

Reading THE NATION

4 APR – 10 APR 2022

The Aintree Grand National captured the nation's attention last week as horse racing fans, and those punters dabbling in the sport in sweepstakes across the country, marvelled as 50-1 shot Noble Yeats won it with amateur rider Sam Waley-Cohen in the saddle.

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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+37%

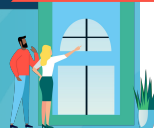
BOOK & LITERATURE
2.5m Weekly Page Views

18.8M

TRAVEL
Page Views +37% WoW

7.2M

PROPERTY
7.2m Weekly Page Views



TOP 10

CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Books & Literature	2.5m	47%	0.9m	63%	3.0	-10%
Travel	18.8m	37%	5.2m	22%	3.6	12%
Hobbies & Interests	5.8m	28%	2.1m	26%	2.8	2%
Style & Fashion	15.6m	17%	4.3m	10%	3.6	6%
Shopping	6.4m	15%	2.4m	16%	2.7	-1%
Video Gaming	0.4m	13%	0.2m	20%	2.6	-6%
Property	7.2m	12%	2.6m	9%	2.7	2%
Tech & Computing	16.6m	11%	4.9m	9%	3.4	2%
Television	28.8m	11%	6.8m	9%	4.3	2%
Sport	42.8m	10%	7.3m	8%	5.9	2%

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

THIS WEEK'S OVERVIEW

Last week, fans of fiction writing nationwide were as delighted as lovers of TV gameshow Pointless were dismayed by the news that Richard Osman - author and creator of the popular Thursday Murder Club book series - announced his plans to quit the BBC show to concentrate on writing. Our **Books & Literature** content category was a best-seller, with weekly Page Views up +47%.

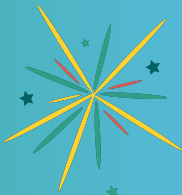
A relaxing start to the Easter break it was not for millions of holidaymakers as passport renewal issues, flight cancellations and long traffic queues to board ferries caused a Travel headache. Category Page Views grew +37%, with a tripling in engagement with **Airports** content among the key drivers, as consumer sought out flight news.

And interest in the publication of the UK's best places to live 2022 in addition to continuing house price growth in many parts of the country increased Reader Attention on **Property**, with weekly Page Views up +12%.

Source: The Ozone Project 2022

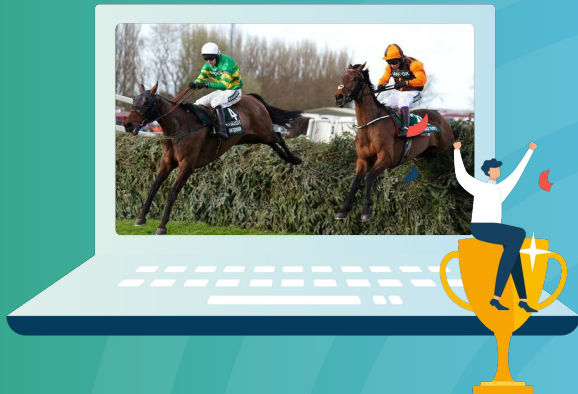
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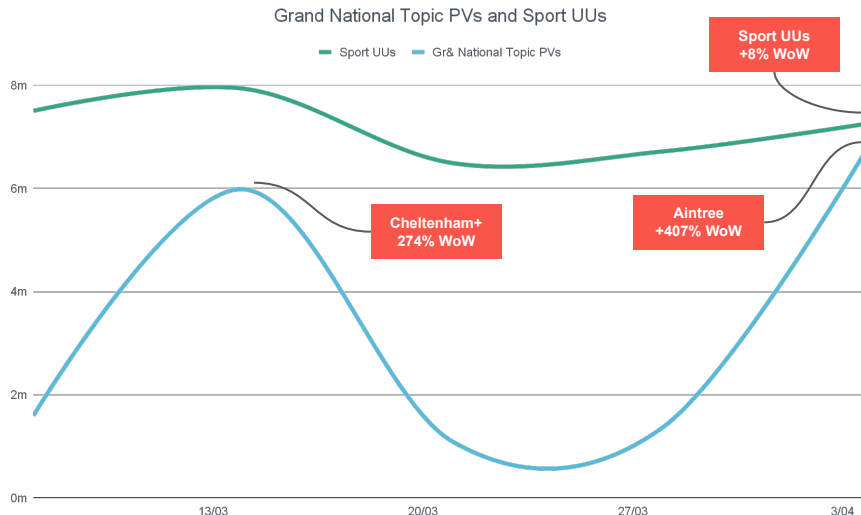


Horse racing fever has captured the nation's attention in the last month as two of the biggest race meets in the sport's annual calendar took place at Cheltenham and Aintree with both delivering history and high drama.

Building on our horse racing focus in our issue on the 21st of March, we take a look at how the world famous Grand National jump race increased engagement with content related to the country's second biggest spectator sport.



SPORT LEAPS ON THE GRAND NATIONAL



TAKE ACTION

Two of horse racing's major race meets may be over, but as an official part of the Queen's Platinum Jubilee, the Epsom Derby on Saturday 4th June will likely boost engagement again. Last year, interest in Epsom grew combined Horse Racing & Gambling Page Views by 45% WoW

+407%
Combined Page Views growth

Last week, **almost 7m** combined Page Views for our **Horse Racing** and **Gambling** content topics was up **+407%** week on week and **+16%** higher than the week of the Cheltenham Festival in mid-March. Cheltenham week increased engagement by **+274%** WoW.

7.3m
Weekly Sport Unique Users

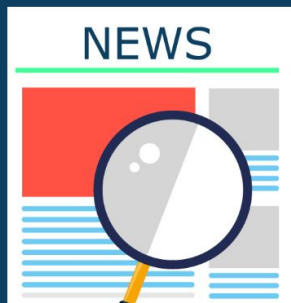
Interest in horse racing's major annual events drives **Sport** audience growth, with last week's **7.3m unique users** up **+8%** week on week and **+35%** year on year. Annually, **Horse Racing** unique users were up **+42%**.

+20%
Women's Fashion PVs growth

And the **Sport** and **Style** worlds collided last Friday as Ladies Day at the Aintree race meet grew engagement with our **Style & Fashion** content. Weekly category Page Views growth of **+17%** was driven by a **+20% increase** in engagement with **Women's Fashion** content.

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THE GRAND NATIONAL IN THE HEADLINES



Grand National best outfits spotted at Aintree on Ladies Day 2022



TV Presenter and Model, Rosie Tapner ahead of Ladies Day at Aintree Racecourse (Image: Steven Pastori / Jockey Club/PA Wire)



Horse Racing

NATIONAL TREASURE Kate Middleton's pal Sam Waley-Cohen wins Grand National in his last EVER race on shock 50-1 outsider Noble Yeats



Horse Racing

GRAND PLAN Grand National 2022 tips and predictions: Templegate NAPS huge 11-1 shot with BAGS of experience to win £1m Aintree race

Steve Muller - Telegraph
9:52, 9 Apr 2022 | Updated: 11:28, 9 Apr 2022

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