

# Reading THE NATION

21 AUG – 27 AUG 2023

Bank holiday revelry at the Reading and Leeds, and All Points East festivals, and the Notting Hill Carnival returned last week to grow engagement with related content across our publishers.

Among the biggest growing areas of engagement was content about **Festivals** – up +66% week on week – as music and party fans read about attending the events or watching along at home.



Request Activation

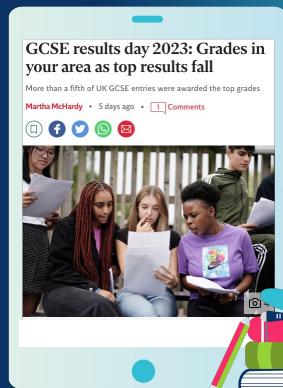


[ozoneproject.com](https://ozoneproject.com)



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+44%

**EDUCATION**  
5.8m weekly page views

10.8M

**MUSIC & AUDIO**  
Page views +25% WoW

7.9M

**HOME & GARDEN**  
Page views +9% WoW



**TOP 10**

## CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Education	5.8m	+44%	1.8m	+40%	3.3	+3%
Music & Audio	10.8m	+25%	2.8m	+18%	3.9	+6%
Travel	31.0m	+13%	6.5m	+10%	4.8	+3%
Home & Garden	7.9m	+9%	2.4m	+7%	3.2	+2%
News & Politics	141.8m	+9%	11.8m	+6%	12.0	+3%
Business & Finance	59.6m	+5%	7.0m	+3%	8.5	+1%
Style & Fashion	24.1m	+2%	4.1m	-1%	5.9	+3%
Automotive	13.1m	+1%	2.9m	+3%	4.6	-2%
Shopping	6.2m	0%	2.0m	-3%	3.2	3%
Healthy Living	6.5m	0%	2.0m	+3%	3.3	-3%

### OZONE OVERVIEW

Our **Education** category rose to the top of the class for the second consecutive week as millions of young people received their GCSE results. With the next stage of their learning journey beginning, weekly page views for the category increased by +44% with content topics including **College Administration** (25x) and **College Life** (3.5x) among the key drivers.

Also in the last week, the final bank holiday of the summer drove interest in multiple categories across our publishers. Festivals including Reading and Leeds, All Points East and the Notting Hill Carnival drove +25% engagement growth for our **Music & Audio** category. Elsewhere – and up +13% to 31.0m – weekly **Travel** page views hit the third highest total of 2023 so far.

Finally, our **Home & Garden** category grew by +9% as house-proud Brits took on the customary DIY tasks associated with the longer weekend. The **Landscaping** and **Gardening** content topics saw notable seasonal interest, with the two up +79% and +16% respectively week on week.

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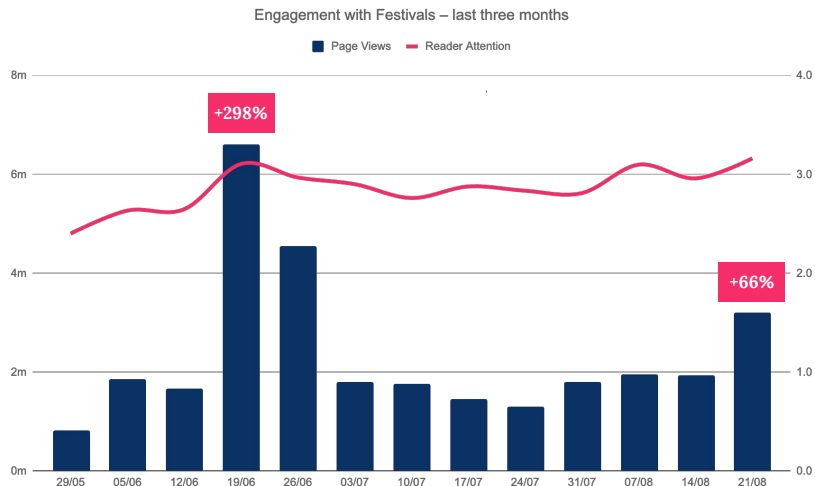
The final bank holiday of the summer brings a party atmosphere to revellers across the country.

