‘the slap heard around the world’ made global headlines – all drove reader interest. The last week of March amassed **13.5m** page views, over **5m** more than the second highest week of the year.

Away from Hollywood controversy, a day at the races boosted our **Sport** content with the Cheltenham Festival and the Bahrain Grand Prix driving huge engagement with our **Horse Racing (+391%)** and **Formula 1 (+101%)** content over the week prior. Cheltenham, including Rachael Blackmore’s Gold Cup heroics, also drove **+183%** engagement growth with content related to **Gambling**, including those all important form guides and tips.

With racing glamour in season, over in the fashion world the live return of the four majors – New York, London, Milan and Paris – significantly increased engagement with our **Style & Fashion** content. **72.4m** page views grew by **+29%** month on month and were **+55%** higher than March 2021 when the fashion weeks were largely digital-only affairs.

March also saw a star in the making with the announcement that TikTok singing sensation Sam Ryder would represent the United Kingdom at the Eurovision Song Contest. This drummed up a huge **+53%** growth in **Music & Audio** page views over the week before the highly anticipated announcement.

And finally, with the promise of summer just around the corner, interest in **Home & Garden** content, and specifically the **Gardening** topic, saw a steady increase in page views, rising by **+32%** and **+60%** respectively over the course of the month.

## HOT TOPICS IN MARCH

The hottest topics for March reflected our weekly content peaks. Given the number of varied, large-scale occasions during the month, it was no surprise for Events & Attractions – a mega category in its own right – to be a content highlight.

CONTENT CATEGORY	PAGE VIEWS	READER ATTENTION	CHANGE IN READER ATTENTION
MUSIC & AUDIO	49.3m	3.9	+7.0%
EVENTS & ATTRACTIONS	104.9m	3.6	+5.3%
HOME & GARDEN	51.4m	3.1	+4.5%
MOVIES	34.1m	2.9	+4.4%
PERSONAL FINANCE	62.7m	3.2	+3.7%
POP CULTURE	262.4m	6.0	+3.1%
STYLE & FASHION	72.4m	3.5	+2.7%
TRAVEL	67.4m	3.1	+2.5%

Reader Attention is a monthly score of page views divided by unique users. The monthly change in each category’s score is always determined by uniquely newsworthy or shareable content, or more predictable, seasonal trends.

### TAKE ACTION

Excluding expected interest in the Oscars and Mother’s Day, March’s changing seasons and Easter holiday planning see both **Style & Fashion** and **Travel** page views grow by over a quarter. A key time for savers, with April’s ISA deadline approaching, March also sees **Personal Finance** page views grow by **+48%**.

# A history-making post-pandemic era emerges



**OZONE**  **PINION**

by **ALEX MAUDE**  
Insight Manager

**N**ot to be outdone by 2020 and 2021, 2022 has proven to be a year unlike any other when it comes to incredibly newsworthy and historical events. While the first two years of the decade belonged to a global pandemic (thank you Covid-19) and all the trappings associated with it (testing and tracing, vaccinating, travel restrictions and the rest), last year was dominated by dramatic and devastating changes at the top of our institutions. Added to this, there's been the cost of living crisis and conflict in Europe.

There's not been a year like it, at least not in recent history. We've had three Prime Ministers. Boris and Liz resigned, while Rishi is a history maker in his own right as the first British Asian and Hindu to hold the highest office in government. We've also had two monarchs. The Queen's record-breaking 70-year reign, celebrated so joyously during the Platinum Jubilee in June, sadly came to an end with her

passing in September. History will be made again this year, at the coronation of our new monarch, King Charles III, on 6 May.

It goes without saying that the biggest event for the majority of Brits in 2022 was the death of Queen Elizabeth II. As the news of her passing broke, rolling coverage, touching tributes and obituaries followed. And reportage from events linked to the official 10-day period of national mourning topped the agenda. News & Politics is by far our biggest content area, but more than half a billion News & Politics page views in September increased by a staggering +51% month on month. A large driver behind this was the 10-fold increase in page views for the Heads of State topic within the category, as the second Elizabethan era drew to a close. There's more on the Queen's passing in our September write up on page 28.

As previously mentioned, Politics was a huge area of news focus during 2022. With Partygate, the Chris Pincher affair and other scandals overshadowing his premiership, Boris Johnson's time at number 10 Downing Street ended with his resignation in the summer. Falling approval ratings and a loss of trust in his leadership saw Government ministers resign en masse leaving him no choice but to step down. The week Boris resigned saw Politics page views increase by +53% which was driven by 2.5 times growth in engagement with the Government topic.

Boris's long goodbye – as the Conservative Party sought out a new party leader during a protracted leadership contest – was followed by a quite remarkable 45 days in Westminster. Liz Truss, voted in as party leader with a pledge to lower taxes and bank roll the energy bills of struggling Brits, was sworn in by the Queen as PM in the same week as Her Majesty's passing. This increased Politics engagement by +187% week on week to an all time weekly high of 75m page views. Engagement would remain high until another spike later in the month when Truss firstly fired Kwasi Kwarteng, her chancellor and

co-author of the poorly received mini-budget, then resigned the day after declaring “I’m a fighter; not a quitter.” A week later, Rishi was appointed 2022’s third PM and the rest, as they say, is history.

## **+187% increase in Politics engagement, to reach an all time high**

Elsewhere in 2022, three extreme meteorological events drove engagement with our Weather content. In February a trio of storms battered the UK and saw page views increase by +89% month on month. There was a record-breaking heatwave in July that brought +73% monthly growth. More recently, December’s cold snap brought with it a week of ice and snow and with it 2.5 times higher engagement with weather content than the month before. Where it is relevant, brands have reacted to these events with offers on everything from garden fence panels and outdoor furniture to electric blankets and hot water bottles.

Finally, a word on one of 2022’s harder news stories: Russia’s invasion of Ukraine and the ongoing war between the two countries. Beginning in late February with a full blown Russian offensive against its neighbouring country, the response by western countries has been one of solidarity with Ukraine. By imposing heavy economic sanctions against Russia, the country has been effectively cut off from the international community. And the provision of funding, training and equipment to Ukraine and its military has helped to bolster their defences as they have steadily reclaimed Ukrainian territory captured by Russia.

Within our News & Politics content, engagement with the War & Conflicts topic has grown by almost 300% year on year. With no end

in sight as yet, it’s likely that coverage of this hugely important issue will continue in 2023.

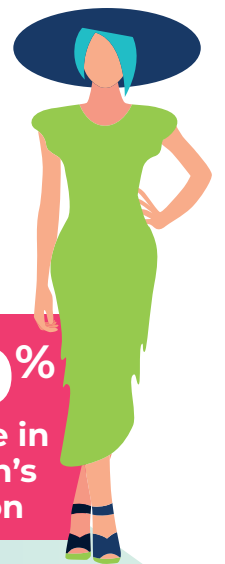
While it’s almost impossible to predict what major news stories are ahead, we can respond quickly to them. Many studies have demonstrated the positive impact on campaigns placed alongside hard news stories in premium environments – where editorial governance provides a natural brand safety mechanic. While the news agenda is by no means mapped out for 2023, one thing that is predictable is that Ozone and our premium publishers will be at the forefront of the stories that matter.



APR  
2022

# Togetherness makes April no fool

With spring in full swing, April brings with it Easter's four-day bank holiday weekend, the longer school break and other reasons for families and friends to celebrate together, or enjoy their first holiday of the year.



Scheduling activities for the whole family throughout the school break grew in importance at the start of the month. Interest in several related content categories increased, with **Events & Attractions (+64%)**, **Home & Garden (+14%)**, **Interior Decorating (+115%)** and **Personal Celebrations (+26%)** among the key topic drivers. Later in the month, during the Easter weekend, our **Food & Drink** and **Shopping** content weekly page views both grew by more than a quarter. With Easter celebrations and the start of Ramadan, our **Religion & Spirituality** content grew by **+60%**.

Elsewhere, April marked an emotional date in the Royal calendar, as Prince Philip's memorial service at Westminster Abbey boosted engagement with **Religious Events** within our **Events & Attractions** content. This figure almost doubled week on week.

