

Reading THE NATION

17 JAN – 23 JAN 2022

With the government announcing the end of 'Plan B' restrictions last week, confidence appears to be on the up for millions of Brits as we've seen engagement growth for key new year categories continue.

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



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Microsoft takes a \$70bn shot at ruling the metaverse



Deal for the maker of Call of Duty is the biggest that Microsoft has ever attempted

10M

AUTOMOTIVE
Page Views +22% WoW

3.2

HOME & GARDEN
Reader Attention +8% WoW

548k

VIDEO GAMING
Page Views +7% WoW



THE OZONE PROJECT

TOP 10

CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Automotive	10.0m	22%	3.1m	23%	3.2	-1%
Healthy Living	6.3m	16%	2.2m	11%	2.9	5%
Careers	6.0m	11%	2.2m	7%	2.8	4%
Video Gaming	548k	7%	209k	13%	2.6	-5%
Pets	2.5m	5%	1.0m	6%	2.4	-1%
Personal Finance	10.4m	5%	3.2m	2%	3.2	3%
Home & Garden	9.2m	4%	2.9m	-3%	3.2	8%
Fine Art	3.7m	3%	1.5m	3%	2.5	0%
Travel	12.3m	2%	4.0m	4%	3.1	-2%
Family & Relationships	33.9m	2%	7.5m	5%	4.5	-3%

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

THIS WEEK'S OVERVIEW

The **Automotive** category sped to top spot for engagement growth last week with changes to to the Highway Code adding topicality to the seasonal growth expected ahead of March's new plate launch. With **10m** Page Views up by +22%, Reader Attention remained broadly flat as **Unique Users** grew at a similar rate.

Continuing 2022 with renewed focus on lifestyle and professional changes or household budgeting and revamps, **Healthy Living** (+16%), **Careers** (+11%), **Personal Finance** (+5%) and **Home & Garden** (+4%) all continued to feature in the top 10, with the latter enjoying greater **Reader Attention** growth, which was up +8% week on week.

And Microsoft's \$70bn mega deal to acquire Activision Blizzard, the video games publisher behind Call of Duty, Tony Hawks and World of Warcraft gaming franchises, drove engagement with **Video Gaming**; the category's **548k** weekly Page Views increased by +7%, week on week, while Unique Users were up +13%.

Source: The Ozone Project 2021/2022

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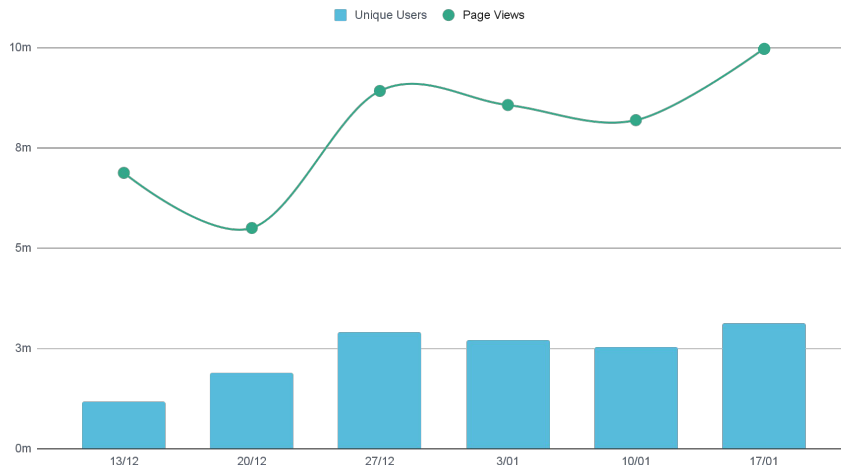
With the end of January speeding towards us like a Tesla Model S with a full charge, this week we stick with the new year; new everything theme and dive into our Automotive category, as consumers continue to engage with content related to big ticket purchases.

And early indicators suggest that consumer confidence is higher this year compared to last when looking at annual engagement trends.



EV INTEREST POWERS UP AUTOS

Engagement with Automotive - Last 6 Weeks



TAKE ACTION

We expect growth to continue into next month in the build up to March's new car launches.

Last year, reader engagement with the Researching & Buying Cars topics grew by +14% month on month in February as in-market consumers look to our content.

26.7m
Total Page Views this year

January's **26.7m Page Views** (to Sunday 23rd) has seen engagement with our **Automotive** category **+26% higher** compared to the last three weeks of December. More significantly, this is **+52% higher** than the same period a year ago.

+74%
Average weekly Uniques growth

More consumers look to be in market this January compared to a year ago. Our average weekly Automotive audience of **2.8m Unique Users** so far this year is **+74% higher** than the first three weeks of 2021, which also began in lockdown albeit with tighter restrictions.

2.1m
EV Page Views in 2022 to date

With a slew of new Electric Vehicle (EV) launches expected this year and consumer appetite for battery powered cars growing, **2.1m EV Page Views** in 2022 to date is more than double (**+107%**) the engagement with the topic compared to the same period a year ago.

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AUTOMOTIVE IN THE HEADLINES



Bike blog
Common myths about what UK Highway Code changes will mean

Cyclists won't be 'in the middle of the road' and there is no new rule on riding two abreast



PARKERS

The best cars for £300 per month
08 January 2022 by Murray Scullion

- Choose from medium-sized SUVs to electric superminis
- 0% APR finance available on a number of models
- Choosing a lease can cut your monthly payments



The best cars for £300 per month

Newbies and experienced car financiers alike

