

# Reading THE NATION

28 MAR – 3 APR 2022

Best picture glory for CODA, high style and fashion faux pas on the red carpet and the Fresh Prince's "slap seen around the world" made the 2022 Academy Awards the most memorable in recent history, as our Movies category claimed top prize for growth last week.

With a reach of over 99% of the UK's online population, Ozone's single-user view of content consumption provides unrivalled insights from the stories that matter.

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## Easter DIY ideas: eight tried-and-tested projects to do over the Bank Holiday weekend

DIY projects to try your hand at over the long weekend, with varying skill levels and patience required.

VIEW COMMENTS



13.5M

### MOVIES

Page Views +210% WoW

10.0M

### POP CULTURE

Uniques +23% WoW

+31%

### INTERIOR DECORATING

2.9m Weekly Page Views



THE OZONE PROJECT

# TOP 10

## CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Movies	13.5m	210%	3.8m	138%	3.6	30%
Special Occasions	30.8m	64%	7.5m	43%	4.1	15%
Pop Culture	62.7m	31%	10.0m	23%	6.3	6%
Automotive	7.8m	22%	2.6m	19%	3.1	2%
Science	8.9m	17%	3.0m	17%	2.9	0%
Home & Garden	12.2m	14%	3.9m	15%	3.1	-1%
Education	2.0m	13%	0.8m	16%	2.4	-3%
Religion	1.2m	12%	0.4m	-5%	3.0	18%
Medical Health	47.9m	12%	9.0m	11%	5.3	1%
Careers	6.1m	12%	2.2m	12%	2.8	0%

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

### THIS WEEK'S OVERVIEW

Last week's 2022 Academy Awards, "the slap seen around the world" and an historic best picture win for CODA, with its predominantly deaf cast, more than tripled **Movies** engagement. Unique users also grew by more than double week on week. Oscars fashion and red carpet radiance boosted **Pop Culture** PVs, up +31%, driven by a +71% growth in engagement with **Celebrity Style** content.

Elsewhere, the start of the school holidays saw Brits continue to plan out their family time off. This furthered growing interest in our **Special Occasions** (+64%) and **Home & Garden** (+14%) content, with **Interior Decorating** (+115%) and **Personal Celebrations** (+26%) key topics drivers. And interest in Prince Philip's memorial service at Westminster Abbey also boosted engagement with the **Religious Events** topic, up +98% week on week.

Finally, the draw for the FIFA World Cup Qatar 2022 grew engagement with our **Sporting Events** topic by +42% week on week as football fans nationwide dared to dream of World Cup glory.

Source: The Ozone Project 2022

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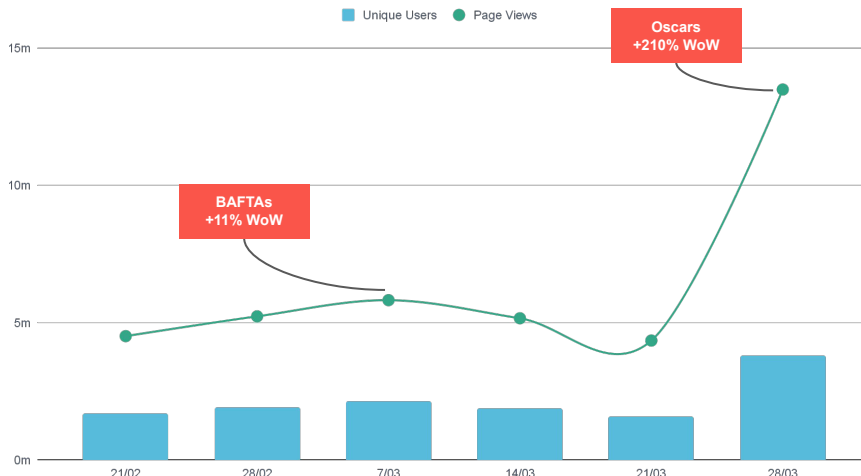
The 94th Academy Awards took place on Sunday 27th March, but with the ceremony happening overnight for UK fans of film and red carpet fashion, millions of bleary eyed Brits woke up to news of the winners last Monday morning.

