

Reading THE NATION

31 JAN – 6 FEB 2022

Sport took centre stage last week with the Winter Olympics, Rugby Six Nations and FA Cup drama providing a welcome reprieve from the unfolding 'cost of living crisis' and the ongoing fallout from Sue Gray's long-awaited 10 Downing Street 'partygate' update.

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.

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Money > News Money

BILL PAIN Millions of families set to find out TOMORROW about £600 energy rise as price cap is announced early



+11M

PERSONAL FINANCE
Page Views +17% WoW

+27%

SPORT
9.8m Weekly Unique Users

6.4

NEWS & POLITICS
Reader Attention Score



TOP 10 CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Personal Finance	11.2m	17%	3.6m	23%	3.1	-5%
Sport	55.1m	12%	9.8m	27%	5.6	-12%
Property	5.9m	11%	2.3m	14%	2.6	-3%
Business & Finance	29.5m	10%	7.7m	18%	3.8	-7%
Education	2.9m	9%	1.2m	12%	2.4	-3%
Home & Garden	10.9m	9%	3.7m	14%	2.9	-5%
Television	31.6m	6%	7.8m	21%	4.0	-13%
News & Politics	85.2m	6%	13.3m	18%	6.4	-10%
Travel	11.7m	4%	4.0m	8%	3.0	-3%
Pop Culture	53.3m	4%	10.0m	21%	5.3	-14%

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

THIS WEEK'S OVERVIEW

Confirmation last Thursday that a 54% increase to the energy price cap will see consumer energy bills rise by £693 this year grew engagement with our **Personal Finance** category. **11.2m Page Views** were up **+17%** week on week, with engagement with content related to **Frugal Living (+526%)** and **Gas & Electric (+270%)** driving growth.

Elsewhere in the last seven days, our **Sport** audience got swept up with excitement over the weekend as interest in the start of the Beijing Winter Olympics and the Six Nations Rugby Championship drove weekly Unique Users to **+27% growth**. There's more on Sport later, but this year is already shaping up to be as memorable as 2021.

News & Politics (6.4) pages per user - thank you Sue Gray), **Sport (5.6)** and **Pop Culture (5.3)** all enjoyed extremely high levels of Reader Attention, with five pages or more being consumed by readers. Falls across the board for this metric was due to Unique User growth outstripping Page View growth across every category.

Source: The Ozone Project 2022

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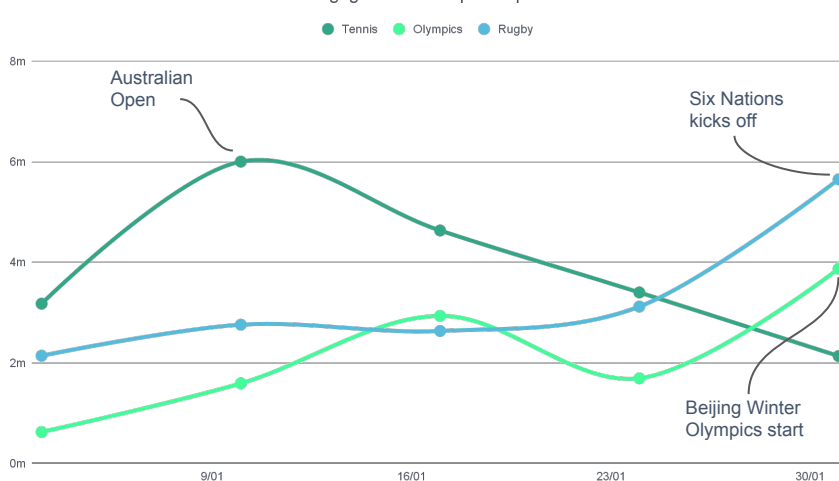
Sport has enjoyed a strong start to 2022 with audiences across the Ozone platform showing high interest in this year's big events, including the Australian Open, the Six Nations and the Beijing Winter Olympics.

And there's more on the way with Cheltenham and the Grand National, the Birmingham Commonwealth Games, and the FIFA World Cup in Qatar all promising to make 2022 another bumper year for sporting success.



SPORT SWEEP UP BY OLYMPICS & 6 NATIONS

Engagement with Sport Topics



TAKE ACTION

If Curling's not your thing then there's plenty more Sport galloping our way.

Last year, Horse-racing Page Views more than trebled in Cheltenham Festival week, with The Grand National +28% higher than Cheltenham.

244m
Sport Page Views this year

In the first 5 weeks of 2022, a massive **244m Sport Page Views** is **+18% higher** than the same period a year ago. As well as **Football**, including the Africa Cup of Nations, **Tennis**, **Rugby** and the **Winter Olympics** have driven engagement across Ozone.

+129%
Olympics Page Views growth

In the last week, the start of the Beijing Winter Olympics has driven engagement with related content to **+129% growth**. Among the notable topics driving Page Views growth were **Ice Skating/Figure Skating (+73%)**, **Skiing (+139%)** and **Snowboarding (+517%)**.

5.7m
Rugby Page Views last week

Scotland enjoyed a strong start to this year's Six Nations championship with a 20 points to 17 victory over England at Murrayfield. **5.7m Rugby Page Views** last week was **+81% higher** than the week before with more growth expected in the coming weeks.

