

# Reading THE NATION

18 SEP – 24 SEP 2023

Late week, the autumnal equinox brought to an end a Great British summer time that never really got started. And while the nation waved goodbye to the season of holidays, festivals and al fresco dining, our huge telly loving audience of more than 30m online readers said hello to an autumn schedule of visual delights.

As such, engagement with our **Television** category increased to 42.5m weekly page views – almost a third higher than the four-week average – as TV fans poured over the best programming to enjoy in the coming, colder months – from Sex Education to Big Brother.



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42.5M

**TELEVISION**  
Page views +29% WoW

+28%

**PERSONAL FINANCE**  
15.3m weekly page views

6.4M

**PROPERTY**  
Page views +17% WoW



## TOP 10 CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Television	42.5m	+29%	7.3m	+15%	5.8	+12%
Personal Finance	15.3m	+28%	3.6m	+22%	4.2	+5%
Fine Art	6.7m	+25%	2.0m	+18%	3.3	+6%
Property	6.4m	+17%	2.1m	+21%	3.0	-3%
Pop Culture	77.4m	+13%	9.1m	+7%	8.5	+6%
Home & Garden	7.4m	+12%	2.3m	+7%	3.2	+4%
Food & Drink	18.1m	+8%	4.6m	+5%	3.9	+3%
Shopping	6.2m	+8%	2.0m	+3%	3.1	+5%
Family & Relationships	54.7m	+7%	8.0m	+6%	6.8	+1%
Video Gaming	0.8m	+6%	0.3m	-3%	3.2	+9%

### OZONE OVERVIEW

Last week, the autumnal equinox not only saw the nation wave an emotional goodbye to summer 2023, it also said a great big hello to a new schedule of seasonal televisual delights. As a result, weekly engagement with our **Television** category grew by +29% to 42.5m page views. Schedule highlights include the fourth and final season of Netflix's Sex Education, The Great British Bake Off on Channel 4 and ITV's Big Brother revival.

Our second biggest category for growth in the past seven days was **Personal Finance** - 15.3m weekly page views increased +28% - as the Bank of England announced a hold to interest rates at 5.25%, the first time the base rate has not increased in 14 months. Interest in the **Consumer Banking** (2.3x) and **Financial Assistance** (+13%) topics were among the key drivers of category growth.

Finally, page view for our **Property** category grew +17% on news that the UK's high interest rates have driven the average rent on a newly-let property to 12% annual growth, according estate and letting agent Hamptons.

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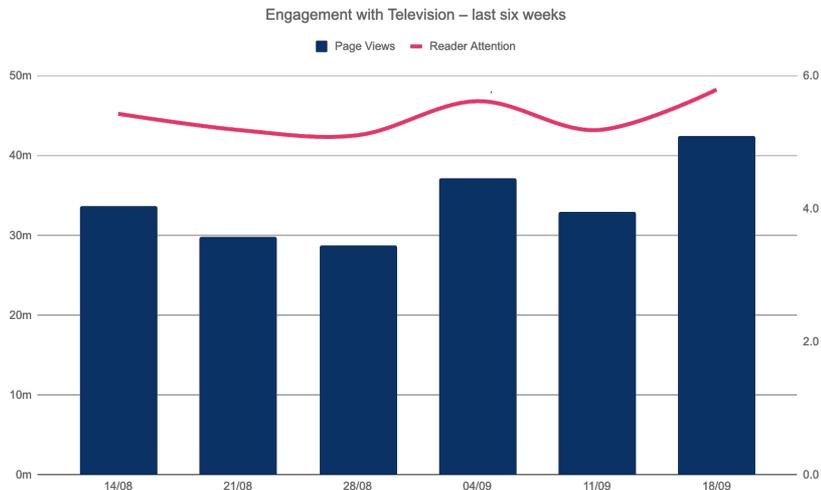
Our **Television** category is one of our biggest content areas. Last year, it was the sixth largest by total annual engagement, proving ours is a nation of telly addicts, be it terrestrial or streamed.

Last week, the start of an autumnal schedule of televisual delights grew engagement with the category by +29% as Brits tuned into the programming that'll keep them entertained over the winter months.



Source: Ozone

## Autumn line up for TV boosts engagement



### TAKE ACTION

Television viewing is set to increase in the coming weeks, as the colder months set in. With a more engaging autumnal TV schedule on offer, we expect our reach to more than 30m telly addicts to grow significantly between now and Christmas. Pay special attention to November as the finales of *Bake Off* and *I'm a Celeb* attract huge attention.

**+36%**  
Share of category page views for Reality TV

More than a third of total **Television** engagement last week was for the category's biggest topic – **Reality TV**. With much of the new season's content falling into this programming type, interest in the topic grew +63% week on week to 15.2m page views.

**43%**  
Positive in sentiment in the past 4 weeks

Our **Television** content is 43% positive in sentiment, according to contextual analysis of the category in the past four weeks. Tonally, this matches the enjoyable, entertaining nature of broadcast or streamed viewing as one of the nation's favourite past times.

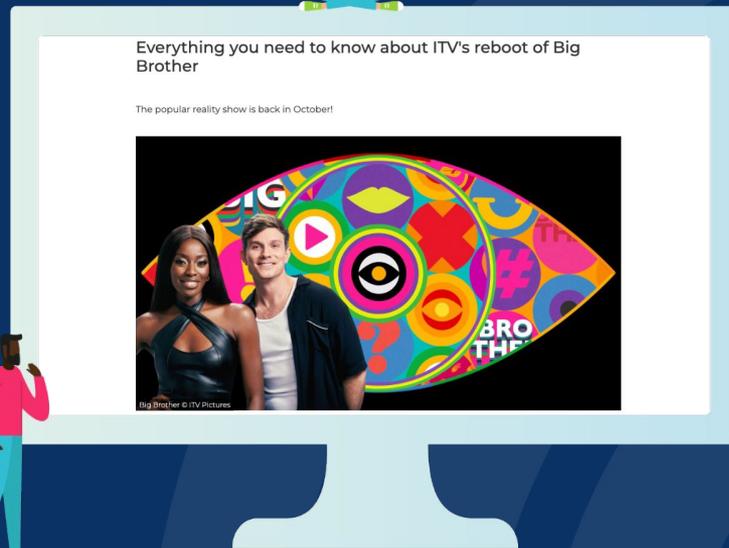
**LOOKING AHEAD**

Q4 was our **Television** category's biggest quarter for engagement in 2022 with November the biggest month. That month, in the week John Lewis released its Christmas TV ad weekly **Television** page views were almost +40% higher vs. the 2022 average.

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## What to watch on TV in our publishers



Get in touch