And they were not only surprised to find out about the winners and who wore what while they caught up with the news over breakfast, but also about Will Smith's shocking altercation with comedian Chris Rock, which overshadowed the bash.



## DRAMA AT THE OSCARS MAKES MOVIE MAGIC

Engagement with Movies Content - Last 6 Weeks



### TAKE ACTION

Showpiece industry events like the Oscars generate intense reader interest in our Movies and associated Style content. And those topics will explode again with July's Cannes Film Festival. Last year's two-week festival increased Page Views for related content by c.20%

**+98%**  
Movies PVs  
growth vs. 2021

Historic wins for CODA (best picture), Ariana DeBose (best supporting actress) and Troy Kotsur (best supporting actor) were overshadowed by Will Smith's shocking Chris Rock slap, as weekly engagement with **Movies** soared to **almost double** that vs. the 2021 Oscars.

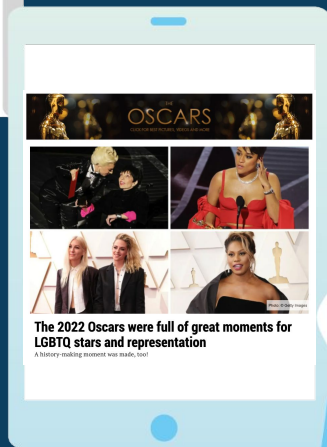
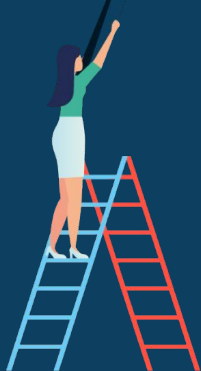
**3.8m**  
Weekly Movies  
Unique Users

Last week's **Movies** audience hit an all time record high across the Ozone platform for the category. **3.8m Unique Users** more than doubled with **+138%** week-on-week growth; a figure that was a huge **+87% bigger** than Oscars week a year ago.

**2.3m**  
Awards Shows &  
Celeb Style PVs

**Movies** and **Pop Culture** go hand-in-hand like high fashion and red carpets and the Oscars dialled up interest in our **Awards Shows** and **Celebrity Style** topics, with combined weekly PVs up by nearly three-quarters and **+28%** higher than the BAFTAs in March.

## MOVIES IN THE HEADLINES



The 2022 Oscars were full of great moments for LGBTQ stars and representation

A history-making moment was made.

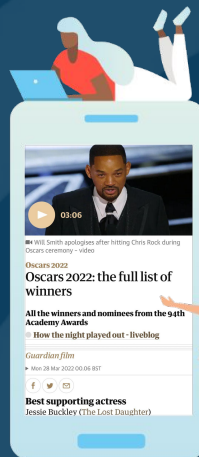


### Oscars 2022: CODA Wins Best Picture And Dune Scores Big In Shock-Filled Ceremony – Full Winners List

By Ben Travis | Posted On 28 03 2022

Well, that was dramatic. If the [whole \*La La Land\* and \*Moonlight\* debacle](#) delivered an Oscars ceremony that would go down in history back in 2017, the [2022 Academy Awards](#) just delivered another doozy: a night filled with shocking moments, surprising wins, and bizarre developments. Most notably, that [Will Smith](#) appeared to hit [Chris Rock](#) in the face live on stage, moments before going on to win Best Actor and deliver a lengthy tear-strewn acceptance speech. But more on that later.

First up, the biggest award of the night: the Best Picture win that the Producers Guild and Writers Guild Awards [seemed to predict earlier in the week](#) came to fruition, and [CODA](#) walked away with the little gold statue – overtaking former favourite [The Power Of The Dog](#), Kenneth Branagh's [Belfast](#), and Steven Spielberg's [Milk](#), [Coda](#), [Encore](#), [Bend Sinister](#), [Eun-Young](#) film also won Best Adapted Screenplay.



Will Smith apologises after hitting Chris Rock during Oscars ceremony – video

Oscars 2022

#### Oscars 2022: the full list of winners

All the winners and nominees from the 94th Academy Awards

How the night played out – liveblog

Read more

Guardian Film

Mar 28 Mar 2022 00:06 BST

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Best supporting actress

Jessie Buckley (*The Lost Daughter*)

