

# Reading THE NATION

4 DEC – 10 DEC 2023

Last week's teaser trailer launch for Grand Theft Auto VI – the latest, eagerly anticipated release in the hugely successful gaming franchise – drove reader engagement with our **Video Gaming** content.

With developer Rockstar Games officially launching the trailer shortly after it was leaked online, the one minute, 30-second sizzle for the game broke YouTube records with 93m views in 24 hours.

Hype and anticipation around GTA VI is expected to grow until its release in 2025, which is something we see across the Ozone platform around all major video game launches.



Request Activation

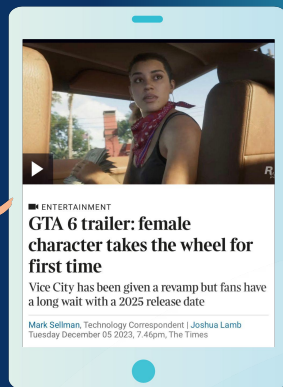


[ozoneproject.com](https://ozoneproject.com)



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**+21%**

**Video Gaming**  
1.1m weekly page views

**13.1M**

**Movies**  
Page views +7% WoW

**48.4M**

**Medical Health**  
Page views +3% WoW



## TOP 10 CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Video Gaming	1.1m	+21%	0.3m	+26%	3.3	-4%
Movies	13.1m	+7%	2.3m	+10%	5.6	-3%
Events & Attractions	35.9m	+5%	7.2m	+6%	5.0	-1%
Hobbies & Interests	8.2m	+4%	1.8m	+6%	4.7	-2%
Medical Health	48.4m	+3%	7.1m	+3%	6.8	+1%
Family & Relationships	50.9m	+3%	7.6m	+4%	6.7	-1%
Home & Garden	6.8m	+2%	2.2m	+8%	3.1	-5%
Automotive	12.3m	+2%	2.6m	+5%	4.6	-3%
Style & Fashion	25.3m	+0%	4.5m	-2%	5.6	+2%
Fine Art	5.7m	-1%	1.8m	+2%	3.1	-3%

### OZONE OVERVIEW

Last week, reader interest in the early leak and then official release of the teaser trailer for the latest Grand Theft Auto game drove engagement with our **Video Gaming** category – which grew by more than a fifth – to the top of our weekly charts. The game's sixth installment is the follow up to one the biggest successes in gaming history, **GTA V**, which was released by by Rockstar Games 10 years ago.

Another ents release in the past seven days saw reader engagement with our **Movies** category grow, and at a time when interest is typically high as Christmas favourites and films of the year are talking points. Wonka, the latest film featuring Roald Dahl's classic chocolate fancier Willy Wonka, hit cinemas to drive interest.

Finally, former UK Prime Minister Boris Johnson's appearance at the Covid-19 Inquiry saw interest in the **Medical Health** category grow +3%. This week, current UK PM Rishi Sunak is also giving evidence.

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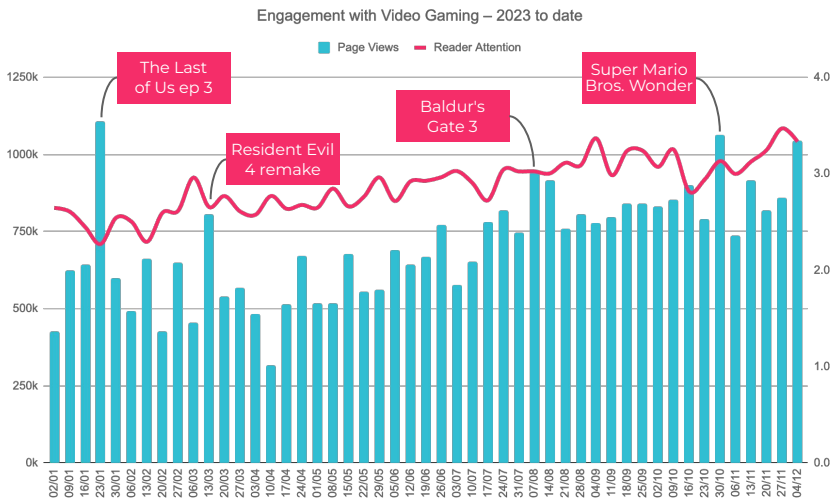
The Grand Theft Auto series from developer Rockstar Games is one of the world's biggest video gaming franchises. Parent company Take-Two Interactive recently claimed GTA V, released in 2013, has sold 190m copies globally to date.

With interest in the game's sixth installment set to be high until its launch in 2025, we'll see reader engagement with **Video Gaming** content grow.



Source: Ozone

## Grand Theft Auto teaser trailer steals the limelight



### TAKE ACTION

While GTA VI won't be out until 2025, next year's major game releases – including the latest Final Fantasy, Star Wars and Tekken games – offer brands the opportunity to reach more than 10m **Video Gaming** and **Consumer Electronics** fans across the Ozone platform when they are most engaged with the content that fuels their love for gaming culture.

**+48%**  
Higher page views vs. the 2023 average

Last week, huge interest in the Grand Theft Auto VI teaser trailer drove reader engagement with our **Video Gaming** category to the third highest seven-day total of the year. More than 1m page views were **+48% higher** than the 2023 weekly average.

**1.5x**  
Daily page views growth on Tues, 5 Dec

The game's teaser trailer was leaked early meaning its official release was brought forward a day to Tuesday, 5 December. On that day, **Video Gaming** page views increased by more than half as our premium publishers covered the breaking story.

**LOOKING AHEAD**

In the decade since GTA V's launch, video games have crossed-over to the mainstream, driven by next-gen tech, accessible, story-focused gaming and the pandemic. In 2022, the UK market was worth £7bn, +17% higher than pre-Covid levels, and is expected to continue to grow ([Ukie](#)).

# Video gaming culture in our publishers

