

Reading THE NATION

5 FEB – 11 FEB 2024

Ozone's **Reading the Nation** insight series provides a seven-day view of the topical news and seasonal events driving reader engagement across our nationwide audience of more than 40m online consumers.

Last week, reader engagement with **Music & Audio** and **American Football** content grew significantly and delivered the perfect pre-Valentine's Day gift. Proving that sometimes sport is more than just a game, the Super Bowl was a match made in romcom heaven as Taylor and Travis stole the show ... and our hearts.

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LAST WEEK'S HOT CONTENT

Music & Audio

15.8m

+51%

Video Gaming

0.9m

+39%

Pop Culture

83.0m

+30%

Movies

15.3m

+15%

Science

12.0m

+13%

Events & Attractions

34.6m

+12%

Television

42.6m

+12%

Medical Health

70.0m

+10%

Travel

24.8m

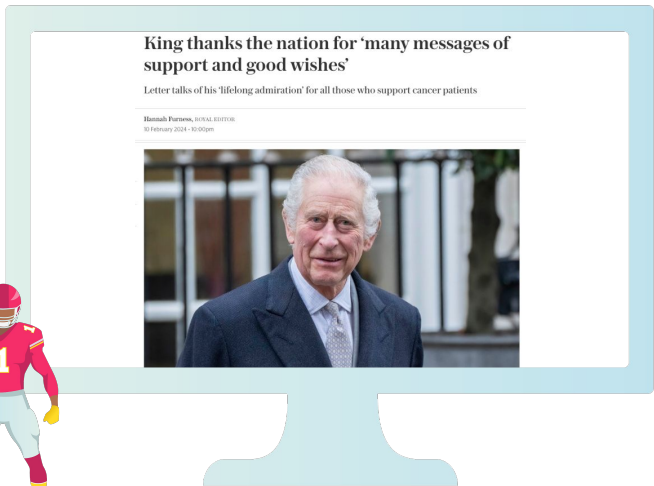
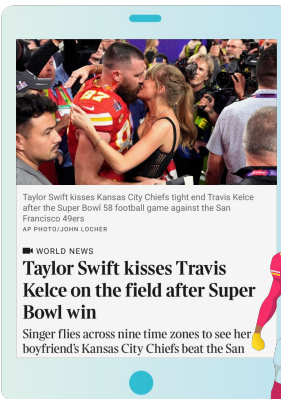
+7%

Automotive

14.4m

+6%

PREMIUM WEB HIGHLIGHTS FROM THE PAST WEEK



TOPICAL NEWS

It's official: Taylor Swift is owning the Monday morning news agenda in 2024. For the second consecutive week, the star has shaken up **Music & Audio** – this time thanks to victory for her NFL partner Travis Kelce and the Kansas City Chiefs at Super Bowl LVIII. With Valentine's Day this week, Taylor and Travis delivered the 'romcom' ending we all so desperately wanted.

Elsewhere – and breaking last week – King Charles' cancer diagnosis caught the nation off guard to drive further interest in **Medical Health**. There was related growth for Pop Culture, driven by a +70% rise in Celebrity Families page views, as the Royal family rallied around the King as his cancer treatment began.

SEASONAL EVENTS

Staying with the Super Bowl, interest in the NFL's biggest night grew engagement with **American Football** with page views 2.6x higher last week. The sport's popularity is rising thanks to Taylor and Travis. Since the two became official in September last year, monthly page views have been two-thirds higher than the 12-month average.

With Lunar New Year celebrations in full swing and the half term break starting, there was related reader engagement growth for **Events & Attractions** and **Travel**. Seeking out ways to mark the start of the year of the dragon or researching things to do with children out of school drove interest.

Reading THE NATION

COMING UP IN MARCH



+25%
higher page views vs. the 2023 average

Typically, **Personal Finance** page views will grow by a quarter on the Budget and ISA season

3.5x
higher Horse Racing page views on avg.

March's Cheltenham Festival will drive **Horse Racing** interest with topic page views 3.5x higher

3.8x
avg. growth for Bank Holidays page views (3yrs)

On average, engagement with **Bank Holiday** content grows by 3.8x in March the Easter lead up

Source: Ozone 2024



MARCH 2024 PLANNING

MON	TUE	WED	THU	FRI	SAT	SUN
				01 New car registration day St David's Day	02 The BRIT Awards	03
04		05	06 Spring Budget	07 World Book Day	08 International Womens Day	09 Mother's Day The Oscars Ramadan begins
11		12 Cheltenham Festival begins	13	14 Comic Relief Cheltenham Festival Gold Cup	15	16 St Patrick's Day
18		19	20	21	22	23 Palm Sunday
25		26	27	28	29 Good Friday Bank Holiday	30 Easter Sunday British Summer Time (clocks go forward)
						31

For more, see **Planning ahead for 2024 with Reading the Nation**

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COMING UP IN APRIL



2.5x
higher Horse
Racing page
views vs. avg.

Horse Racing page views in April are 2.5x higher than the monthly avg. on Grand National interest

+29%
growth for Items
for Children on
average in April

On average, the post-Easter return to school will grow **Items for Children** page views by +29%

4.7x
higher Running
page views in
April 2023

Running page views grew more than four-fold in April 2023 on London Marathon interest

Source: Ozone 2024



APRIL 2024 PLANNING

MON	TUE	WED	THU	FRI	SAT	SUN
01 April Fool's Day Bank Holiday Easter Monday	02	03	04	05 ISA contributions deadline	06 Start of the tax year	07
08	09	10	11	12 Coachella Weekend 1	13 The Grand National	14
15 Back to school	16	17	18	19 Coachella Weekend 2	20 The Scottish Grand National	21 London Marathon
22 International Earth Day Passover begins	23 St George's Day	24	25	26	27	28
29	30					

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COMING UP IN MAY



+38%
growth for Music
& Audio on
average in May

Typically, **Music & Audio** page views will grow by +38% in May on Eurovision interest

+33%
higher Football
page views on
avg. in May

The end of the season and cup finals drive **Football** engagement to avg. May growth of a third

+28%
avg. growth for
Bank Holidays
page views (3yrs)

On average, **Bank Holiday** page views increase by +28% in May on the Spring Bank Holiday

Source: Ozone 2024



MAY 2024 PLANNING

MON	TUE	WED	THU	FRI	SAT	SUN
		01	02	03	04	05
					Star Wars Day	
	06	07	08	09	10	11
	The Met Gala					Eurovision final (50th anniversary)
	May Bank Holiday					
	13	14	15	16	17	18
	Mental Health Awareness Week	Cannes Film Festival starts				Premier League season ends
	20	21	22	23	24	25
	French Open begins	Chelsea Flower Show starts	UEFA Europa League Final	FI Monaco - Grand Prix		FA Cup Final
	27	28	29	30	31	
Spring Bank Holiday						

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