

Reading THE NATION

4 SEP – 10 SEP 2023

The Rugby World Cup began last week with a famous opening game victory for Les Bleus against the All Blacks, as New Zealand lost their first ever world cup group stage match.

There was victory for home nations sides Ireland, England and Wales, but sadly Scotland were defeated by defending world champions South Africa. More than 7m Rugby page views last week was a high for the year and 2.4x higher than the 2023 weekly average.

With more Rugby on the way, expect reader interest to grow.



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+29%

TELEVISION
37.1m weekly page views

6.8M

EDUCATION
Page views +10% WoW

12.9M

PERSONAL FINANCE
Page views +9% WoW



TOP 10 CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Television	37.1m	+29%	6.6m	+18%	5.6	+10%
Careers	6.7m	+11%	2.1m	+5%	3.3	+5%
Education	6.8m	+10%	2.1m	+16%	3.2	-5%
Pop Culture	64.4m	+10%	7.9m	+3%	8.2	+6%
Personal Finance	12.9m	+9%	3.2m	+9%	4.0	-1%
Fine Art	3.9m	+5%	1.4m	+5%	2.8	0%
News & Politics	125.2m	+4%	11.9m	+6%	10.6	-2%
Events & Attractions	30.8m	+3%	6.4m	+5%	4.8	-2%
Shopping	5.7m	+3%	1.9m	+7%	2.9	-4%
Property	6.7m	+2%	2.2m	+3%	3.1	-1%

OZONE OVERVIEW

The 2023 National Television Awards took place last week to grow engagement with our **Television** category. More than 37m page views grew +29%. Winning big on the night were BBC drama Happy Valley, with star Sarah Lancashire collecting two awards, and long-running soap opera, EastEnders. There'll be more telly growth in the coming months when the autumn schedule begins, kicking off with The Great British Bake Off next week.

Elsewhere last week, the return to school for hundreds of thousands of students in England was disrupted after reinforced autoclaved aerated concrete (Raac) was found in almost 150 schools and education settings. Interest in the issue drove +10% engagement growth with our **Education** category.

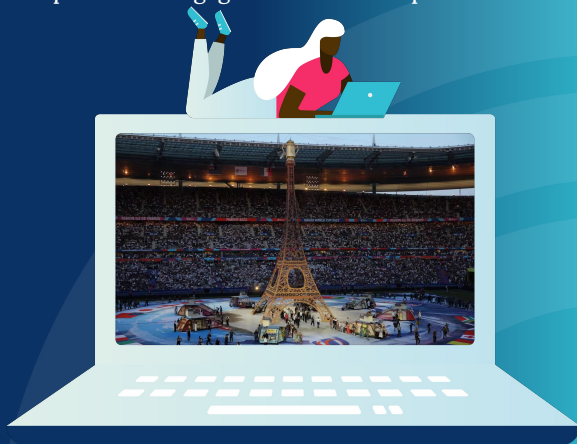
Finally, with freshers week starting for university students nationwide next week, 12.9m **Personal Finance** page views grew +9% week on week, driven by a +136% growth in the **Student Loans** topic.

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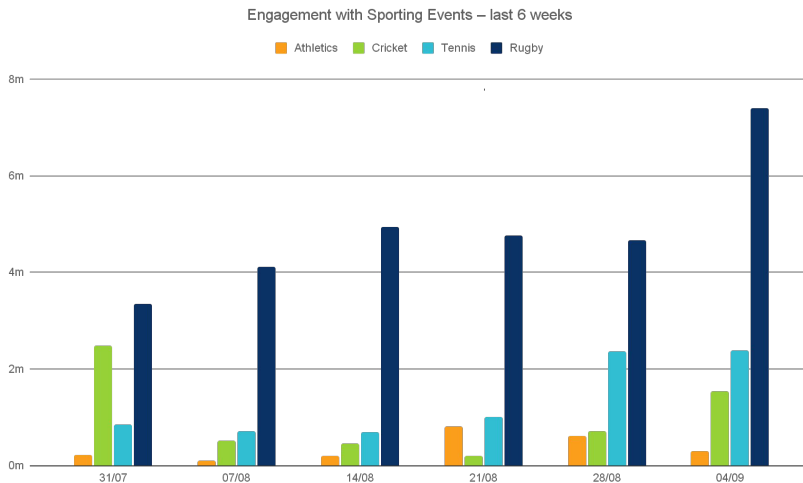
The Rugby World Cup kicked off at the weekend and continues to the end of October. We've already seen significant growth with content related to the seven-week tournament and will see more.

Whatever the sporting discipline, interest in major tournaments – from the US Open and the World Athletics Championships to the men's Cricket World Cup – boosts engagement with our sport content.



Source: Ozone

Sport topics boosted by major tournaments



TAKE ACTION

From the fair-weather to the die-hard fan, reach our Sport audience of 34m online readers across our broad publisher mix as they engage with expert coverage during sport's biggest events.

+59%
Rugby page views growth

The Rugby World Cup kicked off in France at the weekend to drive +59% engagement growth with our **Rugby** content. Last week, 7.4m page views for the sport was the highest total of the year and 2.4x higher than the 2023 weekly average.

2.5x
Higher Tennis page views

A maiden victory for US teen Coco Gauff and a record equally 24th grand slam title win for Novak Djokovic concluded the US Open at the weekend. Across the tournament, engagement with our **Tennis** content was 2.5x higher than the prior three weeks.

4.1x
Higher Athletics page views

The 2023 World Athletics Championships took place from 19 to 27 August to grow engagement with our **Athletics** content. Page views were 4.1x higher during the meet vs. the week before. Engagement will grow significantly during next year's Olympics.

+239%
Cricket page views growth

In the past two weeks, engagement with our **Cricket** content has more than tripled on interest in the England vs. New Zealand one day international series. Expect further growth when the men's Cricket World Cup begins in early October.

Major sporting events in our publishers



US Open champion Coco Gauff sends a message to her eight-year-old self... seen dancing in the stands of Arthur Ashe Stadium: 'Don't lose that dream'

By Daniel Matthews For Dailymail.Com
13:16 10 Sep 2023, updated 17:12 10 Sep 2023



Liam Livingstone states his case in England ODI victory over New Zealand

- **2nd ODI: England, 226-7, bt New Zealand, 147, by 79 runs**
- **England recover from poor start to level series at 1-1**



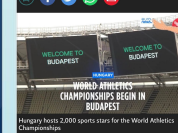
World Athletics Championships 2023 final medal table

The medal standings from Budapest 2023

Lawrence Olatunji

Monday 28 August 2023 07:04

Comments



Hungary hosts 2,000 sports stars for the World Athletics Championships.

