

# Reading THE NATION

14 MAR – 20 MAR 2022

Sport was put in pole position last week as high audience interest in the Cheltenham Festival and the Bahrain Grand Prix drove engagement with our Horse Racing and Formula 1 content.

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](https://ozoneproject.com)



# Reading THE NATION

14 MAR – 20 MAR 2022

Blooming great: how to buy flowers for Mother's Day - or just for a treat



20.8M

**SPECIAL OCCASIONS**  
Page Views +15% WoW

+13%

**5.8 SPORT VIEWS PER UU**  
Reader Attention +13% WoW

12.7M

**FOOD & DRINK**  
Page Views +7% WoW



THE  
OZONE  
PROJECT

## TOP 10

## CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Special Occasions	20.8m	15%	5.8m	11%	3.6	4%
Sport	48.4m	9%	8.3m	-4%	5.8	13%
Video Gaming	0.6m	8%	0.2m	10%	2.6	-2%
Food & Drink	12.7m	7%	4.0m	5%	3.2	2%
Automotive	8.0m	7%	2.7m	9%	3.0	-1%
Tech & Computing	18.5m	6%	5.4m	4%	3.4	2%
Travel	14.3m	3%	4.1m	0%	3.5	2%
Careers	4.5m	1%	1.6m	-6%	2.9	8%
Books & Literature	2.2m	0%	0.8m	-22%	2.8	27%
Style & Fashion	14.3m	-1%	4.6m	4%	3.1	-4%

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

### THIS WEEK'S OVERVIEW

Interest in our **Special Occasions** content continued to gather pace in the build up to Mother's Day – it's this coming Sunday, so don't forget – with **+15%** engagement growth last week building on the **+10%** increase in the 7 days to 13th March. Additionally there was Page View growth for related topics, including **Flower Shopping (+126%)**, **Personal Celebrations (+23%)** and **Bars & Restaurants (+6%)**.

**48.4m Sport Page Views** received a **near 10% boost** last week as the Cheltenham Festival and the Bahrain Grand Prix drove huge engagement with our **Horse Racing (+391%)** and **Formula 1 (+101%)** content. Cheltenham, including Rachael Blackmore's Gold Cup heroics, also drove **+183%** engagement growth with content related to Gambling, including those all important form guides and tips.

And with – dare we say it – warmer weather on the way hungry Brits gobbled up **12.7m Food & Drink Page Views**, with the **Beer (+78%)** and **BBQ (+19%)** topics driving overall engagement growth of **+7%**. Source: The Ozone Project 2022

# Reading THE NATION

14 MAR – 20 MAR 2022

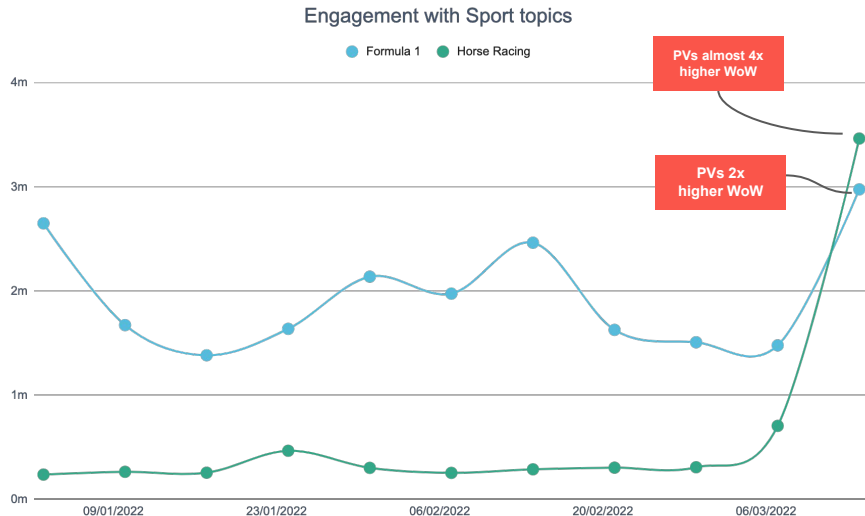


Last week, the return of horse-racing fans and punters in-person to the Cheltenham Festival and the start of the 2022 Formula 1 championship at the Bahrain Grand Prix put our Sport category under starters orders as weekly engagement increased by nearly 10%.

With interest high in pioneering jockey Rachael Blackmore, who became the first female rider to win the Gold Cup, and Lewis Hamilton vs. Max Verstappen, our Sport audience was put in pole position for high drama and excitement.



## SPORT UP ON HORSE RACING & FORMULA 1



### TAKE ACTION

Interest in our Horse Racing content is set to explode again in April as the Grand National takes place and once-a-year punters try their luck.

Last year, weekly Page Views were almost **+30% higher** for the Aintree meet versus Cheltenham, as the interest of millions of racing novices was piqued.

**+29%**  
Sport Page Views  
growth YoY

Audience interest in this year's Cheltenham Festival and the start of the 2022 Formula 1 World Championship helped to drive engagement growth with our Sport category. **48.4m Page Views** was **+29% higher** than the same week a year ago.

**3.5m**  
Horse Racing  
Page Views

Last week's **3.5m Horse Racing Page Views** was **+391% higher** than the week before and **+40% higher** than the same week a year ago, during the 2021 Cheltenham Festival. **Gambling** content engagement also grew annually, with Page Views up **+67%** on last year.

**+234%**  
F1 Page Views  
growth YoY

Formula 1's hotly contested 2021 World Championship revitalised audience interest in the sport, which has translated into growing engagement with our F1 content. **3m Formula 1 Page Views** last week was up **+234%** compared to the week of the season opener last year.

## HORSE RACING & FORMULA 1 IN THE HEADLINES

