

# Reading THE NATION

8 APR – 14 APR 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 **Healthy Living** content grew on the Manchester Marathon, London Marathon build up and Russ 'Hardest Geezer' Cook's epic run across Africa. There was growth too for **Sport**, with The Grand National and the Masters Tournament increasing page views for **Horse Racing** and **Golf**.

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# Reading THE NATION

## LAST WEEK'S HOT CONTENT

Healthy Living

Video Gaming

Shopping

Books & Literature

Food & Drink

Events & Attractions

Religion & Spirituality

Sport

Business & Finance

Home & Garden

	PAGE VIEWS	WoW GROWTH
Healthy Living	7.2m	+69%
Video Gaming	1.1m	+35%
Shopping	8.9m	+28%
Books & Literature	5.6m	+18%
Food & Drink	19.0m	+15%
Events & Attractions	35.8m	+14%
Religion & Spirituality	2.6m	+13%
Sport	63.3m	+12%
Business & Finance	45.9m	+10%
Home & Garden	10.3m	+10%

Source: Ozone 2024



## PREMIUM WEB HIGHLIGHTS FROM THE PAST WEEK



### TOPICAL NEWS

Last week, the Manchester Marathon and 'Hardest Geezer' Russ Cook, who completed year-long challenge to run the full length of Africa, drove **Healthy Living** to +69% reader engagement growth. The content was boosted by 2.5x higher **Running** topic page views, which will grow again on further interest in the London Marathon when it takes place later this week.

Glowing reviews for Amazon Prime Video television series *Fallout* – based on the acclaimed action adventure video game franchise – grew **Video Gaming** page views by more than a third. There was similar growth for the content area earlier last year when HBO's *The Last of Us* TV series was released.

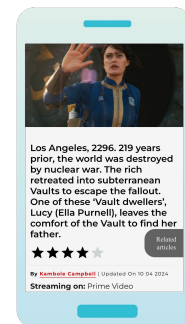


### SEASONAL EVENTS

Elsewhere last week, Eid al-Fitr marked the end of the holy month of Ramadan. with millions of British Muslims celebrating the occasion, engagement with **Religion & Spirituality** rose by +13% week on week.

Finally, two seasonal sporting events grew **Sport** page views by +12%. First, victory for I Am Maximus at The Grand National saw reader engagement with **Horse Racing** content jump eight-fold to 7.5m weekly page views. Then, a storming win for Scottie Scheffler at the Masters Tournament drove 2.8x higher **Golf** page view.

Plan ahead for more Sport in 2024 with our special [Sizzling Summer of Sport](#) guide on the Ozone website.



# Reading THE NATION

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						

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

# Reading THE NATION

COMING UP IN JUNE



**+52%**

Football page views growth in June 2023

Football page views grew +52% in June last year as Man City won the Champions League final

**c.30%**

Higher Football page views on Euros interest

Expect **Football** engagement to be c.30% higher in June 2024 as the Euros kicks off mid-month

**+27%**

Giftng page views growth in June 2023

Planning the perfect Father's Day present grew **Giftng** page views by more than a quarter last year

**3.5x**

avg. growth for Festivals page views (3yrs)

Expect **Festivals** page views to increase 3.5x on Glasto and the start of summer festival season

Source: Ozone 2024



## JUNE 2024 PLANNING

MON	TUE	WED	THU	FRI	SAT	SUN
					01	02
					The Derby UEFA Champions League final	
03	04	05	06	07	08	09
		World Environment Day	80th Anniversary of D-Day landings		Parklife festival begins	
10	11	12	13	14	15	16
			US Open Golf starts	UEFA Euros 2024 begins	24 Hours of Le Mans	Eid ul-Adha begins Father's Day
17	18	19	20	21	22	23
	Royal Ascot begins		Summer Solstice Isle of Wight Festival begins		Windrush Day	
24	25	26	27	28	29	30
		Glastonbury Festival begins		Tour de France begins in Florence Pride in London		Glastonbury Festival ends

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# Reading THE NATION

COMING UP IN JULY



**4.3x**

Higher Tennis page views in July 2023

31.7m Tennis page views in July 2023 grew +330% MoM on significant Wimbledon interest

**+25%**

Growth for Auto Racing/Formula 1 page views

10.7m Auto Racing/F1 page views last July (the British GP) were +25% higher vs. 2023 season avg.

**c.12x**

Higher Olympic Sports page views in July 2021

Beginning in July 2021, the Tokyo Games drove Olympic Sports page views to +1,135% growth

**305M**

Football page views in July 2023

The Women's World Cup began last July to drive our 2nd highest month for Football on record

Source: Ozone 2024



## JULY 2024 PLANNING

MON	TUE	WED	THU	FRI	SAT	SUN
01	02	03	04 Independence Day - US	05 F1 British Grand Prix begins	06	07 F1 British Grand Prix
08	09	10	11	12	13 Wimbledon Finals weekend	14 Open Championship starts UEFA Euro 2024 final
15	16	17	18	19	20	21
22	23	24	25 Latitude Festival begins School summer holidays begins	26 Paris 2024 Olympics begin	27	28
29	30	31				

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