### UK'S OBSESSION WITH HORSE RACING'S BIGGEST RACE

April's biggest sporting fixture always sees the Aintree Grand National drive a significant **Sport** audience and **Horse Racing** page views growth. Combined weekly engagement with our Horse Racing and **Gambling** topic increased by more than 5x week on week as 50-1 shot Noble Yeats won the race with amateur rider Sam Waley-Cohen in the saddle. Ladies Day at the Aintree race also grew engagement with our **Style & Fashion** content – with page views up by **+17%** – driven by a **+20%** increase in engagement with the **Women's Fashion** topic.

The end of April saw schools returning after Easter. With less than a month to go until GCSE students across the country started to sit their exams, a **+19%** increase in **Education** page views was driven by a 2.5x increase in engagement with the **Educational Assessment** topic.

## HOT TOPICS IN APRIL

While April also saw a number of events and seasonal occasions drive weekly growth, Travel was the month's hottest topic. Readers sought out tips for the Easter holidays, and turned their thoughts to plans for the summer months ahead.

CONTENT CATEGORY	PAGE VIEWS	READER ATTENTION	CHANGE IN READER ATTENTION
TRAVEL	73.5m	3.5	11.4%
FAMILY & RELATIONSHIPS	131.1m	4.5	7.8%
EVENTS & ATTRACTIONS	102.8m	3.8	5.5%
PROPERTY	26.8m	2.7	4.7%
HOME & GARDEN	47.8m	3.2	3.4%
SPORT	191.5m	6.2	3.3%
STYLE & FASHION	63.0m	3.6	2.9%
FOOD & DRINK	56.3m	3.2	2.3%

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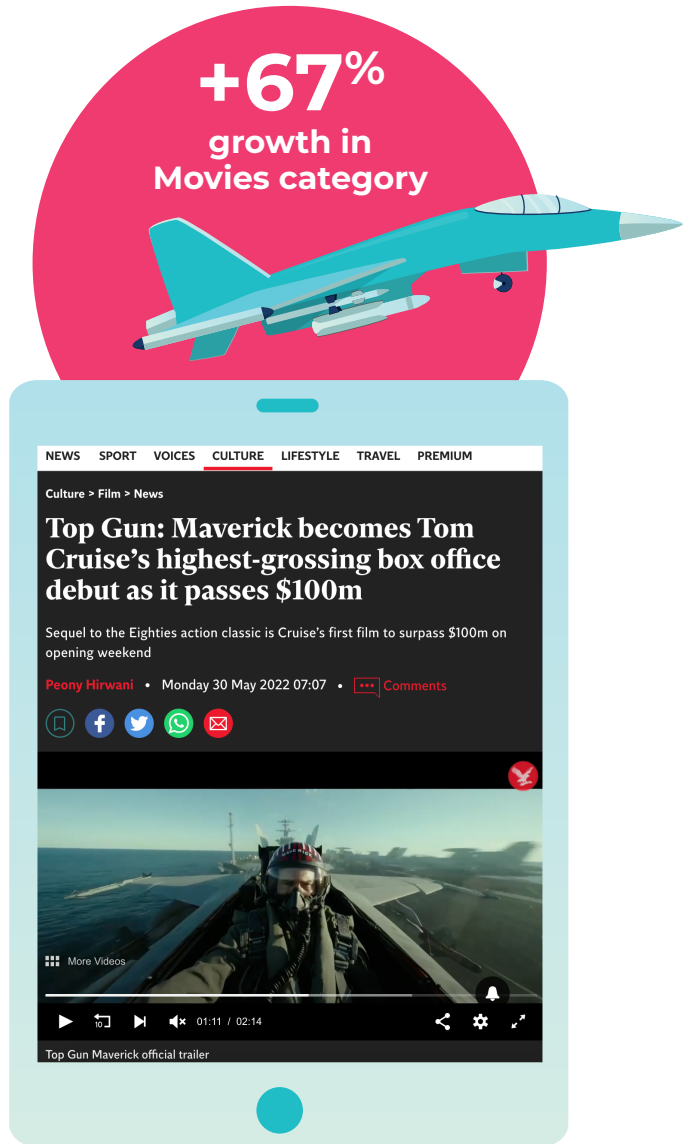
### TAKE ACTION

April sees Easter and the start of Ramadan act as catalysts in bringing people together in celebration. As two significant events in the faith calendars of millions of Brits, they link associated interest among our audience in our **Family & Relationships**, **Events & Attractions** and **Food & Drink** content.

MAY  
2022

# May the sport be with you

A month of winners and losers as May kicks in with the annual impact of the FA Cup Final, the end of the Premier League season, and the Champions League Final bringing both jubilation and heartbreak for millions of football fans.





In the middle two weeks of May our **Sport** category rose by over **+12%**, equating to a whopping **8m** extra page views each week. Alongside this, the **Football** category scored its highest weekly engagement of the year during the week commencing 23 May; nearly **45m** weekly page views were driven by high interest in the Champions League final between Liverpool and Real Madrid. While on the subject of winners, a record lottery win of an eye watering £184m in May saw the **Shopping** category shoot up **+31%** and the **Lotteries** sub category rise a massive **+339%**.

Our **Music & Audio** content was awarded douze points in early May as the Eurovision Song Contest dominated category headlines, increasing page views by **+83%** week on week, and attracting a further **+91%** growth in unique users. In particular, reader engagement with **World & International** music was up by almost **300x** on the previous week.

### TV AND MOVIES TAKE FLIGHT

Hollywood megastar, and the man with the megawatt smile, Tom Cruise, made his return to the big screen with the long-awaited release of Top Gun: Maverick. As the highest grossing film of the year, the release saw the **Movies** category fly up **+67%** from where it was the week before. Its world premier at the Cannes Film Festival whetted the appetite of movie lovers as film critics lavished the blockbuster with high flying praise.

In **TV** news, the must-watch BAFTAs made waves in the category as it shot up by **7m** page views. Finally, the announcement that Ncuti Gatwa was to be the 14th Iteration of Dr Who, drew intrigue from all over causing the **Science Fiction TV** segment to rise by **+160%**.

## HOT TOPICS IN MAY

May was a winner for sporting content. A monthly 10.9% shift in Reader Attention is major for any topic, but for one the scale of our Sport category – powered by fan passion and premium punditry – was simply league topping.

CONTENT CATEGORY	PAGE VIEWS	READER ATTENTION	CHANGE IN READER ATTENTION
SPORT	221.2m	6.8	+10.9%
TRAVEL	90.3m	3.8	+8.0%
STYLE & FASHION	78.8m	3.8	+7.1%
PERSONAL FINANCE	43.2m	3.3	+4.1%
SCIENCE	39.9m	3.1	+3.8%
POP CULTURE	236.5m	6.3	+3.4%
SHOPPING	28.5m	2.8	+3.3%
EDUCATION	11.5m	2.5	+2.9%

Reader Attention is a monthly score of page views divided by unique users. The monthly change in each category's score is always determined by uniquely newsworthy or shareable content, or more predictable, seasonal trends.

### TAKE ACTION

May 2023 brings with it an event of huge national importance – the coronation of King Charles III. In the same way that the Platinum Jubilee drove interest in numerous content areas, including **Events & Attractions** and **Food & Drink**, it's likely that the coronation and the extra bank holiday in May will do the same.

JUN  
2022

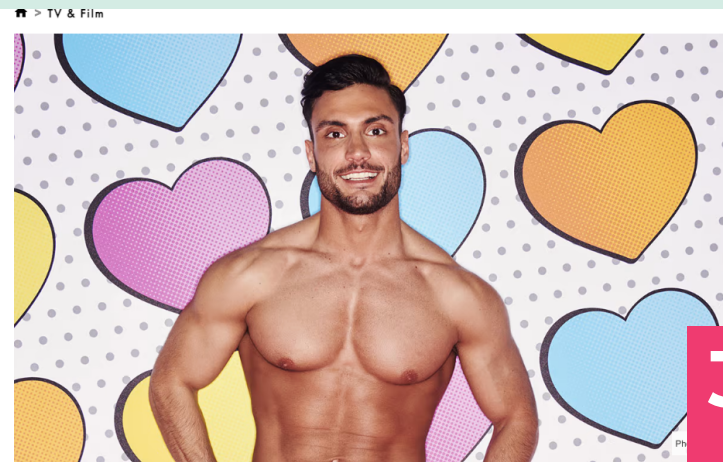
# Platty Jubes and Love Island on trend

Summer fun starts as the weather takes a turn for the better. With the annual return of Glastonbury and Love Island giving festival goers and reality TV fans reasons to be cheerful, the Platinum Jubilee gave the entire nation extra reasons to shine.

