

Reading THE NATION

10 JUL – 16 JUL 2023

Tennis and the prestigious Wimbledon championships captured the nation's attention over the first two weeks in July as the world renowned SW19 grand slam took place.

Despite a lack of British talent in the final stages, interest was still high through to the final weekend. More than 23m Tennis page view across Wimbledon fortnight 5.8x higher than the prior two weeks.



Request Activation

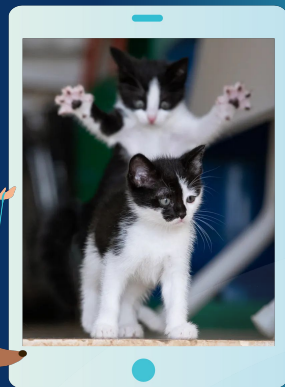


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+48%

Pets
3.6m weekly page views

75.4M

Pop Culture
Page views +10% WoW

12.0M

Science
Page views +2% WoW



TOP 10

CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Pets	3.6m	+48%	1.3m	+39%	2.7	+6%
Video Gaming	0.7m	+13%	0.2m	+18%	2.9	-4%
Pop Culture	75.4m	+10%	9.7m	+11%	7.8	-1%
Careers	7.1m	+3%	2.3m	-1%	3.1	+4%
News & Politics	149.0m	+2%	13.1m	2%	11.4	-%
Science	12.0m	+2%	3.4m	-2%	3.6	+4%
Tech & Computing	23.9m	-1%	5.4m	-1%	4.5	-%
Automotive	10.3m	-2%	2.8m	-2%	3.7	-%
Style & Fashion	27.3m	-3%	4.8m	-2%	5.7	-%
Religion & Spirituality	1.3m	-3%	0.4m	-3%	3.0	-%

OZONE OVERVIEW

Our **Pets** content category pounced to the top of our engagement charts for weekly growth last week as the shortlist for the 2023 [Comedy Pet Photography Awards](#) were revealed. Interest in the competition, created to celebrate the positive and vital role that pets have in society, drove weekly page views to +48% growth.

One news story last week drove engagement with two of our biggest categories. The unnamed BBC presenter at the centre of a sex scandal – later named as BBC News at Ten presenter Huw Edwards – drove +10% and +2% respective growth for our **Pop Culture** and **News & Politics** categories.

Finally, there was notable growth for our **Science** category as interest in record global temperatures drove engagement. Weekly page views were +12% higher than the 2023 weekly average.

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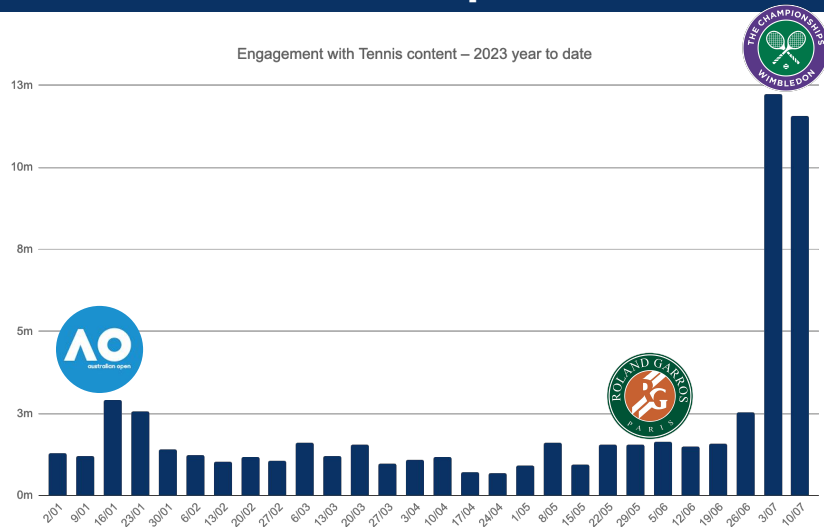
Wimbledon 2023 took place across the first two weeks in July and we saw huge engagement with our Tennis content right through to the final weekend.

First, history was made in the women's final as Markéta Vondroušová became the first unseeded female player to win the title. Then – in something of a changing of the guards moment – men's world number one Carlos Alcaraz defeated Novak Djokovic in thrilling final match.



Source: Ozone

Wimbledon serves up Tennis love across Ozone



TAKE ACTION

Our **Tennis** audience of 8.7m online readers engage most highly around the grand slams. They also index highly with other content categories including **Family & Relationships, Pop Culture, Style & Fashion** and **Travel**, so consider these interest areas to extend campaign reach during the big tennis tournaments.

6.7x
Avg. Tennis growth during Wimbledon vs. prior 2 weeks

Of the four grand slam tennis tournaments, Wimbledon is the most prestigious globally and is by far the nation's favourite. On average, engagement with our **Tennis** coverage across the two-week championship is 6.7x higher than the prior fortnight.

8.5x
Higher Tennis page views compared to the 2023 average

While **Tennis** engagement was -13% lower this year compared to 2022, which was buoyed by British player Cameron Norrie's progression to the men's semi-finals, average page views across the tournament were still 8.5x higher than the 2023 average.

LOOKING AHEAD

Tennis engagement grows significantly around the four grand slam tournaments. On average in the past two years, page views increases by 2.5x when the US Open takes place in September and by 3x when the Australian Open takes place in January.

Wimbledon coverage across Ozone

