

Reading THE NATION

8 MAY – 14 APR 2023

Liverpool, a city synonymous with world-famous music, played host to the Eurovision Song Contest last week and pop's biggest party truly delivered.

Going one better than The Coronation the week before to add pop-tastic tunes to all the pomp and pageantry on display, Saturday's grand final was the most-watched final ever, according to the BBC.

With audience interest sky high, our premium publishers hit the high notes with coverage.

Request Activation

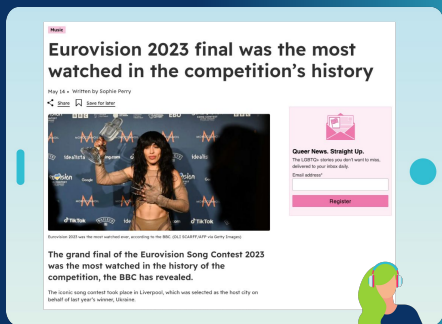


ozoneproject.com



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+63%

Music & Audio
21.5m weekly page views

47.9M

Television
Page views +35% WoW

89.8M

Pop Culture
Page views +5% WoW



TOP 10

CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Music & Audio	21.5m	+63%	5.4m	+39%	4.0	+17%
Education	3.7m	+45%	1.3m	+36%	2.8	+7%
Careers	7.2m	+39%	2.5m	+33%	2.9	+4%
Television	47.9m	+35%	8.8m	+21%	5.4	+12%
Books & Literature	3.4m	+29%	1.0m	+34%	3.6	-4%
Personal Finance	11.0m	+17%	3.1m	+16%	3.5	+1%
Automotive	9.1m	+13%	2.7m	+15%	3.4	-2%
Tech & Computing	22.2m	+9%	5.2m	+10%	4.3	-1%
Pop Culture	89.8m	+5%	10.9m	0%	8.2	+6%
Healthy Living	6.7m	+5%	2.1m	-3%	3.2	+8%

OZONE OVERVIEW

Eurovision fever gripped the nation last week as the world's biggest song contest took place on home soil. With two semi finals and the grand final taking place in Liverpool across the past seven days, Eurovision fans were spoilt for choice for ways to follow the action and there was related growth for three of our top 10 categories.

Unsurprisingly, our **Music & Audio** category recorded the biggest increase in page views with 21.5m of them up +63% week on week. It was the category's highest ever week for engagement. In the past three years, the category has grown by more than +60% in Eurovision week. Expect the same when the contest takes place in Sweden next year, which coincidentally marks the 50th anniversary of ABBA's win at the competition.

Proving there's no other appointment-to-views television event quite like it, Eurovision interest drove +35% growth for our **Television** category. The **Music TV** topic was more than 11x higher week on week. Finally, our **Pop Culture** category – already riding high on Coronation interest – grew by +5% to almost 90m weekly page views.

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For the second time in a month, global audiences were drawn to the United Kingdom as Eurovision – the world’s biggest pop party and singing competition – took place in Liverpool.

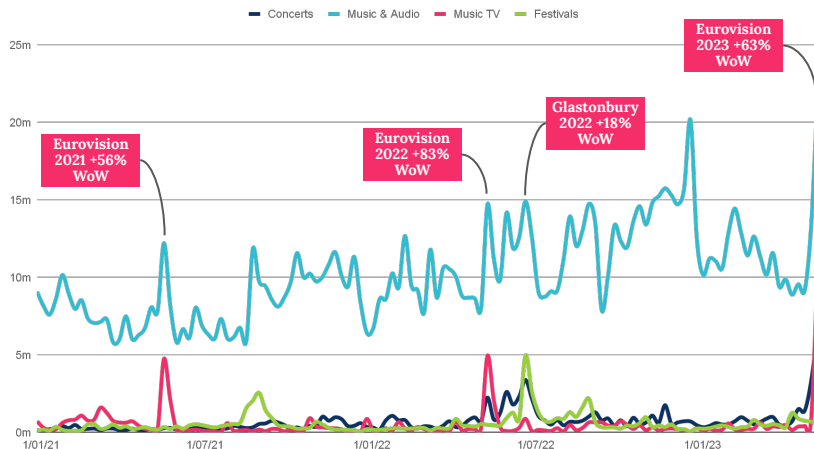
With the UK city hosting the annual celebration of all things pop on behalf of Ukraine, the contest drew in a massive television audience, was won by Sweden and was complemented by our premium publishers’ coverage.