With the Reading and Leeds, and All Points East festivals and Notting Hill Carnival all taking place across the long weekend, it's no surprise we see engagement with related content take off.



Source: Ozone

## Bank holiday revelry boosts Festivals engagement



### TAKE ACTION

This year's summer festival season may have wrapped up, but look ahead to 2024 and reach an estimated audience of 36.6m music and festival fans during the biggest events by contextually targeting our **Events & Attractions** and **Music & Audio** content categories.

**+66%**

growth in Festivals page views in the past week

Last week, page views for our **Festivals** content increased by +66% as interest in the Reading and Leeds, and All Points East festivals, and the Notting Hill Carnival grew. Engagement almost doubled compared to the same week a year ago.

**+20%**

higher Reader Attention vs. the 2023 average

Interest in the UK's biggest festivals see the number of page views read about them by music fans grow. On average, we saw Reader Attention among revellers reading about **Festivals** grow by +20% during Glastonbury and Reading and Leeds weeks.

**3.2x**

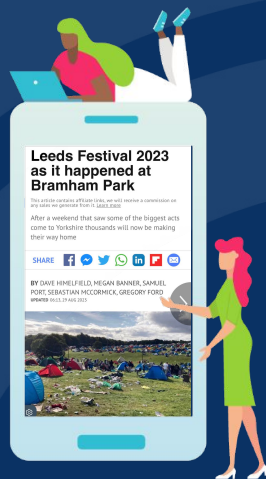
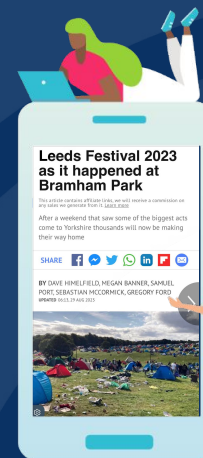
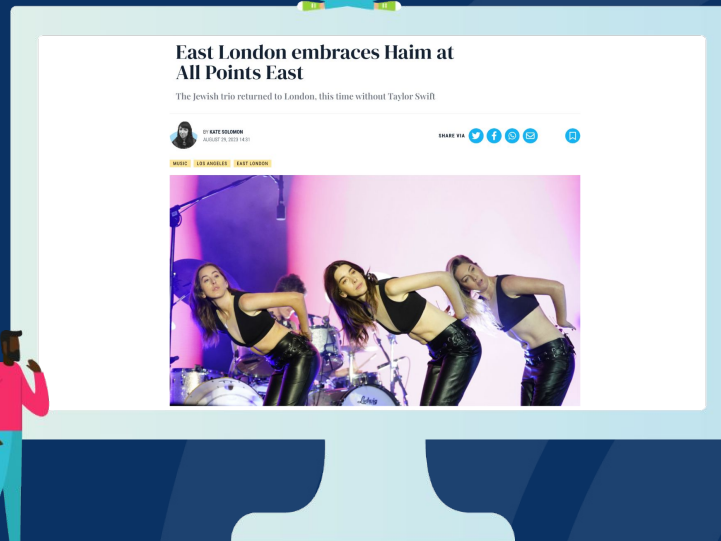
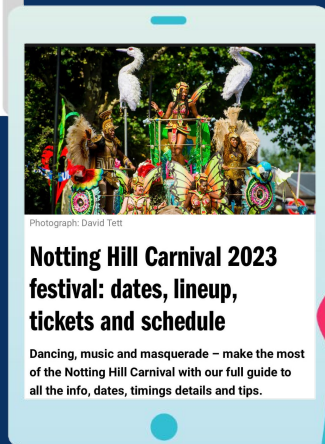
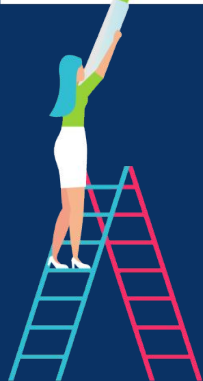
higher Festivals page views week on week on average

Topping and tailing the UK summer party season are Glastonbury in June and Reading, Leeds, All Points East and Carnival in August. In the past two years when they take place, **Festivals** page views are more than 3x higher on average than the week before.

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## Bank holiday festivals in our publishers



Get in touch