+46%

Home & Garden  
page views  
in one week

79.3m  
Pop Culture  
page views



All you need to know about Love Island's Davide

The Italian bombshell has definitely turned some heads...



JUNE 07, 2022 - 21:11 BST  
FRANCESCA SHILLOCK  
Online TV and Film Writer



38.9m  
Television  
page views  
in one week



As May rolled over into June, temperatures started to soar and the Great British Summer was in full swing. Heat waves of over 30 degrees scorched Britain causing many to flock to our publishers to read about the best **Home and Garden** supplies to spruce up their summer. In the middle of June the category hit **13m** page views in a single week. This was up **+18%** on the May high point of **11m** page views.

The hot weather was perfectly timed for one of the biggest events of the year, the Platinum Jubilee. As millions of Brits got swept up with the festivities, engagement with several key content categories exploded: **79.3m Pop Culture** page views (**+37%** week on week), **37.2m Events & Attractions** page views (**+32%**), **14.2m Music & Audio** (**+44%**), and **1.1m Religion and Spirituality** page views.

### IT IS WHAT IT IS

Speaking of big summer events, Love Island returned to our screens in June. The return of the ITV2 favourite pushed **Television** content levels to a then 2022 high; with page views hitting **38.9m** in just one week up **+19%** on the seven days before.

Finally, to round off a very exciting June we saw the triumphant return of Glastonbury after a two-year covid-induced hiatus. This certainly grabbed the nation's attention as engagement with several related content categories grew. More than **30m Events & Attractions** page views topped our weekly charts with **+33%** growth, **15m Music & Audio** page views – the second highest of the year – increased by **+18%**, while a near tripling of **Music TV** topic page views rounded off a successful year in Worthy Farm.

## HOT TOPICS IN JUNE

Weekly peaks of Jubilee June were reflected in growth in Reader Attention scores for the full month. A bumper month for three major categories saw Television, Events & Attractions and Pop Culture getting their annual boost.

CONTENT CATEGORY	PAGE VIEWS	READER ATTENTION	CHANGE IN READER ATTENTION
TELEVISION	179.3m	5.2	+14.8%
EVENTS & ATTRACTIONS	141.1m	4.1	+8.8%
BOOKS & LITERATURE	9.1m	3.3	+6.5%
POP CULTURE	316.4m	6.7	+6.4%
PERSONAL FINANCE	60.9m	3.5	+6.2%
STYLE & FASHION	102.8m	4.1	+6.2%
TRAVEL	118.8m	4.0	+5.4%
HEALTHY LIVING	21.2m	2.6	+4.5%

Reader Attention is a monthly score of page views divided by unique users. The monthly change in each category's score is always determined by uniquely newsworthy or shareable content, or more predictable, seasonal trends.

### TAKE ACTION

100% summer fun begins in June. Younger audiences are most likely to grow with interest in the return of Love Island and Glastonbury. Television, driven by **Reality TV** interest, and **Music & Audio** will see growth. Expect Elton John's final ever performance at Glasto before he retires to generate massive interest.

# Extend TV events with premium publishing



**OZONE PINION**

by **BRYAN SCOTT**  
Marketing Director

The year 2022 was historically significant in many different ways, but for me the pinnacle was Sam Ryder's epic second-place at the Eurovision Song Contest in Turin. Having heard the phrase "Le Royaume-Uni, douze points" a majestic eight times on the night, our Space Man took home more points in the most recent competition than the combined total of the previous twelve UK entries.

Now, you don't have to be an ardent fan to derive inspiration and insight from Sam's stage-busting performance. While many across the UK might gently mock the music extravaganza, it didn't stop an average audience of 8.9m Brits tuning in for the Saturday night final on BBC One with a 56% audience share – a figure that peaked at 10.6m and 80% share for the climax of the voting. To put these figures into context, the national treasure that is Strictly Come Dancing delivered a 2021 final audience of 11m, while 6.3m tuned in

for February's unmasking of the winner of The Masked Singer, and 3.4m for the closing show of Love Island.

Across Ozone's publishers, the impact of the UK's quest for glory was immediately seen during the week of Eurovision. Our Music & Audio content was dominated by contest headlines, with page views increasing by +83% week on week, and driving a further +91% growth in unique users for this content category. In particular, reader engagement with World & International music up almost 300x the previous week's level. We also saw Television page views – one of our biggest content categories at any time – grow by 11% during the week of the contest to 36.2 million.

The 14.7m weekly page views we recorded in mid-May across the Music & Audio category was up two million on the year's previous highest – seen at the beginning of February when The BRIT Awards took place. Perhaps this shouldn't be a surprise given Eurovision's average TV audience in the UK was more than three times that of The BRITs. One of the highest Music & Audio engagement levels came in late June

## 300x increase in World & International music reader engagement

when 14.9m page views were boosted by Glastonbury content with the festival's return after a two-year in-person hiatus due to the pandemic.

As much as I'd love to continue scribing about Eurovision, the point of this piece is wider than my passion for Gina G and ABBA – and one that is particularly prevalent in the era of on-demand content. There can be



no denying that television is going through time-shifting, device-flipping change, yet from where Ozone sits, 'appointment to view' event-based programming still drives huge engagement with our readers.

Take, for example, the annual arrival of ITV2's Love Island. For the past three years we have seen it boost engagement with our Television and Pop Culture content across the summer. Similarly, other entertainment behemoths like Britain's Got Talent, I'm a

Celebrity... Get Me Out of Here!, The Great British Bake Off and Strictly Come Dancing all have a major impact on consumption patterns across our titles. Annual award shows like The Academy Awards, the BAFTAs and the National Television Awards all deliver similar traffic spikes across our sites. As the hype around these shows is driven on an almost live basis, premium publishers are incredibly well placed to amplify the biggest conversation drivers.

Similar content consumption peaks have been seen surrounding the initial release of binge-worthy series – be it Bridgerton, The Crown or Stranger Things – all of which benefit from up-front, movie-like hype. And it will come as no surprise that the release of blockbuster movies on the big screen – from Top Gun Maverick to Black Panther – also have the same effect on publisher traffic. And, as seen by Eurovision's impact on the Music & Audio category, many of these on-screen moments also transcend content types – such as live TV football's impact on the Sports category or Strictly Come Dancing's on the Dance sub-category.

