

Reading THE NATION

11 SEP – 17 SEP 2023

Last week, the launch of Apple's latest hugely desirable smartphone, the iPhone 15, and a brace of new wearables at the tech giant's annual Wanderlust event garnered the nation's attention.

Each year the event, hosted from Apple's headquarters in Cupertino, California, is guaranteed to excite our army of 30m tech fans as we lead into Q4 – the biggest quarter of the year for **Tech & Computing**.



Request Activation

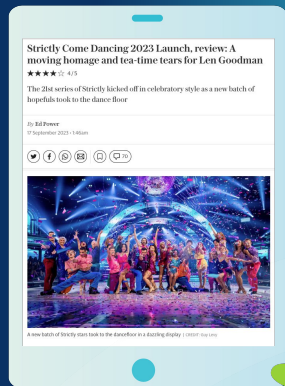


ozoneproject.com



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2.1x

PETS
6.9m weekly page views

+38%

FINE ART
Page views +10% WoW

23.5M

TECH & COMPUTING
Page views +11% WoW



TOP 10

CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Pets	6.9m	+109%	1.9m	+63%	3.6	+28%
Fine Art	5.3m	+38%	1.7m	+25%	3.1	+10%
Careers	8.8m	+30%	2.4m	+19%	3.6	+10%
Science	14.3m	+21%	3.8m	+18%	3.8	+3%
Music & Audio	9.6m	+19%	2.7m	+16%	3.6	+2%
Medical Health	54.3m	+14%	8.0m	+7%	6.8	+6%
Tech & Computing	23.5m	+11%	5.2m	+8%	4.6	+2%
Movies	9.6m	+6%	1.9m	+13%	5.1	-6%
Pop Culture	68.3m	+6%	8.5m	+8%	8.0	-2%
Events & Attractions	32.3m	+5%	6.5m	+2%	5.0	+3%

OZONE OVERVIEW

The debate about a ban on American XL bully dogs, called for by UK Prime Minister Rishi Sunak following a spate of attacks linked to the breed, grew engagement with related content, including the **Dogs** topic (+168%) within our **Pets** category. Almost 7m weekly page views for the category more than doubled week on week. Where applicable, Ozone's brand safety tools protect brands from appearing next to content of this nature.

Seven-day engagement with our **Fine Art** category reached a weekly high for 2023 as *Strictly Come Dancing* returned to BBC One at the weekend. Page views for the category grew by +38% to 5.3m with 2.3x growth for the **Dance** content topic among the key drivers.

Finally, there was double-digit engagement growth for our **Tech & Computing** category, with weekly page views up +11% to 23.5m, as Apple announced the release of the iPhone 15, featuring a USB-C charger, and Apple Watch Series 9. There's more on the release in our focus section.

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Apple's annual Wanderlust event, hosted from its headquarters in Cupertino, California, often attracts huge global attention among tech fans.

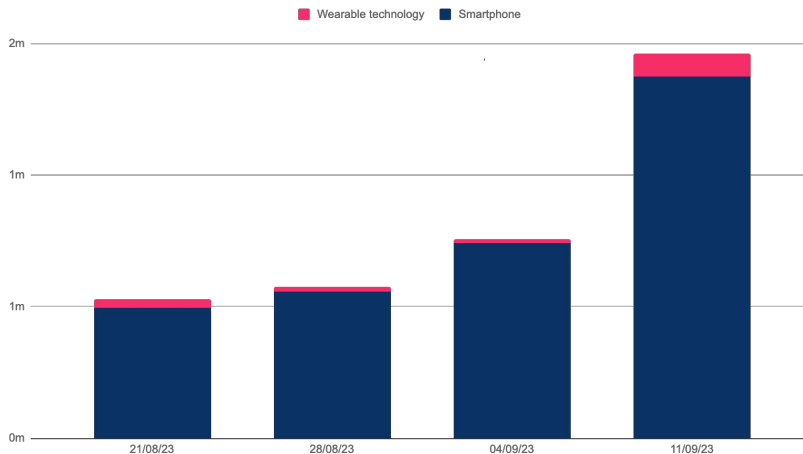
Featuring the launch of a swathe of new, beautifully designed, Apple devices, the event is guaranteed to increase reader engagement with our **Tech & Computing** content – and last week was no different with double-digit growth for the category.



Source: Ozone

Apple's Wanderlust drives Tech engagement

Engagement with Consumer Electronics topics – last 4 weeks



TAKE ACTION

Last year, engagement with our **Consumer Electronics** content grew by +41% in Q4, as our audience of 30m tech fans read about the best tech deals in November's mega sales and Christmas gifting ideas. Reach these audiences more effectively using our bespoke tech, Black Friday and Christmas audience segments.

+85%
Growth for
Smartphone
page views

Last week's Apple iPhone 15 launch grew engagement with the **Smartphone** topic within our **Tech & Computing** category by +85%. Confirmation the device would replace Apple's lightning connector for USB-C drove +22% growth vs. last year's iPhone 14 launch event.

5.3x
Higher Wearables
page views vs. 7
days prior

The tech leader also unveiled two new smartwatches, the Apple Watch Series 9 and Apple Watch Ultra 2 – the company's first carbon-neutral products. Engagement with our **Wearables** content increased significantly with page views 5.3x higher week on week.

**LOOKING
AHEAD**

Interest in new tech will continue to grow into Q4. Last year, 37% of **Consumer Electronics** engagement took place in Q4 to make it 2023's biggest quarter. That growth is driven by mega-sales, festive gifting and the new tech switch on at Christmas.

Apple and consumer tech in our publishers

