

Reading THE NATION

25 SEP – 1 OCT 2023

Victory on home soil for team Europe at the Ryder Cup last week sent millions of Sport loving Brits putty for our **Golf** content.

Our premium publishers' expert punditry, live round-by-round reporting, analysis and interviews with the winners and losers sent engagement with **Golf** soaring, 4.9x higher week on week.

As with all major sporting tournaments, when they take place Ozone publishers are turned to by our audience of 37.5m sport readers.



Request Activation



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+23M

MOVIES
12.0m weekly page views

8.8M

HOME & GARDEN
Page views +19% WoW

7.1M

SHOPPING
Page views +17% WoW



TOP 10 CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Movies	12.0m	+23%	2.4m	+27%	4.9	-3%
Home & Garden	8.8m	+19%	2.6m	+12%	3.4	+7%
Religion & Spirituality	1.3m	+17%	0.4m	+18%	3.2	-1%
Travel	24.9m	+15%	5.7m	+10%	4.4	+5%
Shopping	7.1m	+14%	2.3m	+12%	3.1	+1%
Healthy Living	6.8m	+11%	2.0m	+11%	3.4	0%
Fine Art	7.4m	+11%	2.2m	+9%	3.4	+2%
Music & Audio	8.5m	+8%	2.4m	+3%	3.6	+5%
Tech & Computing	25.6m	+7%	5.7m	+8%	4.5	-1%
Careers	7.6m	+6%	2.3m	+8%	3.4	-2%

OZONE OVERVIEW

New film releases, including the latest entry in the Saw horror series, Saw X, and sci-fi epic The Creator from Rogue One: A Star Wars Story and Godzilla director Gareth Edwards, and the death of British actor Michael Gambon grew interest in our **Movies** category. Engagement grew by almost a quarter week on week.

Elsewhere, advice from horticultural experts in Ozone publishers about how Brits can best care for their gardens as the colder autumnal weather approaches grew engagement with our **Home & Garden** category. Engagement growth for the category was driven by a +20% increase in **Gardening** topic page views.

The golden quarter kicked off on Sunday to boost engagement with our **Shopping** category. Last week, 7.1m page views increased by +14% with the **Christmas Shopping, Sales & Promotions** and **Gifting** topics among the key drivers, up +89%, +58% and +25% respectively. Q4 was Shopping's biggest quarter last year with more than a third of annual engagement and 135m+ page views +35% quarter on quarter.

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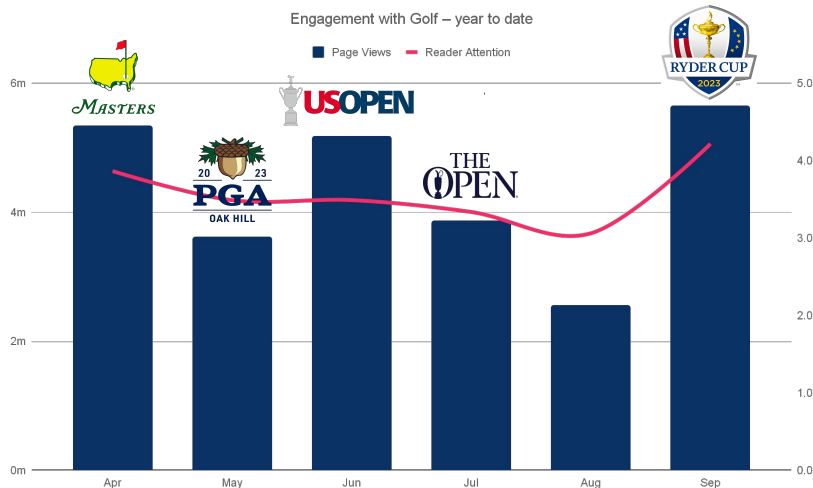
The Ryder Cup, the fiercely contested Golf competition which is played every two years between Europe and the United States, is one of the sport's most popular tournaments.

When it was took place in 2021, engagement with our Golf content more than doubled – as it did again last week, when a dominant Europe team defeated the USA by 16.5 points to 11.5.



Source: Ozone

Golf up more than 'fore' times on Ryder Cup



TAKE ACTION

The majors may be over for 2023, but they're already a fixture in next year's sporting calendar. We'll, again, see engagement with our Golf content grow when these events take place, but consider activating related campaigns with engaged audiences reading about **Business & Finances**, **Personal Finance** and **Politics** content across Ozone.

4.9x
Higher Golf page views last week

Last week, victory for Europe against the USA at the 2023 Ryder Cup significantly increased engagement with **Golf** content across our portfolio of premium publishers. Interest was extremely high with page views a massive **4.9x higher** week on week.

81%
Share of Sept Golf engagement

More than four fifths of **Golf** engagement in September took place last week, with much of that engagement concentrated over the weekend. As such a huge draw for sport fans, the Ryder Cup increased Golf's share of total **Sport** page views by +363% last week.

LOOKING AHEAD

Whatever the sport, major tournaments massively boost engagement with related content about them among our 37.5m-strong sport audience. On average this year, weekly **Golf** engagement has more than doubled in the week the sport's biggest events take place.

The Ryder Cup in our premium publishers

