

Reading THE NATION

10 APR – 16 APR 2023

British sporting obsession the Grand National took place at the weekend and expected interest in our **Sport** category and **Horse Racing** content jumped.

It was a win for Scotland as Corach Rambler – coolly steered home by Irish jockey Derek Fox – overcame a delayed start to chalk up the victory.

With weekly **Sport** page views expected to grow by +10% on interest in the race (it did), the **Horse Racing** topic itself exceeded all expectations.

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+40%

Fine Art
4.4m weekly page views

30M+

Events & Attractions
Page views +14% WoW

+11%

Sport
48.3m weekly page views



TOP 10

CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Fine Art	4.4m	+40%	1.5m	+40%	3.0	0%
Religion & Spirituality	2.5m	+34%	0.8m	+38%	3.1	-3%
Careers	7.9m	+22%	2.3m	+18%	3.4	+4%
Events & Attractions	30.0m	+14%	6.4m	+11%	4.7	+3%
Books & Literature	3.1m	+13%	0.8m	+10%	3.8	+2%
Sport	48.3m	+11%	6.8m	+12%	7.2	-1%
Family & Relationships	48.7m	+8%	7.6m	+7%	6.4	+1%
Movies	7.8m	+6%	2.3m	+4%	3.5	+2%
Automotive	9.3m	+5%	2.4m	+6%	3.9	-1%
Television	34.2m	+4%	6.2m	+2%	5.5	+1%

OZONE OVERVIEW

Stretching theatre etiquette to its very limits last week, the behaviour of a small group of theatre-goers at a performance of The Bodyguard musical brought the curtain down early on the show. Interest in the story doubled engagement with the **Theatre** content topic to drive +40% page views growth for our **Fine Art** category.

With only 18 days to go to the Coronation of King Charles III and Queen Camilla on 5 May, engagement with related content is growing. Our **Events & Attractions** category clocked up 30m page views in the last seven days, up +14% week on week. Within the category the **Festivals**, **Party Supplies** and **Concerts** topics all drove growth.

Finally, our **Sport** category galloped into the top 10 content areas for engagement growth last week on interest in the Grand National. Weekly page views for the category increased by +11% compared to the week before.

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The Grand National – British horse racing's biggest single race – took place on Saturday, 15 April at Aintree Racecourse in Liverpool.

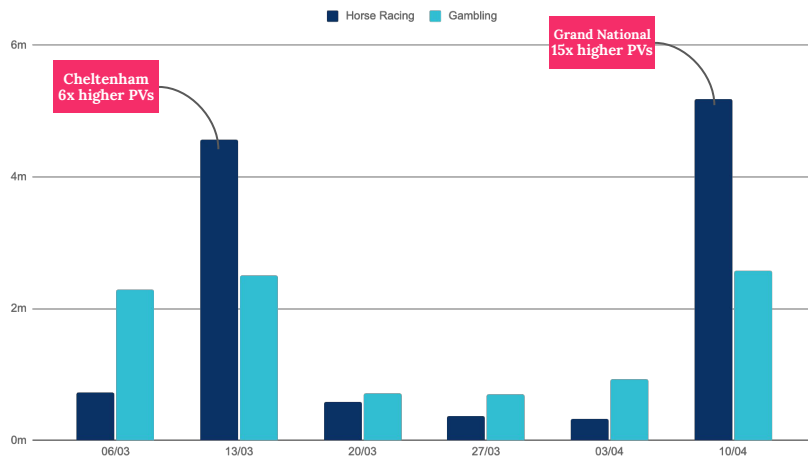
With a huge television audience and millions of pounds staked by die-hard and fair-weather horse-racing fans, the annual jump race is something of a national obsession.

Whether the favourite wins or a complete long shot does, we see engagement with related content gallop up across our premium publishers.



Sport leaps +10% on the Grand National

Engagement with Horse Racing and Gambling – last six weeks



TAKE ACTION

Whatever the discipline, major sporting events – like the Grand National – have the ability to amp up interest in the on-field action. From build-up coverage to live reporting and post-event analysis, our premium publisher content is a must-read for our Sport audience of 32m+ readers.

+10%
Average weekly growth in Sport page views

Interest in the Grand National increases weekly page views for **Sport** – our fourth biggest category by total annual engagement – by an average of **+10%**. Of our weekly **Sport** audience, those reading about **Horse Racing** increases **eightfold**.

c.15x
Higher Horse Racing page views last week

Engagement with our **Horse Racing** content was almost **15 times higher** in the last seven days than the week before as interest in the Grand National picked up the pace. On average, weekly page views for the topic grow by **+997%** with PVs last week **+48%** higher.

+207%
Average weekly Gambling page views growth

Another big winner from increased audience interest in the Aintree race is the **Gambling** content topics from our **Events & Attractions** category. Typically, we see **three times higher** Gambling page views in the week of the National than the seven days before.



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The Grand National hurdles into the headlines

