

# Reading THE NATION

17 JUL – 23 JUL 2023

England's Lionesses kicked off their FIFA Women's World Cup campaign at the weekend and joined 32 national football teams at the tournament in Australia and New Zealand.

More than 67m **Football** page views last week was +58% higher than 2023 weekly average, which is something we've come to expect across our premium publisher portfolio when major sporting tournaments take place. Expect engagement with related content to continue to grow as the footballing action unfolds.



Request Activation

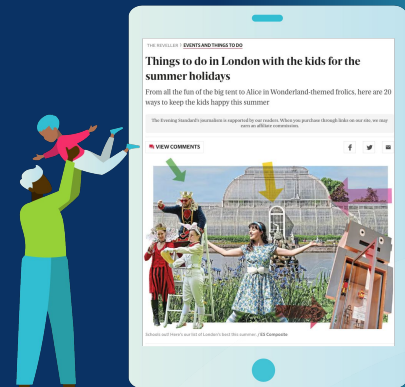


[ozoneproject.com](https://ozoneproject.com)



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**+20%**

**Video Gaming**  
800k weekly page views

**34.0M**

**Events & Attractions**  
Page views +10% WoW

**16.6M**

**Food & Drink**  
Page views +8% WoW



**TOP 10**

## CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Video Gaming	0.8m	+20%	0.3m	+28%	2.7	-6%
Events & Attractions	34.0m	+10%	7.2m	+5%	4.7	+4%
Religion & Spirituality	1.4m	+9%	0.5m	+10%	3.0	-1%
Books & Literature	2.9m	+9%	0.8m	+13%	3.7	-4%
Food & Drink	16.6m	+8%	4.4m	+4%	3.8	+4%
Home & Garden	8.8m	+5%	2.7m	+6%	3.2	-1%
Shopping	5.8m	+5%	2.0m	+4%	2.9	+1%
Music & Audio	8.6m	+4%	2.6m	+3%	3.4	+1%
Fine Art	2.8m	+3%	1.0m	+1%	2.7	+3%
Television	32.5m	+2%	6.0m	-3%	5.4	+4%

### OZONE OVERVIEW

Our **Video Gaming** category powered up to top spot in our weekly engagement charts last week on interest in a raft of new releases announced at the San Diego Comic-Con 2023. Developer updates about new franchise releases, including new Mortal Kombat, Tekken and Star Wars games, levelled up category page views by +20% week on week.

The start of the school summer holidays drove engagement with our **Events & Attractions** category. Weekly page views increased by +10% as families sought out inspiration from our premium publishers for things to do during the six-week break. There was a notable growth for the **Amusements & Theme Parks** (+85%), **Cinema** (+17%) and **Sporting Events** (+10%) topics within the category.

While inflation fell last month according to the Office for National Statistics, **Food & Drink** prices remain stubbornly high. Interest in the category last week saw 16.6m page views increase by +8% week on week.

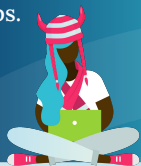
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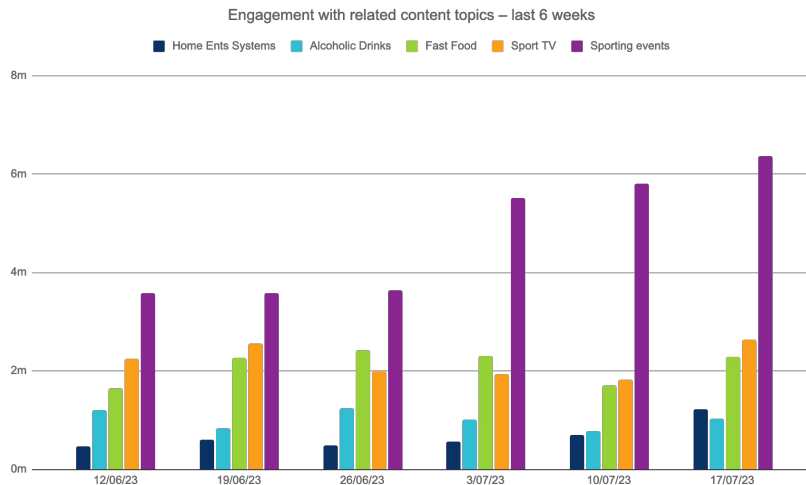
The FIFA Women's World Cup in Australia and New Zealand kicked off last week to continue a packed summer schedule of sporting action.

Interest is high in this year's tournament thanks to the growing popularity of women's football and the history making exploits of England's Lionesses at last year's European Championships.



Source: Ozone

## Women's World Cup drives multiple topics



### TAKE ACTION

In the past three weeks, engagement with the **Sporting Events** topic from our **Events & Attractions** category has increased by +64%. With the summer's sporting schedule now well underway, the category is another good area to reach **Sport** audiences beyond the main, competitive category

**67.3M**

Football topic page views in the past 7 days

The FIFA Women's World Cup kicked off last week. Interest in the tournament drove weekly engagement with our **Football** content to 67.3m page views, notably +58% higher than the 2023 weekly average, which can be expected during major sporting events.

**14.0M**

Sport category page views on Saturday, 22 July

The Lionesses kicked off their World Cup campaign on Saturday, 22 July with a hard fought 1-0 victory against Haiti. On that day, 14m **Sport** page views increased by +23% versus the day before as interest in England's opening match grew.

### RELATED GROWTH

As we have seen with previous tournaments, there was related growth for content topics in other categories including **Home Entertainment Systems** (+76%), **Alcoholic Drinks** (+45%), **Fast Food** (+34%), **Sport TV** (+34%) and **Sporting Events** (+10%).

## The Women's World Cup in our publishers

