

Reading THE NATION

7 MAR – 13 MAR 2022

Engagement with categories and content topics related to consumer Entertainment has grown in the last 7 days, as Brits indulged in their passions for the stars of stage and screen with Eurovision, the BAFTAs and London Theatre Week all among the key drivers.

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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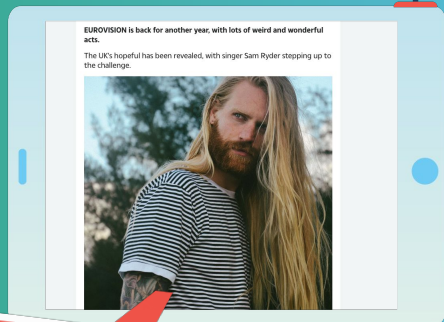


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+82%

MUSIC & AUDIO
3.3m Weekly Unique Users

4.0M

AIR TRAVEL
Page Views +153% YoY

18.1M

SPECIAL OCCASIONS
Page Views +10% WoW



TOP 10

CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Music & Audio	11.8m	53%	3.3m	82%	3.5	-16%
Video Gaming	0.6m	41%	0.2m	33%	2.6	6%
Hobbies & Interests	5.9m	29%	2.1m	22%	2.8	6%
Travel	13.9m	20%	4.4m	11%	3.2	8%
Personal Finance	14.8m	20%	4.4m	11%	3.3	7%
Pets	2.8m	15%	1.1m	18%	2.4	-2%
Medical Health	45.0m	14%	8.8m	8%	5.1	5%
Movies	5.8m	11%	2.1m	10%	2.7	1%
Special Occasions	18.1m	10%	5.2m	7%	3.5	3%
Property	5.5m	9%	2.1m	7%	2.6	2%

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

THIS WEEK'S OVERVIEW

Last week's announcement that TikTok singing sensation Sam Ryder, who boasts 12m followers on the video sharing app, will represent the United Kingdom at the Eurovision Song Contest drummed up a huge **+82%** growth in unique users for our **Music & Audio** category. **+53%** Page View growth ensured the category was top of the pops for audience engagement growth in the last seven days.

All eyes turned to **Travel** last week, as **Reader Attention** for the category grew by **+8%** to **3.2** average Page Views per Unique User. With Easter a month away and minimal Covid restrictions remaining, weekly engagement with **European Travel** grew by **+39%** while **Air Travel** Page Views increased by **+153%** year on year.

And with Mother's Day also coming up on Sunday 26th March, there was a **+10%** growth in engagement for our **Special Occasions** category, with weekly Page Views increasing to **18.1m**. The **Personal Celebrations** topic grew **+11%** week on week, while **Bars & Restaurants** was up **+13%** annually.

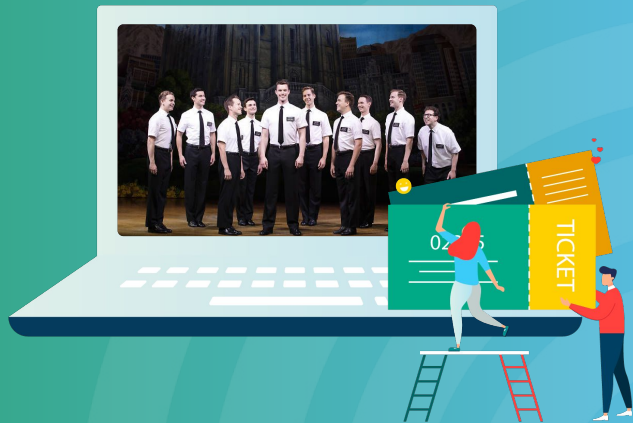
Source: The Ozone Project 2022

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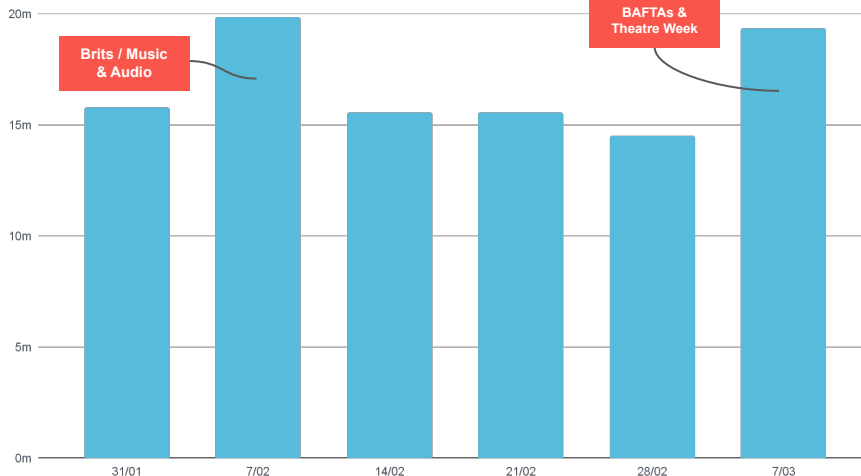


Entertainment took centre stage last week, as London Theatre Week, Eurovision, the BAFTAs and a brace of new computer game releases boosted audience engagement with our related categories and content topics, including Theatre, Musicals & Venues, Music & Audio, Movies and Video Gaming.



ENTS TAKES CENTRE STAGE IN THEATRE WEEK

Engagement with Entertainment Categories



TAKE ACTION

We are expecting further engagement growth with our Entertainment categories and associated content topics in the coming weeks, with interest in the Oscars, Eurovision and this year's Cannes Film Festival all set to act as key interest drivers for our Movies and Music & Audio categories.

19.3m
Combined Ents
PVs last week

Last week's **19.3m** combined weekly **Entertainment** Page Views was **+33% higher** than the week before, with interest in London Theatre Week, the UK's Eurovision entry, the BAFTA 2022 Film Awards and new computer game releases all driving engagement.

+41%
PVs growth over
Theatre Week

Over the three-week duration of London Theatre Week, which offers theatre fans the best prices to book West End tickets, engagement with content related to **Theatre, Musicals & Venues** (3.7m Page Views) was **+41% higher** than the previous three-week period.

600k
Video Gaming
Page Views

The release of Elden Ring, the action role playing game developed in collaboration with Game of Thrones author George R.R. Martin, and Gran Turismo 7 boosted engagement with our Video Gaming category, with **600k Page Views** up **+41%** week on week.

