

Reading THE NATION

15 MAY – 21 MAY 2023

From reportedly feuding daytime TV personalities and movie magic in Cannes, to a marathon theatre performance and a video game release for the ages, **Entertainment** categories across our premium publishers saw huge engagement growth in the past seven days.

Last week, the nation's attention turned to our **Video Gaming**, **Fine Art**, **Movies** and **Television** content.



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+40% Science
13.5m weekly page views

57.9M Sport
Page views +23% WoW

+21% Fine Art
3.5m weekly page views



TOP 10 CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Science	13.5m	+40%	4.1m	+36%	3.3	+3%
Video Gaming	0.7m	+31%	0.3m	+40%	2.7	-7%
Sport	57.9m	+23%	7.1m	+1%	8.1	+21%
Fine Art	3.5m	+21%	1.3m	+17%	2.7	+3%
Property	7.0m	+14%	2.3m	+8%	3.1	+5%
Movies	10.4m	+12%	2.8m	+9%	3.7	+3%
Home & Garden	10.2m	+11%	2.9m	+7%	3.5	+4%
Shopping	5.9m	+10%	1.9m	+6%	3.1	+4%
Healthy Living	7.3m	+10%	2.4m	+14%	3.0	-4%
Television	51.5m	+8%	9.0m	+2%	5.7	+6%

OZONE OVERVIEW

Sustainability news, including research into rising global temperatures by the World Meteorological Organisation and the latest wave of Just Stop Oil protests, saw page views for our **Science** category top our weekly charts for engagement growth. Science grew +40% week on week driven by +34% growth for the **Environment** topic.

Stage one of Manchester City's treble chasing 2022/2023 season came to fruition at the weekend, as the English Premier League champions were crowned champions of England for the third consecutive year. Engagement with our **Sport** category leaped +23% to 57.9m weekly page views. 78% of all page views were for the **Football** topic.

Finally, there was fine growth of +21% for **Fine Art** page views last week as interest in Ruth Wilson's marathon 24-hour performance at the Young Vic in London staged a surge in interest for the **Theatre** topic. Engagement with the topic increased by +34% week on week.

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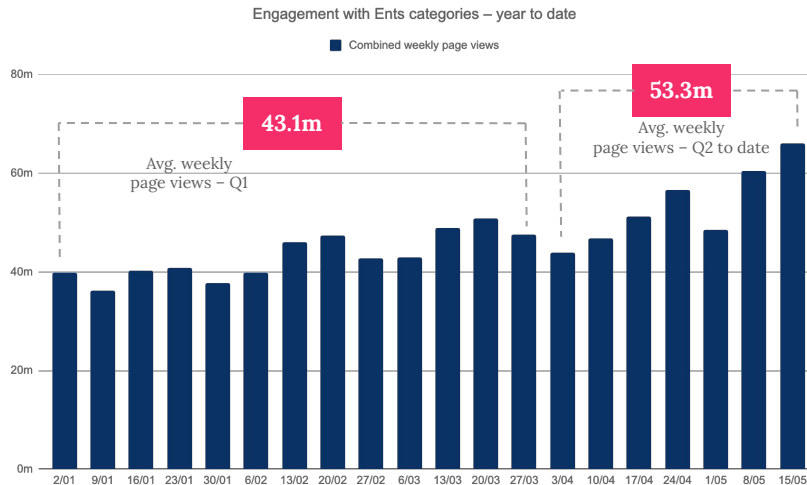
Last week, a combination of seasonality and headline news made it a blockbuster seven days for multiple **Entertainment** categories across our premium publishers.

Engagement with related content grew significantly as the Cannes Film Festival began, Nintendo's latest Legend of Zelda hit the shelves and Ruth Wilson staged a marathon 24-hour theatre show. In other Ents news, the reported daytime TV feud to end all daytime TV feuds reached its dramatic conclusion.



Source: Ozone

That's Entertainment as reader interest grows



TAKE ACTION

Seasonal events, like the Cannes Film Festival, and big releases – film, video game, theatre show or otherwise – significantly grow reader interest in related Entertainment content across our premium publishers. With summer blockbuster season almost upon us, big game releases coming up in the autumn and panto season in Q4, Ozone is an all year round Ents partner channel.

+27%
higher Movies page views vs. Cannes last year

There was double the interest in our **Movies** category last week as the 2023 Cannes Film Festival kicked off and the latest instalment in the Fast & Furious franchise – Fast X – was released. Weekly page views were +27% higher than the first week of Cannes last year.

+15%
Video Gaming page views in the Y2D vs. H2 2022

To date in 2023, **Video Gaming** page views are +15% higher than H2 2022 thanks to the cross-over success of The Last of Us TV series, The Super Mario Bros. Movie and the recent Legend of Zelda: Tears of the Kingdom and Star Wars Jedi: Survivor game releases.

+37%
of annual Fine Art engagement takes place in Q4

While more than a third of **Fine Art** engagement takes place in Q4, with interest in festive gifting and performances big drivers, one offs – like Ruth Wilson's 24-hour show, the Olivier Awards, the WhatsOnStage Awards and London Theatre Week – boost page views.

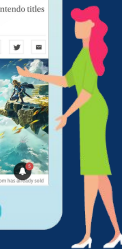
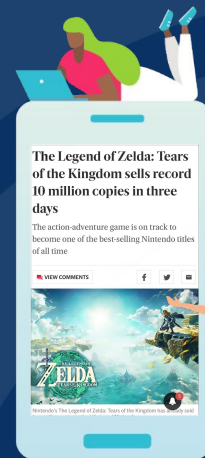
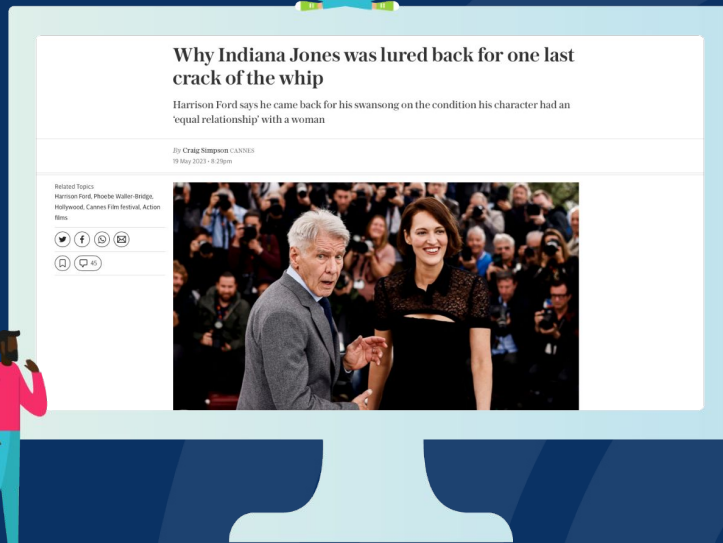
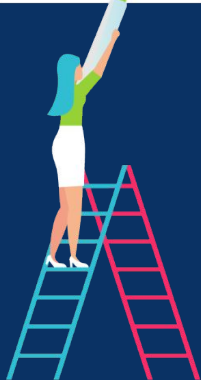
+48%
higher Television page views vs. the 2023 weekly avg.

For daytime TV fans, the biggest story was the reported growing feud between This Morning co-presenters Phillip Schofield and Holly Willoughby. **Television** engagement hit an all time high with 51.5m page views, +48% higher vs. the 2023 weekly average.

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Get in touch

