

# Reading THE NATION

9 OCT – 15 OCT 2023

Rugby World Cup host nation France's championship dream ended at the quarter-final stage at the weekend with defeat to South Africa, the current world champions.

The thrilling match between the two sides capped a fabulous weekend of rugby union as Argentina, New Zealand and England progressed to the semi finals, while Wales, Fiji and Ireland all crashed out.

As a result, engagement with our Rugby content reached an all time high. More than 10m Rugby page views grew +31% week on week.



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**+54%**

**Religion & Spirituality**  
2.6m weekly page views

**4.3M**

**Books & Literature**  
Page views +30% WoW

**50.6M**

**Business & Finance**  
Page views +3% WoW



## TOP 10 CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Religion & Spirituality	2.6m	+54%	0.7m	+22%	4.0	+26%
Books & Literature	4.3m	+30%	1.1m	+40%	3.9	-7%
Shopping	7.3m	+16%	2.4m	+15%	3.0	0%
Television	45.0m	+10%	7.7m	+10%	5.8	0%
Hobbies & Interests	8.9m	+10%	2.1m	+16%	4.2	-5%
Science	13.9m	+7%	3.8m	+11%	3.7	-3%
Business & Finance	50.6m	+3%	7.8m	+4%	6.5	-1%
Video Gaming	0.9m	+3%	0.3m	-3%	3.3	+6%
Events & Attractions	36.8m	+2%	7.2m	+4%	5.1	-2%
Tech & Computing	23.2m	0%	5.3m	0%	4.4	0%

### OZONE OVERVIEW

Last week, the outbreak of another significant international conflict in the Middle East made the world a more dangerous place. Engagement with our **Religion & Spirituality** category increased +54% week on week as Brits sought to understand the divisions between the territories and faiths at the centre of the crisis.

Seasonal interest in the annual Cheltenham Literature Festival boosted engagement with our **Books & Literature** category. Weekly engagement grew +30% to 4.3m page views as arts and culture icons, including Succession actor Brian Cox, comedian and Off Menu podcast host Ed Gamble and author Elizabeth Day, took to the stage to discuss a wide range of topics.

Finally, there was related engagement for three of our top-10 categories – **Business & Finance**, **Video Gaming** and **Tech & Computing** – after the UK's Competition and Markets Authority finally approved Microsoft's \$69bn takeover of Activision Blizzard. The deal joins the Xbox maker with the creator of the Call of Duty franchise.

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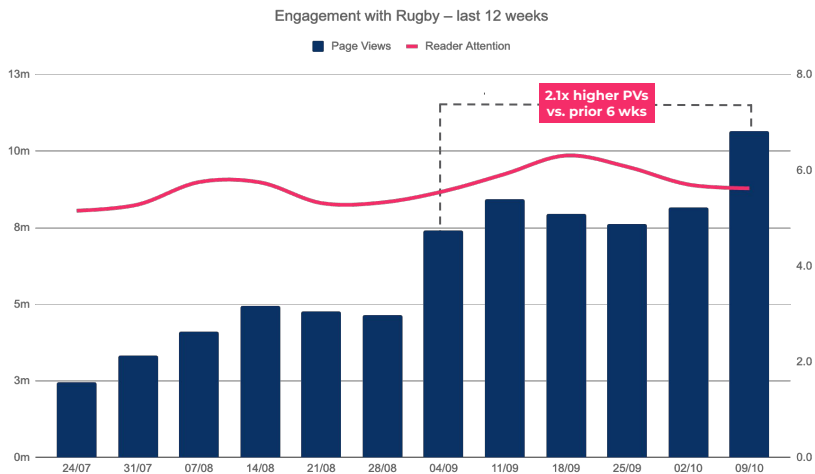
The Rugby World Cup continued at the weekend with four, thrilling quarter finals featuring home nations teams Wales, Ireland and England and the rest of the world's best teams.

With the semi-finals coming up this coming weekend and the final on Saturday, 28 October, we expect more stellar engagement growth for our premium publishers' excellent Rugby content.



Source: Ozone

## Quarter finals drive rucking huge Rugby growth



### TAKE ACTION

From the fair-weather to the die-hard fan, reach our Sport audience of 35.5m online readers across our broad publisher mix as they engage with expert coverage during sport's biggest events.

**10.3M**  
Rugby page views last week

Last week, the four quarter finals at the Rugby World Cup in France drove engagement with our Rugby content to record levels. More than 10.3m weekly page views increased +31% week on week, with the prior week being a rest week for the remaining teams.

**2.9x**  
Higher vs. to the 2023 average

Since the week of the tournament's opening match between France and New Zealand on Friday, 8 September, weekly Rugby page views have been 2.8x higher than the 2023 average. Weekly page view are +118% compared to the Six Nations earlier this year.

**11%**  
Of all Sport page views are Rugby

Across the tournament, more than 10% of all engagement with our **Sport** category has been for **Rugby** content, which is 2.4x higher than we've typically seen this year. Last week, Rugby accounted for 14% of Sport engagement, up +39% week on week.

## Rugby World Cup coverage in our publishers