**There are a number of advertiser benefits to be derived from these 'appointment to view' engagement boosts across our publishers. Firstly, they are pretty predictable, and we have plenty of evidence showing increased attention patterns in line with big show releases – and we tend to know well in advance when they're on air. Secondly, engagement more often than not extends before and after a show's on-screen run – providing even greater opportunity for building brand affinity with the show or event. And finally, for those shows not on commercial television, our contextual capabilities allow brands to align and immerse themselves with content related to them. Brands would be wise to stay switched on to and take advantage of these key trends.**

JUL  
2022

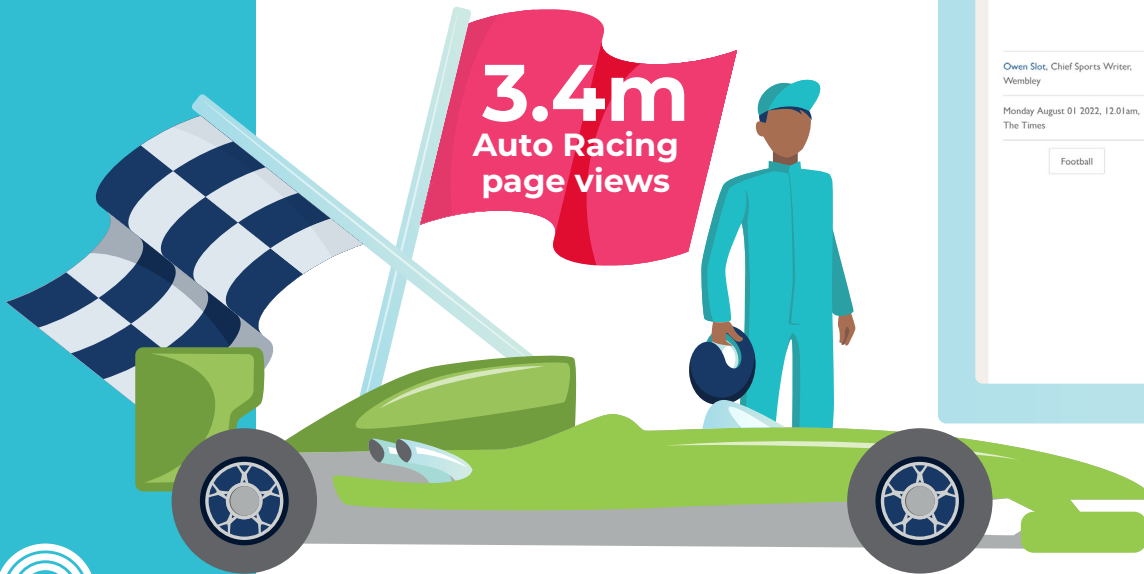
# Lionesses, Tigers and a heatwave

With the past few years seeing the mercury rise across the nation, July sees heat waves combine with tales of sporting prowess as annual favourites like Wimbledon and the British Grand Prix return once again.

2.5x  
higher  
Tennis page  
views



3.4m  
Auto Racing  
page views



VIDEO  
**England women crowned Euro 2022 champions after tense 2-1 victory over Germany**  
Queen hails 'inspirational' team

Owen Slot, Chief Sports Writer,  
Wembley  
Monday August 01 2022, 12:01 am,  
The Times  
Football



It took until the end of extra time for an England football team to finally get since 1966. Leah Williamson, the captain, said: "I can't stop crying. We've f...  
ALESSANDRA TARANTINO/AP

100m  
Football page  
views across the  
tournament



July's packed schedule of **Sport** saw monthly engagement increase by **+35%**. At this point in 2022, it was our biggest month for this category with almost **280m** page views. Growth was driven by the smorgasbord of sporting disciplines on offer throughout the month beginning with the return of Wimbledon which aced engagement as our **Tennis** content rocketed. Across the tournament's two weeks, page views were more than 2.5x higher than Wimbledon 2021 at **27.5m**, as interest in a new crop of UK talent, including semi finalist Cameron Norrie, grabbed our attention.

The month's first weekend saw the British Grand Prix return to Silverstone, as the Formula 1 season gathered pace. **3.4m Auto Racing** page views that week, was more than double the week before, and more than **2.5x** higher than the week of the same race last year. International Rugby Union also returned as England and Ireland toured Australia and New Zealand respectively. With both home nation teams winning their three-test series, interest in **Rugby Union** was **+40%** higher than before the tours began, which included the thrilling finale of the Premiership Rugby season won by Leicester Tigers.

### FOOTBALL FINALLY COMES HOME AS THE LIONESSES WIN

If all that sport wasn't enough, the Lionesses topped it all bringing it home to end 56 years of disappointment. Demolishing every team put in front of them, England's glorious women's team made it a fairytale ending by beating Germany in the final at Wembley. More than **100m Football** page views across the tournament meant average weekly page views were **+16%** higher than the 2021/2022 English Premier League Season. There's lots to look forward to this year when the Lionesses take on the best of the rest at the 2023 FIFA Women's World Cup in Australia and New Zealand.

## HOT TOPICS IN JULY

Big sport dominated the weeklies in July, and proved to be a monthly winner too. Sport's 2.2% growth in Reader Attention is strong, particularly as on-screen sporting events also drove Television's huge monthly growth.

CONTENT CATEGORY	PAGE VIEWS	READER ATTENTION	CHANGE IN READER ATTENTION
TELEVISION	158.4m	5.9	+14.7%
FAMILY & RELATIONSHIPS	148.6m	5.0	+12.7%
MUSIC & AUDIO	36.2m	4.4	+9.7%
TECH & COMPUTING	74.3m	3.7	+8.9%
SHOPPING	30.3m	2.9	+5.8%
STYLE & FASHION	88.5m	4.3	+5.6%
PERSONAL FINANCE	50.6m	3.6	+4.6%
SPORT	278.1m	7.3	+2.2%

Reader Attention is a monthly score of page views divided by unique users. The monthly change in each category's score is always determined by uniquely newsworthy or shareable content, or more predictable, seasonal trends.

### TAKE ACTION

The start of the school holidays puts emphasis on plans for the whole family, as parents and their children map out their summer schedules. For those lucky enough to get a hold of tickets, the annual Wimbledon Championships see **Tennis** interest increases to its highest levels of the year.

AUG  
2022

# Results put Education top of the class

As the annual music festival circuit continues to strike the right chord with our readers, August also sees attention turn to education with the release of exam results determining the destiny of students across the UK.

**+99%**  
growth in  
Education  
page views



**13.1m**  
Music & Audio  
page views

## GCSE results day 2022: Grades remain close to pandemic high

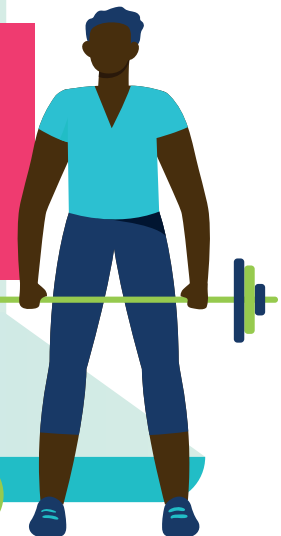
Top grades fall by only 2.6 percentage points this year despite a government pledge to clamp down on inflation

By Louisa Clarence-Smith, EDUCATION EDITOR and Alex Clark  
25 August 2022 - 10:16am

Related Topics  
GCSE results day, GCSEs, Exams,  
Education News



**+46%**  
increase in  
Fitness &  
Exercise  
page views





Inspired by Britain's athletes at the Commonwealth Games, which itself grew interest in related sport topics, our **Healthy Living** content enjoyed strong engagement growth early in the month. In the first week we saw page views increase by almost a quarter, driven by the **Fitness & Exercise** topic. This continued to increase the week after the Games concluded by **+46%** week on week.

Elsewhere, with summer fun and festival season in full swing and Birmingham, Glasgow, Leeds, Liverpool, Manchester, Newcastle and Sheffield all in the mix to host the 2023 Eurovision Song Contest, our **Music & Audio** content grew by **+19%** month on month. There was further growth for the category in the final week of the month as two of the UK's biggest festivals at Reading and Leeds took place, boosting engagement to **13.1m** page views.

### SCHOOL LEAVERS IN PRIME POSITIONS

The middle of the month saw engagement with our **Education** content hit **+99%** weekly growth as the annual A-level results day took place. There was a special emphasis on this results day, with these exams being the first to be sat fully in person with no controversial government algorithms assigning grades. This led to a record number of 18 year olds getting into their top choice of universities. Later in the month, GCSE results day once again drove engagement with our Education content.

It goes without saying that the national results days for both A-levels and GCSEs are a huge focus every year. Across the fortnight during which they were announced, **7.6m Education** page views were more than double the two weeks before.

## HOT TOPICS IN AUGUST

Music & Audio's high levels of weekly engagement saw the category top the overall month's table. Many topics fuel other categories' growth – in this case we saw an additional 8.2% growth in Pop Culture engagement.