Source: Ozone

Eurovision interest soars on home soil edition

Engagement with Eurovision related content – 2021 to date



TAKE ACTION

Use our Ozone Ad Manager advertiser tool to create interest driven behavioural segments and broaden reach to audiences reading about music and festivals this summer. Activate relevant campaigns to an estimated 31m Music & Audio, Festivals, Music TV, Concerts and Celebrity Style readers across Ozone’s premium publishers.

+67%
Avg. growth for Music & Audio during Eurovision

In the past three years, **Music & Audio** page views have grown by an average of +67% in the week Eurovision takes place. Sam Ryder’s second place finish last year and a home soil edition this year boosted interest and we can expect the same in Sweden next year.

14.9M
Music & Audio page views in Glastonbury week

Almost 15m **Music & Audio** page views during Glastonbury week in 2022 was marginally higher than Eurovision last year. Interest in the world’s biggest greenfield festival is expected to be high again in 2023 as Sir Elton John closes the Worthy Farm bonanza.

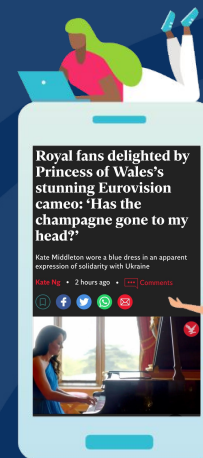
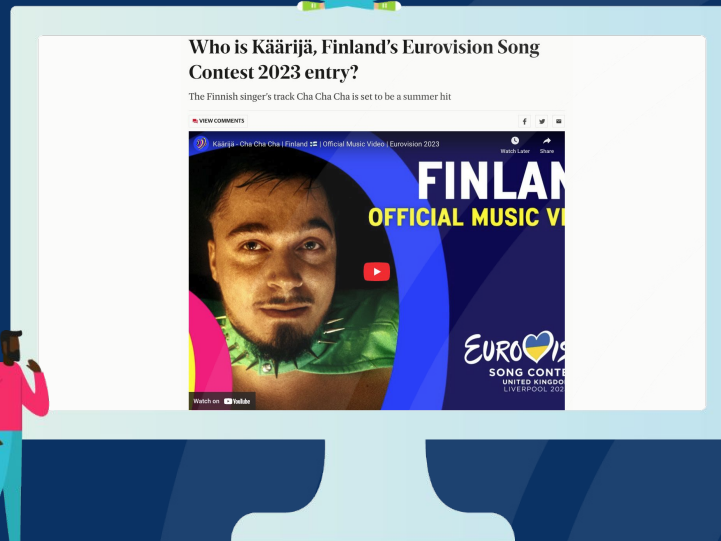
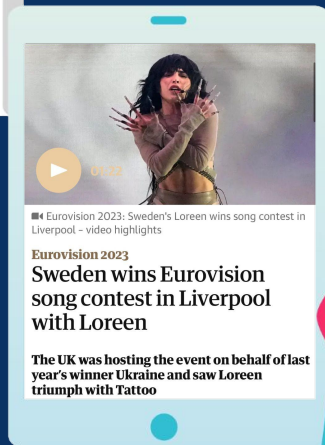
2.2x
higher Festivals page views in the summer months

With festival season approaching, expect engagement with related content to grow significantly. Across the summer months last year, monthly **Festivals** page views were more than double the 12-month average as music fans read about the best shows.

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1 MAY – 7 MAY 2023

Eurovision in the spotlight across our publishers



Get in touch 