

Reading THE NATION

10 JAN – 16 JAN 2022

In a week that saw UK Prime Minister Boris Johnson apologise in parliament for the ongoing 10 Downing Street partygate revelations, the nation's interest in all things 'New Year, New Me' continued with strong engagement growth for Personal Finance content.

With a reach of over 99% of the UK's online population, Ozone's single-user view of content consumption provides unrivalled insights to the stories that matter.

Request Activation

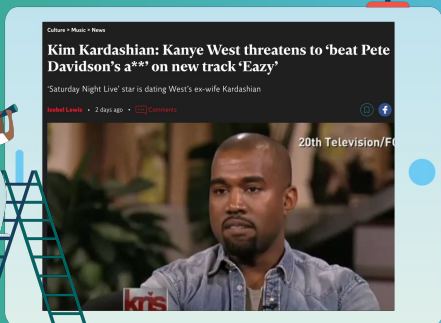


ozoneproject.com



Reading THE NATION

10 JAN – 16 JAN 2022



8.6M

MUSIC & AUDIO
Page Views +28% WoW

7.9M

NEWS & POLITICS
Reader Attention +9% WoW

2.8M

BUYING & SELLING
Page Views +15% WoW



TOP 10 CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Music & Audio	8.6m	28%	2.3m	17%	3.7	9%
Science	9.3m	20%	3.1m	20%	3.0	0%
Property	6.3m	19%	2.3m	19%	2.7	1%
Shopping	6.7m	14%	2.4m	6%	2.8	7%
Pets	2.4m	13%	1.0m	10%	2.4	3%
News & Politics	88.2m	10%	11.8m	1%	7.4	9%
Business & Finance	26.0m	7%	6.3m	3%	4.1	5%
Food & Drink	16.1m	5%	4.7m	-1%	3.4	7%
Personal Finance	9.9m	0%	3.2m	1%	3.1	-1%
Style & Fashion	13.0m	-1%	3.9m	-4%	3.3	4%

Reader Attention is a measure of total category page views divided by category unique users

THIS WEEK'S OVERVIEW

Never shy about courting controversy, rapper and producer Kanye West's latest track 'Eazy' - which takes aim at ex-Kim Kardashian's current squeeze, Pete Davidson - cranked up **Music & Audio** weekly Page Views by +28%. Driving that growth was an +86% increase in engagement with the **Hip Hop Music** topic.

Sharing Kanye's love of the limelight (or not, as is the current case) is our very own Prime Minister. Boris Johnson's apology for the ongoing 10 Downing Street 'partygate' revelations in Parliament last week boosted the Reader Attention score for **News & Politics** by +9% last week to a huge 7.4 average page views per unique user.

And the second full week of 2022 saw engagement with key new year; new me categories continue as weekly **Property** Page Views grew +19% to 6.3m. With the booming UK property market expected to slow this year, 68% of PVs last week were for the **Buying & Selling** and **Renting & Leasing** topics.

Source: The Ozone Project 2021/2022

Reading THE NATION

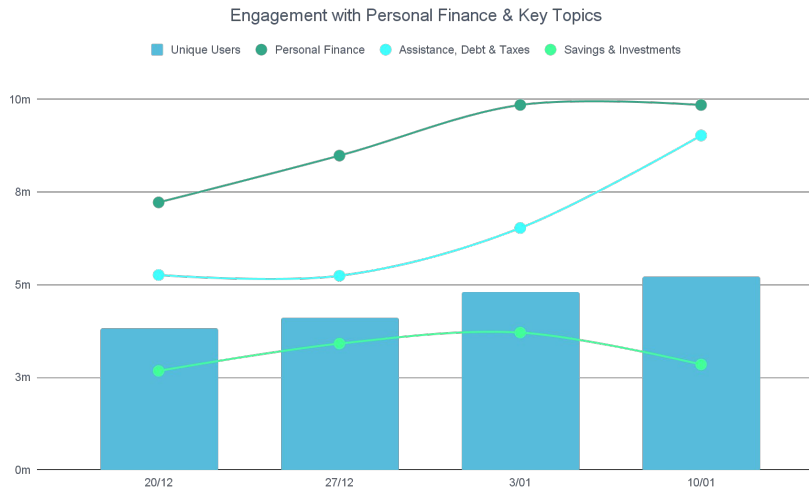
10 JAN – 16 JAN 2022

The start of a new year gives millions of consumers the chance to reevaluate their Personal Finances as festive spending is reigned back in favour of a more measured approach to household budgets, savings and investments.

With January's renewed focus on the category, and a spending squeeze expected to bite this year due to the 'cost of living crisis', we look at the emerging content insight trends.



FOCUS ON PERSONAL FINANCE



TAKE ACTION

January's peak in user engagement with our Personal Finance category will be followed in the year by spikes around key events.

Look out for the run up to ISA deadline day on 5th April and the Spring and Autumn Budgets.

c.20m
Total Page Views this year

In the first two weeks of 2022 our **Personal Finance** category has seen **c.20m Page Views** and **10m Unique Users**, with both having increased by more than a quarter compared to the final fortnight of last year, as consumers refocus their budgets.

+38%
Weekly Page Views growth

Our **Personal Finance** audience has engaged mostly with the **Financial Assistance**, **Personal Debt** and **Personal Taxes** topics, with combined Page Views up +38% in the last week with news of the 'cost of living crisis' and looming tax self assessment deadline.

6.6m
Savings & Investments PVs

While down on last week, engagement with content related to **Savings & Investments** has grown by **+8%** in January (to **6.6m Page Views**) versus the last two weeks in December. Expect further growth for this type of content in the build up to ISA deadlines on 5th April.

Reading THE NATION

10 JAN – 16 JAN 2022

PERSONAL FINANCE IN THE HEADLINES

