

Reading THE NATION

23 OCT – 29 OCT 2023

The Rugby World Cup came to a thunderous conclusion at the weekend after several weeks of dramatic sporting action. A hard fought victory for South Africa against New Zealand saw the Springboks lift the famous Webb Ellis Cup a record fourth time as they narrowly defeated the All Blacks by 12 points to 11.

There was also a third place win for home nations team England. The Red and Whites were redeemed for their poor pre-tournament form by beating Argentina by 26 points to 23 in the bronze final.

As with all major sporting events, engagement with our premium publisher punditry and analysis explodes as the action unfolds.



Request Activation

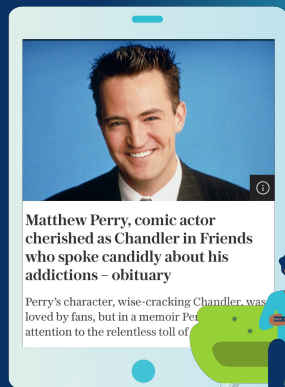


ozoneproject.com



Reading THE NATION

23 OCT – 29 OCT 2023



+27%

Fine Art
9.4m weekly page views

48.2M

Television
Page views +25% WoW

74.3M

Sport
Page views +2% WoW



TOP 10 CONTENT CATEGORIES OF THE WEEK

| | Page Views | WoW Growth | Unique Users | WoW Growth | Reader Attention | WoW Growth |
|---------------------|------------|------------|--------------|------------|------------------|------------|
| Fine Art | 9.3m | +27% | 2.6m | +21% | 3.6 | +5% |
| Television | 48.2m | +25% | 8.1m | +18% | 5.9 | +6% |
| Property | 7.0m | +16% | 2.1m | +7% | 3.3 | +9% |
| Medical Health | 50.9m | +9% | 8.0m | +9% | 6.4 | 0% |
| Automotive | 14.1m | +5% | 3.0m | +9% | 4.7 | -4% |
| Tech & Computing | 26.3m | +4% | 5.9m | +6% | 4.5 | -2% |
| Business & Finance | 53.1m | +3% | 8.2m | +5% | 6.5 | -2% |
| Sport | 74.3m | +2% | 8.2m | +3% | 9.1 | -1% |
| Careers | 7.9m | +2% | 2.3m | +1% | 3.4 | +1% |
| Hobbies & Interests | 9.2m | +1% | 2.2m | +2% | 4.2 | -1% |

OZONE OVERVIEW

Halloween week on Strictly Come Dancing was as ghoulish off-the-air as it was spooktacular on it. Our **Fine Art** category – with page views up +27% week on week – benefited from continued interest in the BBC One ballroom dancing competition. First, actress Amanda Abbington bowed out of this year's content and, then, Coronation Street's Ellie Leach and dance partner Vito Coppola salsaed to the top of the weekly leaderboard.

Seasonal interest in our **Television** category also continued last week, with seven-day page views up by a quarter. With Strictly and The Great British Bake Off keeping TV viewers entertained, category interest grew significantly at the weekend as the news of Friends actor Matthew Perry's death broke. Daily page views on Sunday were +58% higher compared to the day before, as tribute poured in for the beloved comedian.

Finally, almost 75m **Sport** category page views grew +2% week on week as the Rugby World Cup reached its dramatic conclusion and the mighty Springboks clinched the famous Webb Ellis cup for the fourth time.

Reading THE NATION

23 OCT – 29 OCT 2023



South Africa made history at the Rugby World Cup last week to win back-to-back championships and lift the Webb Ellis Cup for a record fourth time.

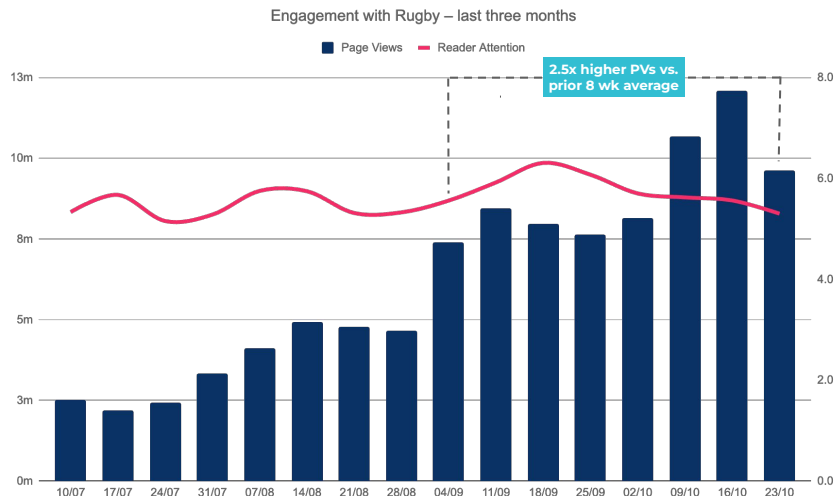
A brilliant and tightly contested final featuring the Springboks and their southern hemisphere rivals New Zealand brought the curtain down on the sporting spectacle.

As a result, engagement with our premium publishers' Rugby content reached record levels as sport-loving Brits followed the action.



Source: Ozone

History making Springboks crown Rugby World Cup success



TAKE ACTION

The Rugby World Cup is yet another example of how Ozone's premium publishers are used by millions of sport-loving Brits as go-to destinations during the biggest events in sport. Next year, we'll see similar levels of attention and engagement during the Six Nations, Wimbledon, Euro 2024 and the Olympic and Paralympic Games.

9.6M
Rugby page views last week

Almost 10m **Rugby** page views last week as the Rugby World Cup concluded was the third highest week for engagement during the tournament. Weekly page views were +7% higher than the championship average and 2.4x greater than the 2023 weekly average.

3x
Higher Rugby PVs in semis week

The biggest week for engagement was the semi finals. England's defeat to the newly minted world champions South Africa saw weekly page views reach 12.1m – a record high and 3x higher than the 2023 average – as a home nation team in action piqued interest.

+100%
Growth in Rugby's share of Sport

This year, **Rugby** page views have accounted for 6% of all **Sport** category engagement. During the Rugby World Cup this share doubled, increasing by +100% to a 12% overall share. This shows how major sporting events can really ramp up engagement.

Reading THE NATION

23 OCT – 29 OCT 2023

Rugby World Cup coverage in our publishers



Get in touch