CONTENT CATEGORY	PAGE VIEWS	READER ATTENTION	CHANGE IN READER ATTENTION
MUSIC & AUDIO	50.2m	5.8	+31.7%
TECH & COMPUTING	96.5m	4.4	+17.7%
BUSINESS & FINANCE	148.3m	5.2	+14.9%
POP CULTURE	248.1m	7.6	+8.2%
PROPERTY	27.3m	3.0	+7.8%
HOME & GARDEN	46.8m	3.4	+7.6%
EDUCATION	11.3m	2.8	+6.9%
HEALTHY LIVING	15.1M	2.7	+4.9%

Reader Attention is a monthly score of page views divided by unique users. The monthly change in each category's score is always determined by uniquely newsworthy or shareable content, or more predictable, seasonal trends.

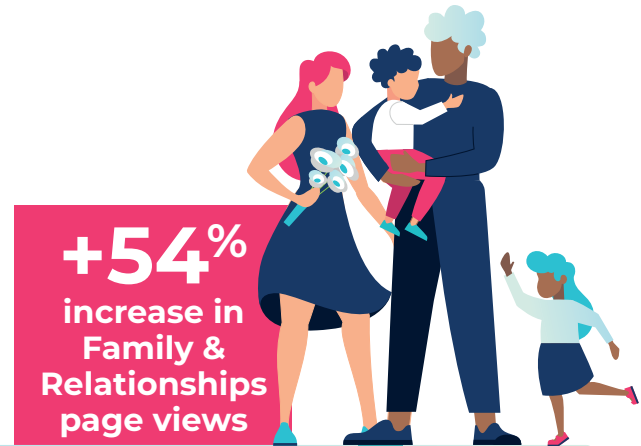
### TAKE ACTION

August's education focus sees exam results days drive huge interest in the content and related topics. It's a key time for pupils, school leavers and parents as the next stage of learning, or the first steps on the career ladder, begins for millions of young people.

SEP  
2022

# An era ends – goodnight Your Majesty

With the sad passing of Queen Elizabeth II, September 2022 was a more exceptional month than most. However, in more normal times the arrival of autumn tends to welcome seasonal highs for automotive, style and fashion, and movie content.



**+54%**  
increase in  
Family &  
Relationships  
page views



**551m**  
pages views  
for News &  
Politics content



**+14%**  
growth for  
Desserts &  
Baking





It goes without saying **News & Politics** – our biggest content area by far – saw record levels of Reader Attention in September. More than **550m** page views were **+51%** higher than the previous month, as news of the Queen’s passing broke, tributes began to flood in, and the UK entered a 10-day period of mourning.

Unsurprisingly, following the announcement of the Queen’s death on Thursday, 8 September, we saw the highest ever week for **News & Politics** – **131m** page views, up **+53%** week on week. Liz Truss’ appointment as UK Prime Minister in the same week tripled page views for the **Politics** topic specifically.

Our **Family & Relationships** content saw a huge **+54%** increase to **56m** page views. The **Bereavement** topic more than tripled week on week. With the Royal family so entwined with the national zeitgeist, **Pop Culture** engagement grew week on week – **70m** page views were up **+11%** – as our content focused on celebrating the Queen’s impact globally.

Brits across the country began to prepare for the bank holiday to mark the Queen’s funeral. Content related to **Personal Gatherings** increased, while **Shopping** and **Food & Drink** were also up week on week. The latter driven by growth for **Desserts & Baking** – 10.3m page views grew by **+14%** – thanks to the return of The Great British Bake Off (a favourite of the Queen’s).

The build up to the Queen’s state funeral on Monday, 19 September saw engagement with **Religion & Spirituality** content more than double as the nation followed one of the most significant moments in modern British history. We also saw **20x** higher engagement related to **Heads of State** content driven by the Queen’s passing, King Charles’ ascension to the throne and the attendance of 500 foreign dignitaries and heads of state at the Queen’s funeral.

## HOT TOPICS IN SEPTEMBER

The unique news of the Queen’s passing saw three mega topics – Events & Attractions, News & Politics and Pop Culture – enjoy huge monthly engagement growth. Big growth in readers, met by even more growth in pages read!

CONTENT CATEGORY	PAGE VIEWS	READER ATTENTION	CHANGE IN READER ATTENTION
EVENTS & ATTRACTIONS	181.9m	4.8	+10.3%
PERSONAL FINANCE	91.5m	4.0	+7.6%
FINE ART	20.9m	2.8	+4.3%
MOVIES	26.1m	3.3	+2.6%
NEWS & POLITICS	551.2m	8.6	+2.3%
POP CULTURE	359.3m	7.8	+2.2%
FAMILY & RELATIONSHIPS	222.4m	5.1	+1.3%
BUSINESS & FINANCE	201.3m	5.2	-1.1%

Reader Attention is a monthly score of page views divided by unique users. The monthly change in each category’s score is always determined by uniquely newsworthy or shareable content, or more predictable, seasonal trends.

### TAKE ACTION

Monumental events, like the Queen’s passing, are rare occurrences. They enter the nation’s collective conscience, and frequency of engagement with related content across our publishers clearly increases. Similar patterns are to be expected at the coronation of King Charles III in May 2023.

# A window into society's moments that matter most



**OZONE PINION**

by **FRANCES LAZENBY**  
Head of Strategic Solutions

**P**ublishers have always reflected and represented society, culture and the moments that matter most. This has never been truer than over the past few years, where we have seen enormous reliance on premium editorial for guiding the nation through the pandemic and more recently informing on the cost of living crisis.

In our privileged position as an extension of most of the UK's most read and respected publishers, Ozone has an exclusive window into what people are paying attention to, when and why. This is something we will always share with our agency and client partners to help inform their planning in order to build campaigns that reflect the real world and, as a result, drive maximum impact.

One such example of this is the change we are seeing within the health category. As the predictable 'new year, new me' phase comes

around again, we know we are going to see the usual spike in health and fitness engagement. However, within this we have seen a gradual shift in focus from short-term fitness goals to longer-term lifestyle changes, such as weight loss and improvements in diet. In 2021, nearly 50% of all healthy living page views in Q1 were driven by fitness, with only 7% coming from nutrition. One year on and there were more than 7m page views about healthy eating in January, accounting for over 33% of engagement. Recognising the extent of this societal change in a relatively short period of time highlights the opportunity for brands to communicate with readers in a way that is most aligned with their real-world goals, rather than what they expect people to be most interested in based on legacy.

The cost of living crisis has also highlighted just how quickly subjects that would not typically be at the top of the reading list can increase in importance. In the space of one year there has been a 25x increase in engagement with home utility related content, and looking back over recent months we can clearly see the moments that played the biggest role in driving user engagement. All three of the largest spikes in the personal finance category have been driven

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**25x increase**  
**in home utility engagement**  
**in the space of one year**

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by announcements from the Government regarding the current crisis; the Spring budget, the increase in interest rates and the mini budget in September. With the ability to reflect back and identify the moments that matter most, brands can be ready for when similar moments happen again. By planning ahead for seemingly



‘unforeseen’ events, brands can be a part of the conversation as it happens, and in turn maximise cut-through and relevance.

The cost of living crisis has also meant cut-through during key sales periods like Black Friday is harder than ever. Additionally, and thanks to an over-reliance on legacy planning, many brands are still dependent on the same periods and the same highly competitive environments, and ignoring clear periods of opportunity. While ad spend more than triples during the two weeks leading up to Black

Friday, many people have already used trusted premium publishers to research some of the best deals available well before this.

## THE EVOLUTION OF NEW PLANNING PARADIGMS

Looking at recent years, the second week of November represents a big opportunity – engagement was up +50% week on week, but ad spend was only a fraction of what it was closer to Black Friday week itself. In 2022, interest began even sooner – as early as mid-October – as people got organised to find the best deals. With this insight advertisers can be confident in going live with campaign activity in time for the key spikes, and certainly well before the deluge of ad spend in the fortnight before the big event. Cut-through in highly competitive markets amongst financially stretched audiences is a continued challenge for brands, therefore understanding the key triggers and periods of highest engagement outside of historic planning cycles can only serve to improve the results of both brand and performance campaigns.

