

# Reading THE NATION

14 AUG – 20 AUG 2023

It was all about results last week. The historical, first England World Cup Final since 1966, saw The Lionesses roar, yet just miss out on the silverware. Elsewhere, pupils up and down the country were on tenterhooks opening their much-awaited A-level results, which pushed our **Education** category up +62% week on week, and pushed a certain motoring enthusiast to bring out his annual 'it's not the end of the world' tweet.

**Business & Finance** also saw a huge increase of +28% in attention as Wilko's crisis continued and, by contrast, M&S – Official Tailor of the England Women's Football Team – showed positive uplift in their results and share prices.

This edition contains a bonus chart highlighting overall tournament engagement during the FIFA Women's World Cup.



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**+62%**

**EDUCATION**  
4m weekly page views

**+28%**

**BUSINESS & FINANCE**  
7.4m weekly page views

**58.9M**

**FAMILY & RELATIONSHIPS**  
Page views +12% WoW



## TOP 10 CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Education	4.0m	62%	1.3m	36%	3.2	19%
Business & Finance	56.9m	28%	6.8m	-5%	8.4	35%
Religion & Spirituality	1.8m	24%	0.6m	27%	3.0	-2%
Movies	12.0m	19%	2.5m	8%	4.7	10%
Events & Attractions	41.5m	16%	7.8m	7%	5.3	8%
Family & Relationships	58.9m	12%	8.2m	4%	7.2	8%
Science	12.4m	11%	3.4m	6%	3.6	4%
Automotive	13.0m	10%	2.8m	-1%	4.7	12%
Careers	6.8m	9%	2.1m	5%	3.2	4%
Sports	96.0m	8%	8.6m	4%	11.2	3%

### OZONE OVERVIEW

The wait was over for pupils in England, Wales and Northern Ireland as their A-level results came in last week, sending our **Education** category to the top of the table with +62% week on week growth. 2023 saw Jeremy Clarkson return with his annual A-level bragging tweet that garnered nearly as much momentum as the **Educational Assessment** sub topic which saw almost 4x growth week on week.

The nation's interest continues to be high in our **Business & Finance** category with +28% WoW growth as mortgage interest rates appear to have plateaued. While Wilko slashes prices in their 400 at risk stores, M&S are on track to re enter the FTSE 100 and shares continue to rise, as did engagement with the sub topic of **Business** – which increased +71% WoW.

And, unsurprisingly, as the school holidays continue with exhausted parental abandon, **Family & Relationships** were high on the agenda, up +12% to 58.9m page views – the **Parenting** sub category was up marginally more, by +13% to 21.2m. As we sadly saw the veteran king of chat, Sir Michael Parkinson, take his final bow, our **Bereavement** sub category grew by +19% to 27.6m PVs.

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Every year, mid-August presents a time of both celebration and anxiety as school-leavers up and down the country await the results of their A-level, BTec Level 3 and T-levels.

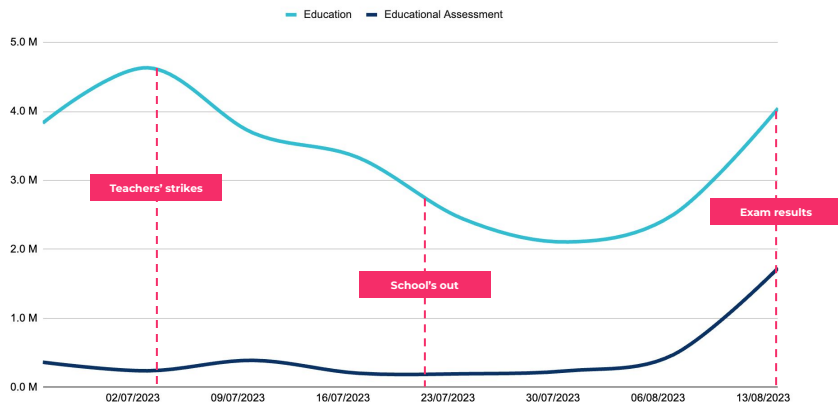
These results saw A or A\* grades falling by more than 15% as these students gained their first exam marks of their schooling due to the pandemic. In addition, 19,000 prospective university students found themselves scrambling through the clearing process to secure a place, causing the UCAS website to crash.



Source: Ozone

## Results focus ends Education's summer holiday

Education and Educational Assessment (last eight weeks)



### TAKE ACTION

The next few weeks should see consistent levels of Education engagement as GCSE results are released on Thursday 24th and schools return from their summer break in early September. We can expect to see growth in Children's Clothing, Children's Books and Electronics as the holidays end.

**c.4x**

weekly growth in Educational Assessment PVs

As exam results dropped, engagement with our **Education** content was soaring to levels +62% greater than the week previous, reaching a high last seen during July's teachers' strikes. This was driven by a near quadrupling of the **Educational Assessment** sub topic.

**43%**

of all Education PVs are Educational Assessment

Usually accounting for c.10% of Education page views, this week saw the Educational Assessment sub topic account for 43% of the total. Other sub topics driving page view growth included **Undergraduate Education** (+365%) and **College Planning** (+137%).

