

# Reading THE NATION

22 MAY – 28 MAY 2023

Last week, our **Sport** category enjoy a record seven days for engagement as weekly page views hit 67.7m for the first time. With the football and rugby union seasons reaching their dramatic climaxes, there was other sporting action to savour with the Monaco Grand Prix and French Open.

The sport continues this summer with the finals of the FA Cup, Europa Conference and Champions Leagues, the Ashes, Wimbledon, the FIFA Women's World Cup and Rugby World Cup in France to look forward to.



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**+30%** Fine Art  
4.5m weekly page views

**+27%** Music & Audio  
13.2m weekly page views

**67.7M** Sport  
Page views +17% WoW



## TOP 10 CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Fine Art	4.5m	+30%	1.3m	+29%	2.7	0%
Music & Audio	13.2m	+27%	3.0m	+23%	3.5	+3%
Sport	67.7m	+17%	7.1m	+7%	8.8	+9%
Events & Attractions	28.6m	+15%	6.0m	+10%	4.4	+4%
Tech & Computing	24.0m	+14%	4.9m	+12%	4.4	+2%
Family & Relationships	51.5m	+13%	7.6m	+9%	6.2	+4%
Home & Garden	11.1m	+9%	2.9m	+10%	3.5	-1%
Books & Literature	3.1m	+9%	0.7m	+9%	3.8	-1%
News & Politics	126.5m	+7%	11.9m	+3%	10.3	+4%
Pop Culture	87.4m	+5%	10.6m	+2%	8.1	+3%

### OZONE OVERVIEW

Last week, our **Fine Art** category topped our weekly engagement charts with +30% page views growth to build on a +21% increase the week before. Among the key drivers were 3x higher **Art** topic page views. News that the owners of a home in Suffolk were forced to remove a seagull mural by Banksy from their house drove interest.

Festival season may be well underway, with Brighton's Great Escape Festival earlier this month, Radio 1's Big Weekender last week and the Mighty Hoopla Festival this weekend, but engagement with our **Music & Audio** category increased by +27% on the sad news of the passing of legendary singer, Tina Turner.

Elsewhere, a thrilling seven days of **Sport** – with the conclusion of the football and rugby union seasons, the Monaco Grand Prix and the French Open all taking place – made it a bumper week for the category. Weekly engagement across Ozone's premium publisher portfolio swelled to a record 67.7m page views. Our **Auto Racing**, **Tennis**, **Football** and **Rugby** content topics all drove reader interest.

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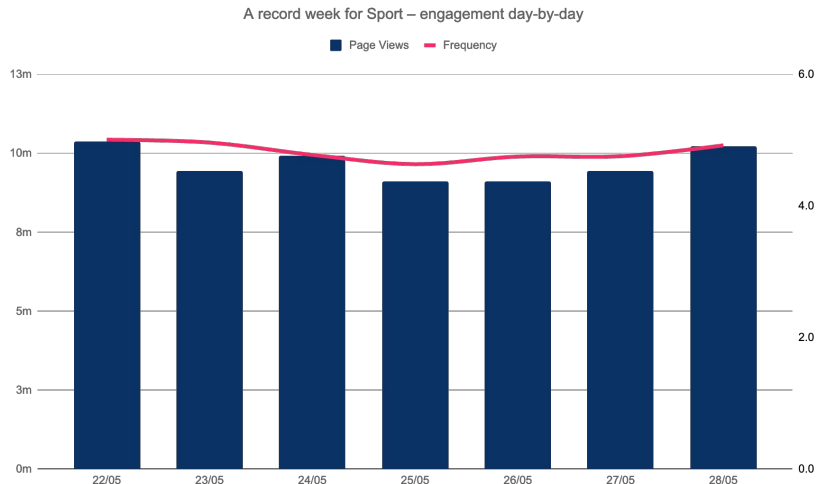
The football and rugby union seasons may have reached a thrilling climax last week – Man City made it three in three English Premier League titles; Chelsea made it four in four Women's Super League titles; and Saracens won their sixth Premiership Rugby title – but there's still a full summer schedule of sporting action to come.

From committed engagement during the long league seasons to the added excitement of major tournaments, engagement with the category is an all-year-round love affair for 39m Sport readers.



Source: Ozone

## Record week for Sport as seasons conclude



### TAKE ACTION

From the die-hard to the fair-weather, our monthly audience of 39m Sport fans persistently turn to our premium publisher punditry to follow the sport action they love. From gossip and build up, to live reporting and analysis, Sport is our 3rd biggest category.

**+34%**

Higher Sport page views last week vs. 2023 avg.

Last week, **Sport** page views were +34% higher vs. the 2023 average as readers were thrilled by sporting action from a range of disciplines. Notably, the Monaco GP and French Open drove +65% growth for the **Auto Racing** and **Tennis** topics respectively.

**225M**

Sport page views this month – 5% higher vs. 2023 avg.

May's 225m **Sport** page views are up +14% month on month and +5% vs. the 2023 monthly average. The World Snooker Championships final, European semi-final success for Man City and West Ham, and the football and rugby season finales have boosted engagement.

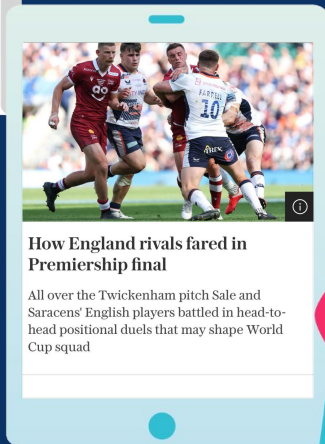
### LOOKING AHEAD

Expect 10%-20% engagement growth for **Football** with the FA Cup, Europa Conference League and Champions League finals in the next two weeks. **Tennis** is likely to be 7.2x higher across Wimbledon, while **Auto Racing** is set to triple in the week of the British GP.

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## Sporting spectacles in our premium publishers



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