

Reading THE NATION

27 NOV – 3 DEC 2023

December began last week to kick off the festive season proper. With Brits nationwide rushing out as the Advent began to buy and then decorate their Norway Spruce, Nordmann Fir or just a good old fashioned fake, we saw topical events rather than seasonal ones drive reader engagement across the Ozone platform.

One event that was particularly poignant was the passing of legendary Pogues frontman Shane Macgowan. Macgowan's classic duet with Kirsty MacColl – the Fairytale of New York – has been festive playlist favourite since its first release in 1988. It's also now a major favourite to finally claim the Christmas number one spot.



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+77% Books & Literature
7.0m weekly page views

12.6M Science
Page views +27% WoW

10.7M Music & Audio
Page views +23% WoW



TOP 10 CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Books & Literature	7.0m	+77%	1.5m	+40%	4.6	+26%
Education	4.3m	+40%	1.2m	+17%	3.7	+20%
Science	12.6m	+27%	3.2m	+19%	4.0	+6%
Music & Audio	10.7m	+23%	2.7m	+13%	4.0	+9%
Pop Culture	83.3m	+23%	9.7m	+11%	8.6	+10%
Television	43.1m	+14%	7.8m	+11%	5.5	+3%
Tech & Computing	22.9m	+10%	5.1m	+7%	4.5	+3%
Events & Attractions	34.2m	+8%	6.8m	-2%	5.0	+9%
Property	5.8m	+6%	1.8m	-3%	3.3	+9%
Hobbies & Interests	7.9m	+5%	1.7m	+3%	4.7	+2%

OZONE OVERVIEW

Last week, the double impact of a newsworthy publishing scandal and seasonal interest in gifting guides to the best literature put **Books & Literature** to the top of the bestsellers charts. At 7m, weekly page views hit an all time high, growing by more than three-quarters as the Omid Scobies/Endgame “translation error” made headlines and our premium publishers offered their advice about the best books to buy for Christmas.

Science was the next category of focus for online audiences across the Ozone platform in the last seven days, as reader engagement grew on interest in editorial related to COP28 in Dubai. Weekly page views for the category grew by more than a quarter with the growth of more than a third for the **Environment** topic.

Finally, tears were shed last week following the passing of Shane Macgowan the charismatic frontman of Irish punk band The Pogues. Our **Music & Audio** and **Pop Culture** categories both saw growth of more than a fifth as a result and the band’s festive classic the Fairytale of New York could clinch the Christmas number one.

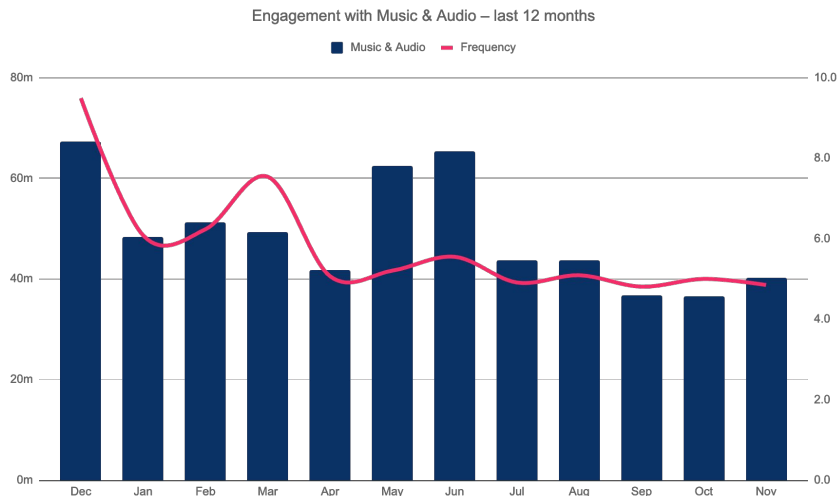
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Entertainment categories, like **Music & Audio**, will typically grow around topical news and seasonal events. It's not unusual for reader engagement to grow at the high points – like during Eurovision and Glastonbury – or the lows when celebrated artists pass away. Last week falls into the latter camp, as music fans, celebrities and even politicians paid tribute to Shane MacGowan, an artist who crafted a festive classic that's as synonymous with Christmas as crackers, cheese and plenty of red wine.



Music & Audio hits the high – and low – notes in 2023



TAKE ACTION

Celebrating the life's work of high-profile individuals, including musicians, is handled respectfully and with skill through the obituaries and tributes written by editorially-governed premium publishers. You can't plan for these events, so don't, but do consider other times of the year to reach music fans.

+23%
Higher Music & Audio page views last week

The passing of iconic Pogues frontman Shane MacGowan drove reader engagement with our **Music & Audio** content to growth of nearly a quarter week on week. Page views on the day the news broke increased by more than 90% compared to the day before.

+35%
Higher page views during the biggest events

This year, the two biggest seasonal events that have driven engagement with our **Music & Audio** category were Eurovision in May and Glastonbury in June. In those months, page views were more than a third higher than the 2023 average from January to November.

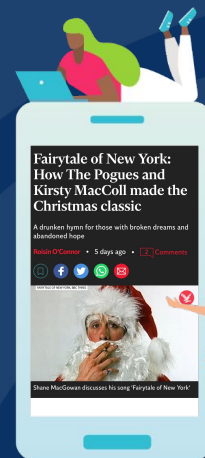
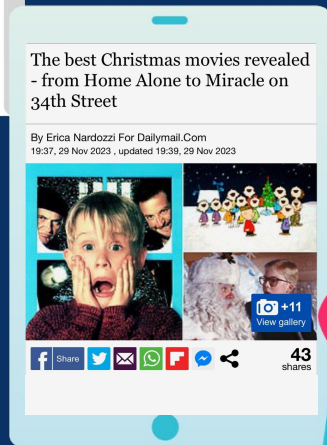
LOOKING AHEAD

Last December, the race for Christmas number one, which was won by Lad Baby, who scored a record-breaking fifth consecutive festive chart topper, drove **Music & Audio** page views to a 12-month high. Engagement was up a third vs. the 2022 average, so expect similar this year.

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Festive ents in our premium publishers



Get in touch

