

# Reading THE NATION

31 JUL – 6 AUG 2023

The tenth series of ITV2's Love Island concluded last week and engagement with our **Reality TV** content grew as its loyal fanbase cheered on winners Jess Harding and Sammy Root.

While the summer favourite has potentially lost some of its sparkle – Reality TV page views throughout the series 10 run are down -13% on the 2023 winter series – it's still a big draw for younger television viewers with an estimated three million 16-34 year olds tuning in.

Whatever the telly favourite, you can reach more than 30m television addicts using our bespoke **What's On TV** audience segment.



Request Activation



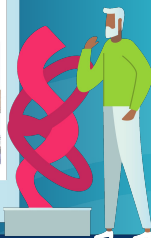
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17 must-see shows by artists of colour at the Edinburgh Fringe



**+45%**

**Fine Art**  
4.8m weekly page views

**12.4M**

**Automotive**  
Page views +25% WoW

**34.0M**

**Television**  
Page views +11% WoW



**TOP 10**

## CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Fine Art	4.8m	+45%	1.6m	+33%	2.9	+9%
Automotive	12.4m	+25%	3.2m	+20%	3.9	+5%
Tech & Computing	26.8m	+24%	5.7m	+18%	4.7	+5%
Books & Literature	3.6m	+23%	1.0m	+32%	3.5	-6%
Food & Drink	21.9m	+17%	5.1m	+7%	4.3	+9%
Property	7.0m	+17%	2.3m	+12%	3.0	+4%
Home & Garden	8.2m	+13%	2.5m	+6%	3.2	+6%
Television	34.0m	+11%	6.4m	+8%	5.3	+3%
Events & Attractions	33.6m	+11%	6.9m	+6%	4.9	+5%
Pop Culture	64.3m	+3%	8.2m	0%	7.8	+3%

### OZONE OVERVIEW

This year's Edinburgh Fringe Festival, which kicked off last Friday in the Scottish capital and runs throughout August, grew engagement with our **Fine Art** category. Growing interest in the festival saw weekly page views increase by +45%. Last August, monthly page views increased by +17% so more growth can be expected.

With September's new car registration plate launch coming, weekly engagement with our **Automotive** category grew +25%. Typically, page views increase by almost +20% in August making it the second highest monthly increase after January when new car purchase interest is a key consumer priority.

Finally, 34.0m page views for our **Television** category grew +11% week on week with the **Sport TV** (Women's World Cup; the Ashes), **Drama TV** (Wolf) and **Reality TV** (Love Island and Strictly Come Dancing contestant announcements) among the topics driving interest.

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Last week, the latest series of Love Island drew to a close. While the 2022 series drove almost double the **Reality TV** engagement year on year, this year's series hasn't quite matched it.

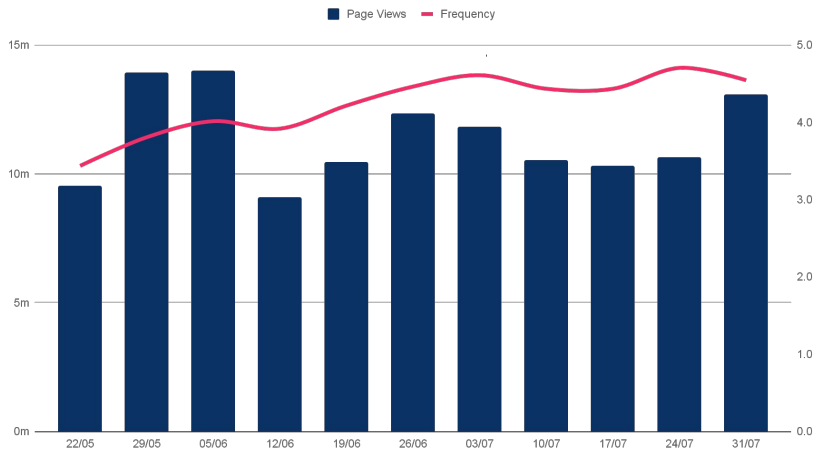
However, this lack of love for the series may not be solely down to a fall in popularity as Ofcom's 2023 **Media Nations** report, published last week, shows unprecedented changes in the way Brits consume TV.



Source: Ozone

## The love's still there for die-hard Love Island fans

Engagement with Reality TV – last 12 weeks



### TAKE ACTION

Whether the Television event is a traditional, linear TV favourites like Love Island or a streaming success story like The Bear, reach almost 30m telly addicts across Ozone's premium publisher platform using our bespoke What's On TV audience segment.

**14M+**

Reality TV page views in Love Island launch week

The highest week for **Reality TV** engagement throughout Love Island's 10th run was launch week, the week beginning Monday, 5 June. More than 14m page views that week were **+23% higher** than weekly average across series 10.

**+18%**

Reality TV page views growth in Casa Amour week

As we've seen with previous series of Love Island, the week when new contestants are introduced in the Casa Amour villa sees a mid-way point boost in engagement. Casa Amour week this year saw **Reality TV** page views increase by **+18%**.

**+23%**

Growth in Reality TV page views in Love Island finale week

The series 10 finale of Love Island was the second highest week of the 2023 summer run. More than 13m **Reality TV** page views was up by almost a quarter (**+23%**) week on week and was **+15%** higher than the weekly average since the series launch.

# Our publisher coverage of what's on TV

