

Reading THE NATION

21 FEB – 27 FEB 2022

The shattering of Europe's post-war peace by Russia's invasion of Ukraine last week has dominated the global news agenda. Naturally the conflict has also captured the nation's attention, as Brits reacted in horror to Russian aggression and global leaders responded with severe political and economic sanctions.

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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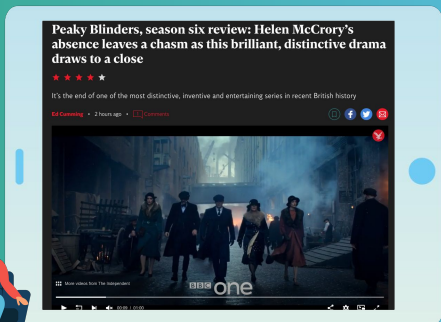


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97.1M

NEWS & POLITICS
Page Views +3% WoW

+62%

DANCE
1.4m Weekly Page Views

33.6M

TELEVISION
Page Views +7% WoW



TOP 10 CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Fine Art	4.2m	39%	1.7m	34%	2.6	4%
Pets	3.0m	13%	1.2m	17%	2.5	-3%
Television	33.6m	7%	7.4m	2%	4.5	4%
News & Politics	97.1m	3%	13.5m	0%	7.2	3%
Tech & Computing	17.9m	-1%	5.4m	0%	3.3	-1%
Family & Relationships	29.9m	-3%	7.2m	-1%	4.1	-2%
Business & Finance	29.5m	-3%	7.2m	-3%	4.1	0%
Music & Audio	9.2m	-3%	2.6m	6%	3.5	-9%
Video Gaming	0.5m	-5%	0.2m	13%	2.5	-15%
Movies	4.5m	-6%	1.7m	2%	2.7	-7%

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

THIS WEEK'S OVERVIEW

Last week, the invasion of Ukraine by Russia – which shattered decades of post-war peace in Europe – dominated the **News & Politics** category and, sadly, the nation's attention. Of **97.1m Page Views**, **87%** of engagement was focused on the **Politics**, **Foreign Policy** and **War & Conflicts** topics, with combined weekly PVs up **+146%**.

Offering some respite from hard news headlines, engagement with entertainment content grew last week. With *Dancing on Ice* in full swing and *Strictly* favourite Oti Mabuse announcing her departure from the reality TV competition, Page Views for the **Dance** topic grew by **+62%** week on week, driving **+39%** **Fine Art** category growth.

And interest in Kate Garraway's new ITV documentary, *Caring for Derek*, and the start of the final series of *Peaky Blinders* on BBC One and iPlayer drove engagement with our **Television** category, with **33.6m Page Views** – the highest number since the first week in 2022 – growing by **+7%** week on week.

Source: The Ozone Project 2022

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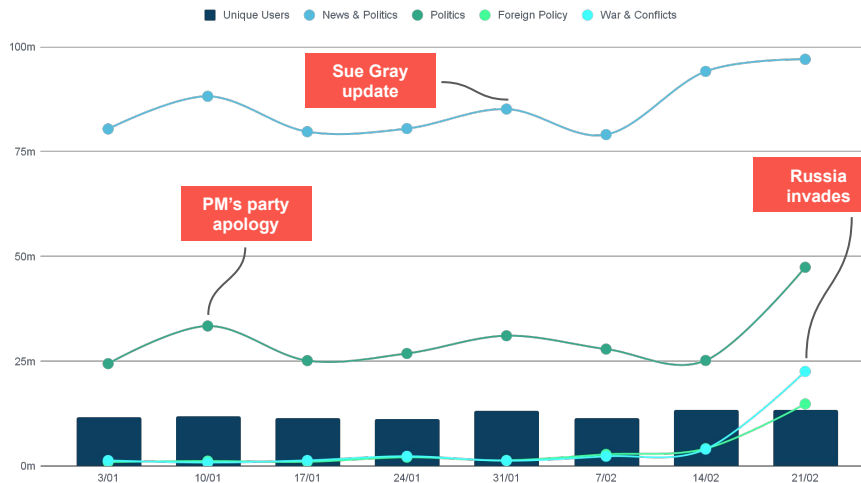
After several weeks of speculation about Russia's aggressive posturing towards Ukraine, war broke out between the two countries last Thursday as Russian President Vladimir Putin ordered his forces to invade.

Unprecedented global events like this understandably dominate the news agenda as audiences turn to trusted information and quality editorial. As such, our News & Politics category has seen engagement grow significantly as this international crisis has unfolded.



UKRAINE CRISIS DRIVES NEWS & POLITICS

Engagement with News & Politics and Topics 2022



TAKE ACTION

As we saw during the pandemic, online audiences turn to premium publishers for trusted and accurate editorial content to help them understand real-world issues and events. Ozone's Brand Safety tools, and native editorial controls, can help advertisers navigate an often complex news agenda.

18.0m
Daily News & Politics PVs

Last Thursday, 24th February, saw daily **News & Politics** engagement peak as news of Russia's invasion of Ukraine broke. **18.0m Page Views** was **+35% higher** than the day before as readers turned to trusted sources for breaking news and analysis.

+41%
Daily PVs growth on 8th February

With global diplomacy as a means to end the threat of Russia's invasion replaced by political and economic sanctions against the country, **Reader Attention** for **Politics (6.2)** and **Foreign Policy (4.7)** increased by **more than +20% week on week**.

+279%
Weekly Unique Users growth

Last week's **13.5m Unique Users** for **News & Politics** is the category's biggest audience to date. **4.5m readers** of the **War & Conflicts** topic within the category **more than tripled** compared to the week before with more rolling coverage and analysis was published.

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NEWS & POLITICS IN THE HEADLINES



How can Britons help the people of Ukraine?

Options include giving to charities on the ground, supporting local journalists and writing to your MP

- Russia-Ukraine crisis: live news

People protest in London against Russia's invasion of Ukraine on Sunday. Photograph: Heather Ng/PA via Getty Images

Russia's invasion and bombing campaign has sparked outrage, with many in the UK asking how they can help the people of Ukraine.

Support local charities

There are several Ukrainian charities working on the ground. **Sunflower of Peace** is a charity that helps paramedics and doctors, and has been fundraising for ambulances, which includes first aid medical tactical backpacks.

'If we don't fight the Russian invasion, we'll lose everything'

As the conflict escalates, ordinary Ukrainians are ready and willing to take up arms against Putin's forces

Volodymyr Zelenskyy - Ukraine's comedian president who has turned into global hero

Volodymyr Zelenskyy has won over fans around the globe as the President of Ukraine refuses to back down in the face of Vladimir Putin's Russian assault on his nation and people

By Natasha Wymarczyk & Natasha Wymarczyk
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NEWS	POLITICS
FOOTBALL	CELEBS

