

Reading THE NATION

7 FEB – 13 FEB 2022

Rappers Little Simz and Dave lit up the stage - quite literally in the case of the Streatham MC and newly minted guitar hero - as the Brit Awards fired up the nation's love of music. And seasonal events, including Valentine's Day and Half Term, boosted engagement with related content categories.

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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4.7M

PETS
Page Views +171% WoW

+35%

MUSIC & AUDIO
12.7m Weekly Page Views

34M

FAMILY & RELATIONSHIPS
Page Views +16% WoW



TOP 10 CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Pets	4.7m	171%	1.8m	127%	2.7	19%
Music & Audio	12.7m	35%	3.3m	26%	3.8	8%
Hobbies & Interests	5.9m	20%	2.1m	23%	2.8	-2%
Science	8.9m	19%	3.0m	11%	3.0	7%
Family & Relationships	34.0m	16%	7.7m	3%	4.4	13%
Movies	5.5m	14%	2.0m	14%	2.8	0%
Events & Attractions	20.8m	14%	5.8m	4%	3.6	9%
Style & Fashion	14.6m	10%	4.3m	4%	3.4	6%
Television	34.8m	10%	7.5m	-4%	4.6	15%
Fine Art	3.3m	9%	1.4m	11%	2.4	-1%

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

THIS WEEK'S OVERVIEW

Our nation of animal lovers - united in horror after Premier League footballer Kurt Zouma was exposed for animal cruelty after he was filmed kicking his pet cat - collectively cheered the West Ham United player's £250k club fine and the action of the RSPCA who took Zouma's cats into their care. **Weekly Pets Page Views increased +171%**.

Last week's Brit Awards saw **Music & Audio** engagement grow with **12.7m** Page Views up **+35%** week on week. Driven by a **+160% increase** in weekly Chart Music PVs, interest in the winners and performers on the night - including British rappers Little Simz and a flaming guitar wielding Dave - also increased **Reader Attention** by **+8%**.

And with Valentine's Day love in the air on February 14th and the Half Term holidays taking place this week, two related categories enjoyed increased engagement over the last seven days. **34m Family & Relationships** Page Views grew by **+16%** week on week.

Source: The Ozone Project 2022

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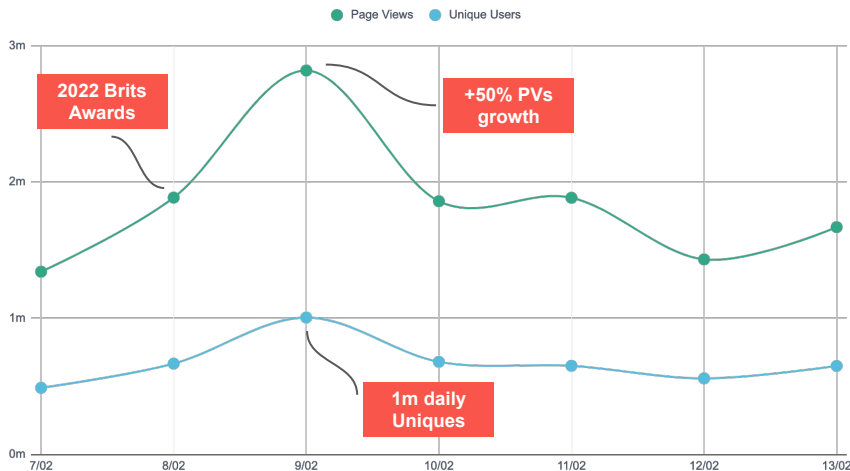
Last week, the return of The Brit Awards to its normal early February fixture delighted millions of music fans nationwide as rap and rock n' roll royalty descended on London to celebrate the best of the British music scene.

With wins for the big hitters of British pop, including Adele and Ed Sheeran, there were also notable award wins for rappers Dave and Little Simz, and indie rockers Wolf Alice and singer-songwriter Sam Fender.



BRITS WINNERS FIRE UP MUSIC & AUDIO

Engagement with Music & Audio in the last 7 days



TAKE ACTION

With almost all covid restrictions over and the end of the pandemic in sight, 2022 promises to be a big year for Music.

We expect to see growing category engagement around Eurovision in May and June's 50th anniversary Glastonbury festival

12.7m
Music & Audio
Page Views

12.7m Music & Audio Page Views last week is the highest for the category in more than a year, with engagement **+62% higher** than the week the 2021 Brit Awards took place and **+4% higher** than the week Glastonbury Live occurred (last year's record high).

+41%
Daily PVs growth
on 8th February

Daily category engagement grew by **+41%** to **1.9m Page Views** on Tuesday 8th February, the day of the awards bash, as music fans and viewers alike followed the evening's action - from who wore what on the red carpet, to the winners and those performing.

12.7m
Travel category
PVs last week

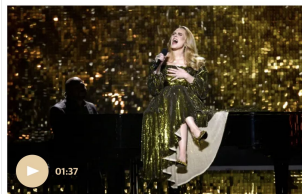
The awards aftermath as readers relived the action and caught up on which celebs were pictured at what parties saw interest peak. On Wednesday 9th February, **2.8m Page Views** and **1m Unique Users** grew by **+50%** on the day before.

MUSIC & AUDIO IN THE HEADLINES



Adele sweeps gender-neutral Brit awards dominated by women

In the first Brits ceremony to do away with gendered categories, women or female-fronted acts won 10 out of 15 overall awards



■ Adele sweeps to victory at Brits and dedicates award to son Angelo - video
Adele was the runaway winner at this year's female-dominated Brits, taking home the prizes for artist of the year, album of the year for her record, 30, and British song of the year for its lead single, Easy on Me. "I believe that a piano ballad won against that many bangers," she said collecting the single award, her first prize of the night.