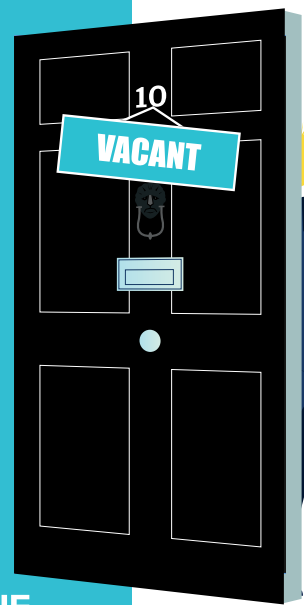
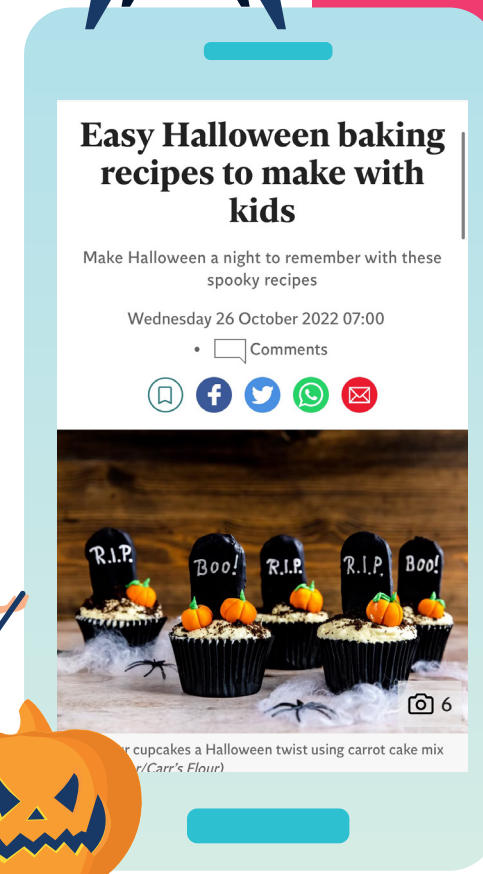
As more premium publishers join Ozone’s alliance our primary gain is no longer scale but rather depth of data, and with that a greater understanding of audience behaviour, seasonality and category-specific insight. As you read this Reading The Nation Year in Review, keep in mind that it is purely a reflection of the real-world; a diary of what has mattered most to people, when and why. Armed with this knowledge brands can successfully ensure they’re reaching their audiences at the key moments, ahead of the competition and surfacing the right reasons to believe to drive relevance.

During what’s been a turbulent few years, consumers are –more than ever – looking to brands for advice as well as information and entertainment. At Ozone, we aim to be the avenue through which advertisers can enter the nation’s conversations.

OCT  
2022

# TV faves, spooks and political mayhem

As the golden quarter starts at autumn's midway point, October brings with it the return of television favourites, a final half term for parents to plan for, frightful spooks at Halloween and a sobering change to the clocks.



With The Great British Bake Off heating up thanks to some tricky technicals and Strictly Come Dancing in full flow as the judges separate the smooth movers from the bottom shakers, there was strong, **+13%** Reader Attention growth for our **Television** content. The annual National Television Awards also gave telly addicts reasons to read more.

Our **Food & Drink** content sees a seasonal bounce, as the colder weather puts comfort eating on the menu. The start of the month, and Macmillan's Go Sober for October campaign, saw engagement with the **Non-Alcoholic Drinks** topic increase by **+61%** week on week as fundraisers researched the best alcohol-free alternatives. Later in the month, Halloween parties became an area of focus with the **Party Supplies & Decorations** and **Children's Food** topics both showing growth, up **+27%** and **+63%** respectively in the final week of the month. The spookiest day of the year always drives growth for related content.

### TRUSS SEALS FATE AS UK'S SHORTEST SERVING PM

Speaking of spooks, October 2022 saw a topsy-turvy political period reach new heights. Following the market mayhem caused by fears about the economic soundness of the mini-budget, Liz Truss firstly sacked her closest political ally and 'Trussonomics' co-creator Kwasi Kwarteng. Truss then followed him out of Downing Street with her own resignation after losing the confidence of the Conservative party. If the political history books weren't already bursting at the seams with this month's entry, Rishi Sunak became the first British Asian and Hindu to hold the office of prime minister when he was appointed at the end of October. It's no surprise that Reader Attention for **Politics** content increased by **+10%** compared to September, which was already a strong month for the topic.

## HOT TOPICS IN OCTOBER

The perfectly choreographed combination of Fine Art and Television content at the top of October's table could only mean one thing – the return of Strictly and the show's double impact on the arts and entertainment-led topics.

CONTENT CATEGORY	PAGE VIEWS	READER ATTENTION	CHANGE IN READER ATTENTION
FINE ART	21.3m	3.6	18.1%
CAREERS	29.2m	4.0	16.8%
TELEVISION	127.4m	7.4	13.1%
BOOKS & LITERATURE	10.3m	4.0	10.5%
PROPERTY	22.0m	3.6	10.2%
FOOD & DRINK	55.5m	4.6	7.3%
VIDEO GAMING	1.3m	2.6	7.2%
PETS	7.9m	2.8	4.9%

Reader Attention is a monthly score of page views divided by unique users. The monthly change in each category's score is always determined by uniquely newsworthy or shareable content, or more predictable, seasonal trends.

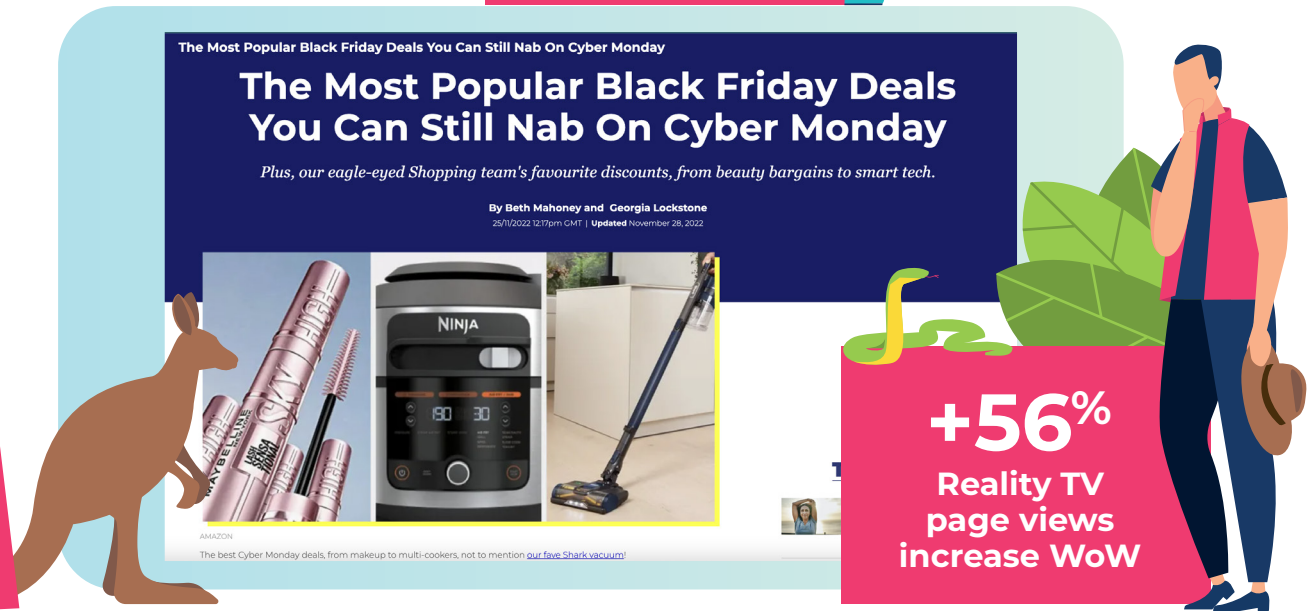
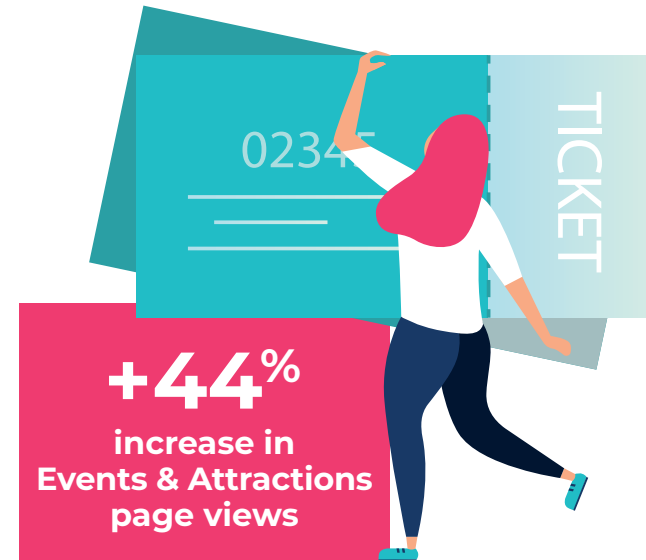
### TAKE ACTION

October is another month where family focus comes to the fore. Planning for half term and Halloween celebrations are annual activities of note with related content seeing engagement growth. Television schedules are also more family focused, with Bake Off a big attention grabber. Christmas planning begins as the fourth quarter starts.