**+118%**

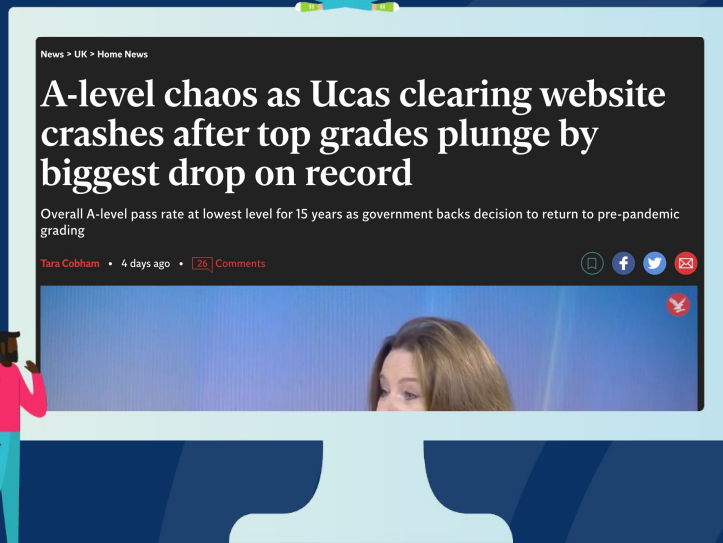
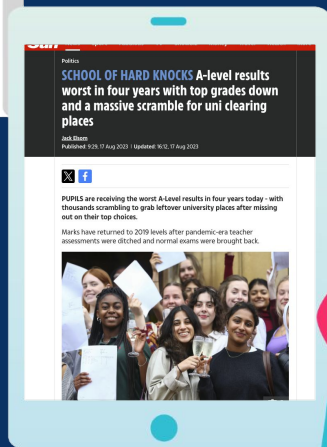
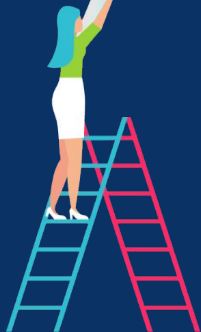
increase in Apprenticeships page views

Given the state of flux created by the clearing rush, it's perhaps unsurprising that our **Apprenticeships** and **Career Planning** topics saw page view increases of +118% and +16% respectively as exam results forced a rethink on students' future prospects.

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## Education in the headlines



Get in touch



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FIFA Women's World Cup



Like most of you, we've spent much of the past four weeks tracking the success of The Lionesses down under as they marched their way towards a historic World Cup final showdown against Spain.

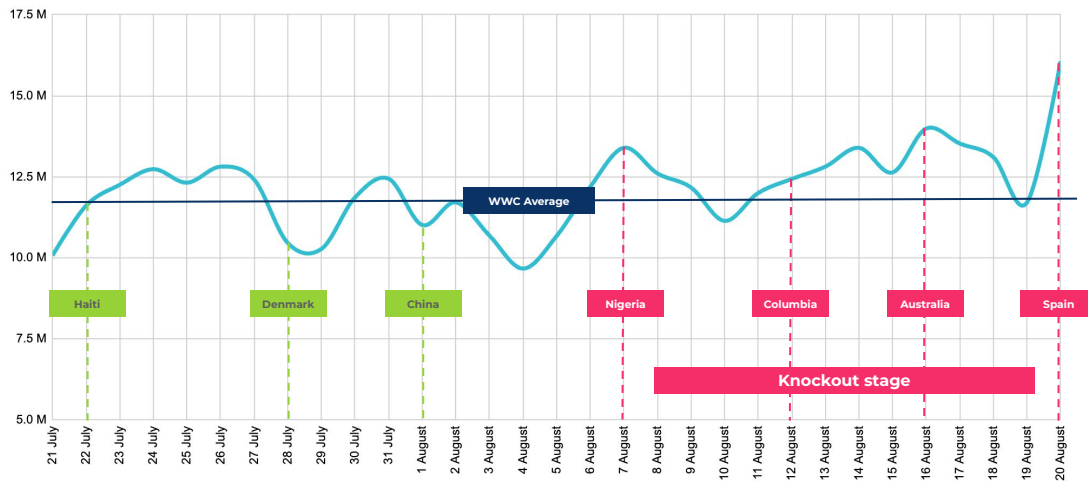
And despite not picking up the silverware this time, the team has once again not only proven to be a huge inspiration, but also a massive driver of Sports category engagement across Ozone's platform.



Source: Ozone

## The Lionesses prove to be the nation's pride

Football page views during the FIFA Women's World Cup 2303



### Yes, it's a game of two halves

While engagement levels were consistently high across the tournament, we saw a different pattern in the knockout stage versus the group games. For the latter, we tended to see a domestic peak in page views the evening before the kick-off down under.

### Can't get enough of knockout

During the knockout rounds match engagement continued with post match analysis the next day – a trend seen in other tournaments. We've previously seen day-on-day growth through pre-match news, as we saw this time before the Nigeria and Columbia games.