

Reading THE NATION

24 JAN – 30 JAN 2022

With January drawing to a close, the arduous wait for the end of a month of drying out and healthy eating - and the first pay day of 2022 - gave our Food & Drink category a welcome boost.

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

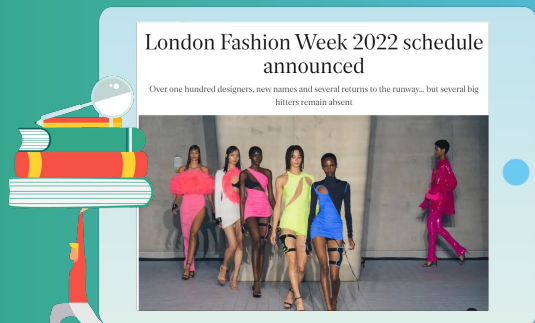


ozoneproject.com



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24 JAN – 30 JAN 2022



2.2M

BOOKS & LITERATURE
Page Views +54% WoW

+45%

STYLE & FASHION
13.8m Weekly Page Views

3.7

MUSIC & AUDIO
Reader Attention +5% WoW



THE
OZONE
PROJECT



TOP 10

CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Books & Literature	2.2m	54%	751k	47%	3.0	5%
Video Gaming	840k	53%	359k	72%	2.3	-11%
Style & Fashion	13.8m	45%	3.9m	30%	3.5	11%
Hobbies & Interests	4.8m	25%	1.7m	20%	2.8	4%
Education	2.6m	23%	1.1m	19%	2.5	4%
Music & Audio	10.3m	19%	2.8m	14%	3.7	5%
Careers	7.0m	18%	2.4m	13%	2.9	5%
Movies	6.1m	17%	2.1m	9%	2.9	8%
Food & Drink	16.2m	13%	4.6m	10%	3.5	3%
Tech & Computing	17.0m	11%	5.0m	8%	3.4	2%

THIS WEEK'S OVERVIEW

Last week's **+54%** **Books & Literature** Page Views increase put the category at the top of the stack for weekly engagement growth. Interest in anti-poverty campaigner Jack Monroe's adoption of the "Vimes Boots Index" from Terry Pratchett's Discworld novels and an evening of poetry dedicated to Helen McCrory drove growth.

The impending launch of 2022's spring/summer collections and interest in the February edit of London Fashion Week, which takes place from February 18th-22nd, put **Style & Fashion** back on the catwalk, with the **13.8m** category Page Views growing by **+45%**. **Women's Fashion** content accounted for **c.55%** of total engagement.

And Reader Attention last week was most concentrated on **Music & Audio** with **3.7** average page views per unique user up **+5%** week on week. The postponement of Adele's Las Vegas residency plus the removal of Neil Young's back catalogue from Spotify in protest against The Joe Rogan Experience podcast drove category engagement.

Source: The Ozone Project 2021/2022

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

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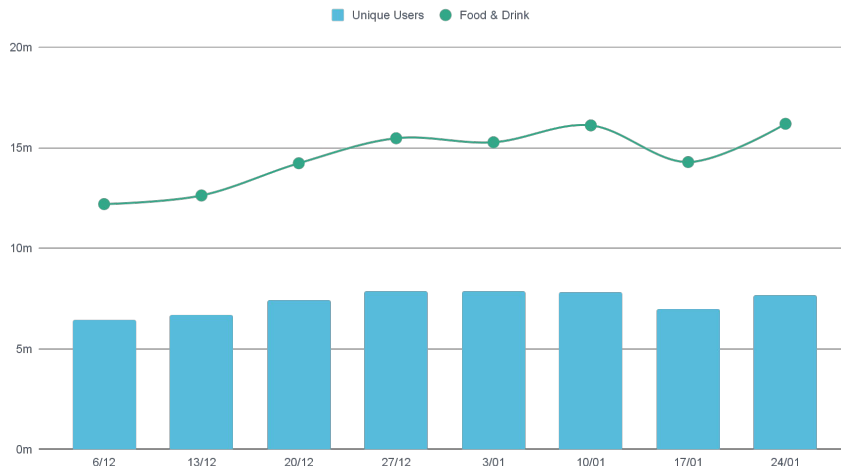
For millions of Brits, the final week of January brought the curtain down on two increasingly popular health conscious events - Dry January and Veganuary.

With more consumers than ever having participated in a month-long abstinence from the consumption of alcohol, meat and dairy, we take a look at audience engagement across Ozone with our Food & Drink category.



HEALTHY FOCUS FIRES UP FOOD & DRINK

Engagement with Food & Drink - Last 8 Weeks



TAKE ACTION

Q1's biggest seasonal events will continue to drive Food & Drink engagement.

We expect further category growth around Valentine's Day in February and Pancake Day and Mother's Day in March.

61.9m
Total Page Views this year

Food & Drink engagement in January - at 61.9m Page Views - has grown by **+13%** compared to December 2021, with **Healthy Eating** and **Alcohol Free** content - up **+131%** and **+65%** respectively month on month - among the key drivers of growth.

11.5m
Average weekly Uniques growth

As key sustainability and health trends within the category, **Healthy Eating** and **Alcohol Free** engagement is also significantly higher this year compared to last with **11.5m** combined Page Views in January 2022 - up **+57%** on the same period last year

+62%
Eating Out Page Views growth

With staying dry and plant-based eating all but over for many and 'Plan B' coronavirus restrictions now gone, weekly engagement with content related to **Eating Out**, including **Fast Food**, has grown by **+62%** as consumer focus shifts to going out and the hospitality sector

FOOD & DRINK IN THE HEADLINES