NOV  
2022

# Mega-sales days fire up shopping

With the onset of winter and Christmas fast approaching, November sees consumers give thanks to the annual mega-sales days, including Singles' Day, Black Friday and Cyber Monday, to accelerate their festive shopping and gifting sprees.





November is always big for **Shopping**. Almost **50m** page views for related content was the highest monthly figure of 2022 and grew by **+49%** compared to October. It was no surprise the biggest factors driving engagement were content topics related to mega-sales days, which are key for Brits as they bag themselves a bargain or pick up deal-priced items in the run up to Christmas. With Black Friday and Cyber Monday offers going live in the final week of November, our **Discounts** topic more than tripled and there were more than **2.5 times** the number of **Sales & Promotions** page views week on week, which had already doubled compared to the prior seven-day period. There was notably higher engagement with **Christmas Shopping** and **Gifting** topics as reading attention shifted toward festive spending.

### WINTER WORLD CUP KICKS OFF

In a year of watershed moments, history was made again in November as the first-ever winter World Cup kicked off and boosted engagement with a number of key categories. **Events & Attractions** and **Sport** both benefited from the start of the footballing spectacle, with monthly page views increasing by **+44%** and **+20%** respectively.

The colder weather outside kept millions of Brits inside, and, as was the case throughout the fourth quarter, we saw continued engagement growth with our **Television** content. In the case of ITV's "I'm A Celebrity... Get Me Out Of Here," we also saw interest in our **Pop Culture** content increase. In 2022, Matt Hancock's shock appearance as one of the campmates saw page views grow significantly for both categories. With I'm A Celeb and Bake Off both big in November, the **Reality TV** topic specifically saw page views increase by **+56%** week on week as the Channel 4 series wrapped up and the ITV one began.

## HOT TOPICS IN NOVEMBER

All of our hottest topics for the month of November made their annual appearance as we entered the final stretch of the golden quarter. Engagement grew as our publishers delivered more tips, guides and advice for the season ahead.

CONTENT CATEGORY	PAGE VIEWS	READER ATTENTION	CHANGE IN READER ATTENTION
MUSIC & AUDIO	56.7m	6.8	+8.6%
EVENTS & ATTRACTIONS	144.4m	6.1	+8.6%
TELEVISION	172.2m	7.8	+5.7%
POP CULTURE	293.5m	10.9	+5.6%
SHOPPING	45.7m	4.0	+3.9%
BOOKS & LITERATURE	10.1m	4.1	+1.7%
TECHNOLOGY & COMPUTING	78.4m	5.0	0.0%
TRAVEL	59.6m	4.3	-1.0%

Reader Attention is a monthly score of page views divided by unique users. The monthly change in each category's score is always determined by uniquely newsworthy or shareable content, or more predictable, seasonal trends.

### TAKE ACTION

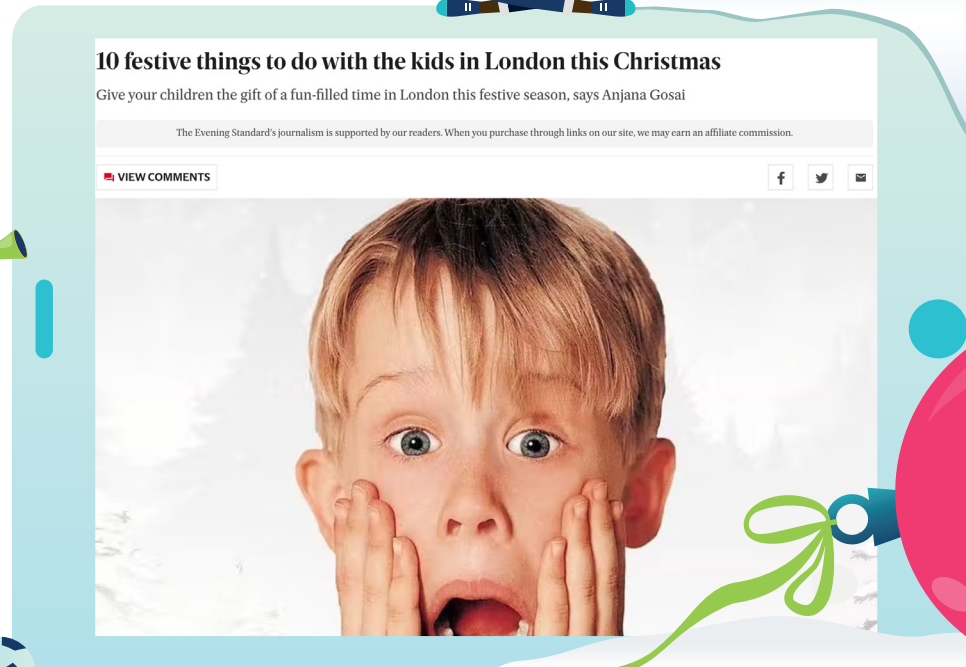
There's a huge acceleration in engagement with key shopping categories between the first week of November and the mega-sales days period. This growth continues in the build up to Christmas and well into the winter sales season, so there's plenty of scope for message and creative tailoring.

# A first for festive meets football

A December like no other as the World Cup and Christmas collided for the first time. With balls and baubles aplenty, Brits had plenty of reasons to celebrate with friends and family as 2022 – another challenging year – drew to a close with bang.



**+28%**  
growth in  
Football  
page views





Unlike any previous December, 2022's proved to be completely unique. For the first time, a carnival of football met a cacophony of Christmas. The colliding events were expected to create complications for brands, as attention became divided, but worked surprisingly well together. Who knew?

The expected engagement with **Christmas** content saw December page views for **Religion & Spirituality** increase by **+60%**, **Events & Attractions** rise by **+32%** and **Family & Relationships** grow by **+5%**. The new tech switch on also drove **Tech & Computing** page views, up by **+12%** compared to November.

Switching focus, the winter World Cup lit up our **Football** content. As with previous tournaments, engagement with one of our biggest **Sport** topics rocketed as die hard and fair weather fans followed the action. **Football** page views across the World Cup grew by more than a quarter compared to the previous four weeks, while there was a **+28%** growth in average daily football readers.

In related news, there could only ever really be one winner for 2022's Sports Personality of the Year as Lioness Beth Mead picked up the award. Almost **200m Sport** page views in December, while flat month on month, continued the huge levels of interest seen in November.

Contrasting with fiery footballing action, the UK cold snap covered many parts of the country in snow. **Weather** content engagement grew significantly for the third time in 2022 with a **+25%** increase in page views the week the snow fell.

Finally, the last month of 2022 saw interest grow in our Shopping content, with Reader Attention increasing by **+5%**. It's with no surprise that much of this interest is focused on Christmas gifting and winter sales shopping.

## HOT TOPICS IN DECEMBER

The weather outside may be frightful but our hottest topics always keep things delightful, as the festive season heats up interest in related content. From Christmas gifting to food, drink and events there's plenty of festive inspiration for all.

CONTENT CATEGORY	PAGE VIEWS	READER ATTENTION	CHANGE IN READER ATTENTION
EVENTS & ATTRACTIONS	190.2m	7.2	16.5%
TECHNOLOGY & COMPUTING	87.9m	5.6	11.2%
FAMILY & RELATIONSHIPS	120.4m	6.2	5.6%
SHOPPING	45.1m	4.2	4.8%
CAREERS	35.6m	3.9	4.0%
SPORTS	182.9m	9.1	2.8%
AUTOMOTIVE	35.9m	4.0	2.8%
EDUCATION	11.7m	2.8	2.5%

Reader Attention is a monthly score of page views divided by unique users. The monthly change in each category's score is always determined by uniquely newsworthy or shareable content, or more predictable, seasonal trends.

### TAKE ACTION

While December of any year sees similar engagement patterns with festive content, in the month's final week there's a quick switch in focus to planning ahead. This should be considered a key week when activating related campaigns, such as winter sales shopping or those related to 'new year, new me' activities.

# Premium's value during a cost of living crisis



**OZONE PINION**

by NATALIE DAWSON  
Strategic Agency Sales Director

No single issue has dominated our attention more in 2022 than the cost of living crisis. From the rising price of food and fuel to escalating energy bills, living costs for all of us have continued to creep up and up. Record inflation and high interest rates have exacerbated matters further, while the Government's attempts to manage the crisis have had mixed results.

While the cost of living affects us all in driving up prices and bringing living standards down, it has had a disproportionate impact on those with fewer financial resources. It's not just the unemployed or those claiming benefits, those on lower or middle incomes are also struggling to make ends meet.

We've seen bubbling discontent about wages for the lower paid boil over as transport, postal workers and nurses have joined picket lines

nationwide to demand fairer pay to help cover higher rent and bills. Most of these people – many of whom were applauded as key workers during the Covid-19 pandemic – are sadly having to make the choice between eating and heating as the salaries that covered costs, with very little to spare previously, are no longer stretching far enough.

With a number of converging factors contributing to the crisis and the financial ins and outs of it often complex, many consumers can be left scratching their heads as to how they can best understand and navigate it. As we have continued to adapt to these challenging times, the value of premium publishers and their investment in quality journalism is proving to be essential.

Research published by Newsworks in 2022 shows that 62% of Brits believe journalists are playing a “valuable role” in covering cost of living; a third say journalism is more important now than before the crisis; while three-quarters say advertisers should invest more in trusted sources to ensure they can continue to cover the big issues.

It will come as no surprise then that we've witnessed the value consumers place in our publishers in the data we see. There has been eye-watering growth in engagement with content related to the crisis. In 2022, 689m Personal Finance page views increased by an incredible +86% year on year. For context, that year there had already been huge interest in the content as a result of the pandemic and the financial support schemes, including furlough, available at the time to help people through it.

The first three months of 2022 saw Personal Finance page views increase by +40% compared to the final quarter of 2021 as the year began with higher levels of engagement than we'd typically expect. Added to a seasonal focus on setting new household budgets for the year ahead and the tax self assessment deadline, the first of several

changes to the energy price cap in early February drove more page views than normal. Then, due to heavy economic sanctions imposed on Russia as a consequence of its invasion of Ukraine in late February, the growing cost of wholesale gas further compounded the energy bills part of the crisis.

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## **+86% increase in Personal Finance page views YoY**

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Another expected engagement driver in March was the Government's Spring Statement, which saw taxes rise through increases to National Insurance contributions while benefits were cut. Early April's ISA deadline day, again, saw expected engagement growth with related content. And while page views remained relatively flat in the second quarter, they were still considerably higher – almost double – compared to the same quarter the year before. Despite Q2's brief distraction as the nation celebrated the Platinum Jubilee and Euro 2022 glory, engagement remained high as inflation continued to grow. Key topic drivers included growing Financial Assistance page views – and the Government Support topic in particular – as the first of a series of cost of living payments were paid out by the government.

However, as the crisis continued, engagement growth has too with page views +38% in H2 versus H1. The biggest driver of growth occurred in September – a record month for Personal Finance engagement with 91m page views, up by almost three-quarters month on month – as the Government's mini-budget spooked the financial markets and dragged millions more consumers into the crisis. The impact of 'Trussonomics' saw interest rates hit a 14-year

high and threatened the financial stability of some pension funds, leading to an unprecedented intervention by the Bank of England. October saw content about Pensions and Mortgages grow +55% and +35% respectively.

As this crisis continues, our publishers have responded to growing consumer demand for trusted information by producing content that's more relevant and helpful to them. From information about what Government budgets mean to them or where financial support can be found, to tips about living more frugally, our publishers have produced a wide range of cost of living content.

With recession for the UK forecast to last until the middle of the year, tax increases on the horizon and the Government's energy price guarantee ending in April 2023, engagement with related cost of living content will be a sad, yet inevitable focus for the year ahead.



# 2023 » The year ahead

## JAN

31 25 22 16 10 04 01  
Veganuary / Dry January begins  
Back to School  
Golden Globe Awards  
Australian Open Begins  
Lunar New Year | Year of the Rabbit  
Burns Night  
Premier League transfer window closes



## FEB

21 19 17 14 11 04 01  
LGBT+ History Month starts  
Rugby Six Nations starts  
The BRIT Awards  
Valentines Day  
London Fashion Week starts  
BAFTAs  
Pancake Day



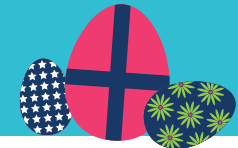
## MAR

22 19 17 14 12 08 01  
St David's Day  
International Womens Day  
The Oscars  
Cheltenham Festival  
St Patrick's Day  
Mother's Day  
Ramadan begins



## APR

23 23 22 15 09 07 06  
Start of the tax year  
Good Friday  
Easter Sunday  
The Grand National  
International Earth Day  
St George's Day  
London Marathon



## MAY

28 22 16 15 13 06 01  
Three Bank Holidays on 1, 8 and 29  
King's Coronation  
Eurovision final  
Mental Health Awareness Week  
Cannes Film Festival starts  
Chelsea Flower Show begins  
Premier League season ends



## JUN

28 21 18 15 10 03 03  
FA Cup Final  
UEFA Champions League finals on 3 and 10  
London Fashion Week starts  
US Open Golf starts  
Father's Day  
Glastonbury Festival begins  
Eid Al-Adha





KEEP ABREAST OF THE KEY ANNUAL CALENDAR DATES THAT NEVER FAIL TO DELIVER INCREASED ENGAGEMENT WITH READERS UP AND DOWN THE COUNTRY

# JUL

- 24 20 16 11 09 03 01
- Pride in London
- The Championships, Wimbledon starts
- Formula 1 British Grand Prix
- Amazon Prime Day starts
- The 151st Open (golf) Championship starts
- FIFA Women's World Cup begins
- School summer holidays begin (England)



# AUG

- 28 28 27 25 24 17 04
- Edinburgh Fringe Festival starts
- A-level results day
- GCSE results day
- Reading & Leeds Festival begins
- Notting Hill Carnival begins
- US Open Tennis starts
- August Bank Holiday



# SEP

- 24 18 15 12 08 04 01
- New car registration day
- Back to School (England)
- Rugby World Cup begins
- Freshers Week
- London Fashion Week starts
- International Equal Pay Day
- Yom Kippur



# OCT

- 31 28 15 10 01 01 01
- Black History month begins
- Go Sober for October / Stoptober
- Breast Cancer Awareness month
- World Mental Health Day
- Navaratri begins
- Rugby World Cup Final
- Halloween



# NOV

- 30 30 24 12 12 05 01
- Movember begins
- Bonfire Night
- Remembrance Sunday
- Diwali
- Black Friday
- St Andrew's Day
- UN Climate Change Conference (COP28)



# DEC

- 31 25 18 10 08 07 01
- World Aids Day
- First day of Hanukkah
- Christmas Jumper Day
- Human Rights Day
- School Holidays begin (England)
- Christmas Day
- New Years Eve





## SIMPLY PREMIUM

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