

Reading THE NATION

24 APR – 30 APR 2023

Proving cat-egorically that nobody does the Met Gala Ball quite like he does, Hollywood star Jared Leto's latest red carpet at the annual **Celebrity Style** event was simply purrfect. Leto's show stopping tribute to Karl Lagerfeld's cat and heir, Choupette, crowned him best in show at the show to stoke – or should that be stroke – up interest in our **Pop Culture** category, which also received a royal leg up thanks growing engagement with the **Celebrity Families** topic.



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Star Wars Jedi: Survivor review - the best Star Wars game in 20 years



12.6M

Personal Finance
Page views +31% WoW

+31%

Video Games
0.7m weekly page views

74.5M

Pop Culture
Page views +6% WoW



TOP 10

CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Personal Finance	12.6m	+31%	3.4m	+34%	3.7	-2%
Fine Art	4.9m	+31%	1.8m	+45%	2.8	-9%
Video Gaming	0.7m	+31%	0.3m	+29%	2.7	+2%
Hobbies & Interests	9.3m	+22%	2.5m	+41%	3.8	-14%
Education	3.0m	+22%	1.1m	+37%	2.7	-11%
Shopping	7.8m	+16%	2.5m	+28%	3.1	-10%
Home & Garden	11.5m	+11%	3.4m	+20%	3.4	-8%
Movies	9.8m	+10%	2.8m	+15%	3.5	-4%
Television	41.1m	+8%	8.0m	+20%	5.2	-10%
Pop Culture	74.5m	+6%	10.1m	+15%	7.4	-9%

OZONE OVERVIEW

With UK inflation stubbornly stuck in the double digits and the price of some basic food items up 80% on a year ago, engagement with our **Personal Finance** category grew by +31% last week. Among the key topic drivers was a +65% growth in **Financial Assistance** page views as the Government's latest cost of living payment was paid into the bank accounts of 1m of the country's most in need.

May the 4th (and Star Wars Day) may be on Thursday but last week's release of action-adventure game Star Wars Jedi: Survivor - to wide critical and gamer acclaim - boosted engagement with our **Video Gaming** category. Page views for the **PC Games**, **Console Games** and **Video Game Genre** topics all scored highly for weekly growth.

Finally, interest in the **Celebrity Style** on the red carpet at Sunday's Met Gala Ball and growing excitement for this weekend's Coronation, with the Royal Family very much in the spotlight, boosted engagement with **Pop Culture**. As our third biggest category by annual engagement, 74.5m page views last week is the year's second highest.

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Pop Culture is one of our biggest categories – on average, the third by total annual page views – driven by a huge demand in reader interest in all things celebrity.

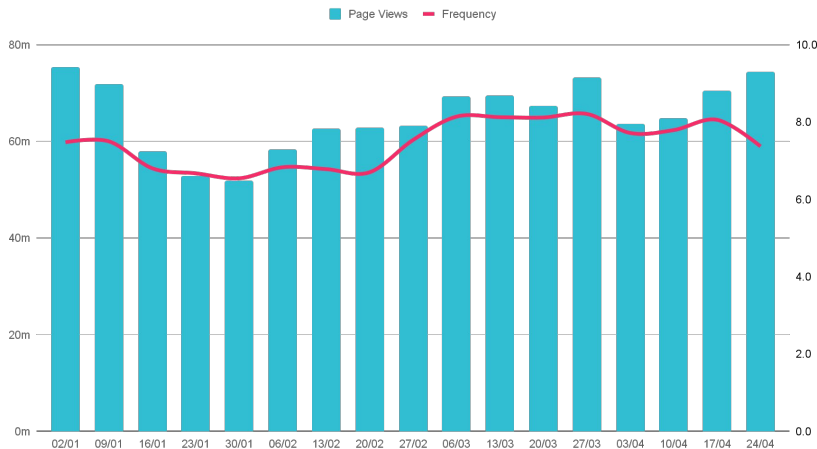
From celeb news and style to families and relationships, our **Pop Culture** category content and topics are highly engaged with by audiences across Ozone premium publishers.



Source: Ozone

Pop Culture grows on celebrity events

Engagement with Pop Culture – 2023 year to date



TAKE ACTION

For any last-minute Coronation campaign activations, our **Royal Family** audience segment is now available in Ozone Ad Manager. Expect the segment's current estimated reach, of 11.3m royal fans, to increase significantly this week and over the upcoming bank holiday weekend as the nation celebrate King Charles and Queen Camilla.

3.2BN

Total annual Pop Culture page views last year

Pop Culture is a huge category across our premium publishers. Across 2023, 3.2bn total annual page views for the category represented more than 10% of all engagement across the Ozone platform making it our third biggest category.

75.8M

Celebrity Families page views in April 2023

The build up to the Coronation has grown interest in the Royals. As the biggest celebrity brood of them all to millions of Brits, engagement with the **Celebrity Families** topic within our **Pop Culture** category grew by a third in April to 75.8m page views.

+18%

Higher page views in April than the 2023 average

As important at a red carpet soirée like the Met Gala Ball as it is during the pomp and ceremony of an era-defining Coronation, **Celebrity Style** is a key topic driver within our **Pop Culture** category. 13.4m page views in April was +18% higher than the 2023 average.

Pop Culture and celebrity in the headlines

