

# Reading THE NATION

1 MAY – 7 APR 2023

British history was made over the weekend at the Coronation of King Charles and Queen Camilla, which dominated the news agenda.

Among the many crowning moments – from Penny Mordaunt’s massive sword and Prince Louis’ jazz hands to the Big Lunch and the Coronation concert’s incredible drone display – the Chazzle Dazzle proved to be a dizzying display of pomp, ceremony and national celebration that drove engagement with multiple content categories across Ozone.

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**+83%** Religion & Spirituality  
3.0m weekly page views

**+49%** Events & Attractions  
41.0m weekly page views

**13.2M** Music & Audio  
Page views +44% WoW



## TOP 10 CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Religion & Spirituality	3.0m	+83%	0.9m	+62%	3.4	+13%
Events & Attractions	41.0m	+49%	8.8m	+31%	4.7	+14%
Music & Audio	13.2m	+44%	3.9m	+37%	3.4	+5%
Pop Culture	85.2m	+15%	10.9m	+9%	7.8	+5%
News & Politics	125.7m	+7%	13.4m	+6%	9.4	+1%
Food & Drink	17.8m	+6%	4.8m	+5%	3.7	0%
Style & Fashion	34.2m	+5%	5.9m	+8%	5.8	-2%
Travel	24.0m	+5%	6.0m	+4%	4.0	1%
Shopping	7.9m	+2%	2.6m	+6%	3.0	-4%
Business & Finance	35.1m	-3%	7.6m	-1%	4.6	-2%

### OZONE OVERVIEW

From the 'Chazzle Dazzle' or the 'Coribobs' to the 'Corry Norrie' or 'Corry Nay-Nay', whatever way it was referred to, or celebrated, the Coronation of King Charles and Queen Camilla proved to be a dizzying, once-in-a-lifetime display of pomp, ceremony and celebration that united the nation. British history was made.

Across Ozone, multiple content categories in our weekly top 10 saw engagement explode due to the Coronation. Interest in the origins and meaning of the Church of England Coronation ceremony saw **Religion & Spirituality** grow by +83%; marking the Coronation at official, organised or private celebrations grew **Events & Attractions** by +49%. Both categories also enjoyed double-digit Reader Attention growth.

Elsewhere, **Music & Audio** page views increased by +44% week on week with interest in the Coronation concert high. Expect more growth for the category this week with Eurovision. Finally, News & Politics – our biggest category – grew by +7% to more than 125m page views – the highest weekly figure since last September.

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The historic Coronation of King Charles and Queen Camilla grabbed the nation's attention last week and dominated global news headlines.

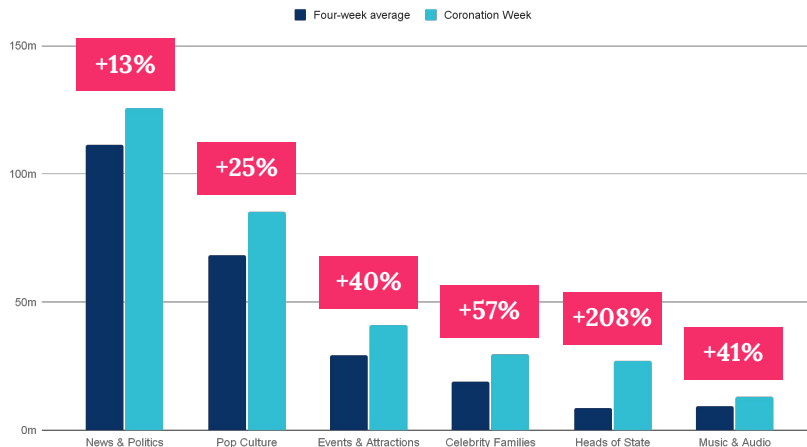
As a once-in-a-lifetime moment, the Coronation – like last year's Platinum Jubilee – had the unique ability to unite the kingdom. At Ozone, reader interest in multiple categories and content topics across our premium publishers as Brits celebrated at official events or parties.



Source: Ozone

## Brits celebrate Charles and Camilla's big day

Engagement with Coronation content – last week vs. four-week average



### TAKE ACTION

Big events – from annual fixtures or historic occasions to show stopping parties – capture the attention of our premium publishers and highly engaged nationwide audience. Use our content trends data to plan around the content that typically grows the most to increase campaign relevancy and broaden reach and frequency.

**125.7M**

News & Politics page views in the last week

**News & Politics** is our biggest category by total annual engagement and last week was the third highest week on record. Page views last week were +13% higher than the four-week average. The **Heads of State** topic was a key driver with +3x higher engagement.

**85.2M**

Pop Culture page views in the last week

**Pop Culture** – our third biggest category by total annual engagement – also saw terrific growth with interest in the Coronation. Engagement was +25% higher last week than the four-week average, with the **Celebrity Families** topic among the key drivers.

**+40%**

higher Events & Attractions and Music & Audio PVs

Two other categories related to the Coronation – **Events & Attractions** and **Music & Audio** – both saw +40% higher engagement last week than the four-week average. The **Concerts** topic was a key driver of growth, with page views 3x higher last week.

Our premium publisher celebrate the Coronation

