

Reading THE NATION

18 APR – 24 APR 2022

A trio of top TV tussles turned the dial on Television engagement last week, as Tyson Fury's boxing match with Dillian Whyte tripled Sport TV PVs, Britain's Got Talent viewers cried foul at Simon Cowell about 'pro' contestants on the Reality TV heavyweight, and Donald Trump's early exit from his interview with Piers Morgan for the latter's new TV show drove attention.

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Tyson Fury stops Dillian Whyte to retain his WBC world heavyweight title

Referee has all-British fight with sixth round uppercut
Champion stays undefeated after dominating at Wembley



+33%

SPORT
56.4m Weekly Page Views

10.6M

BOXING
Page Views +189% WoW

+73%

THEATRE
1.2m Weekly Page Views



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TOP 10

CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Sport	56.4m	33%	9.1m	33%	6.2	0%
Television	34.1m	25%	7.4m	17%	4.6	8%
Fine Art	2.8m	24%	1.1m	22%	2.5	2%
Education	2.1m	17%	0.9m	16%	2.4	1%
Family & Relationships	35.9m	16%	7.8m	10%	4.6	6%
Movies	5.6m	14%	1.9m	9%	2.9	4%
Hobbies & Interests	6.2m	7%	2.2m	3%	2.8	4%
Automotive	8.5m	5%	2.7m	3%	3.1	2%
Property	6.7m	3%	2.4m	0%	2.8	3%
Books & Literature	2.1m	1%	0.7m	3%	3.1	-2%

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

THIS WEEK'S OVERVIEW

Boxing's main event saw 'Gypsy King' Tyson Fury successfully defend his heavyweight championship title against fellow UK fighter Dillian Whyte. Weekly **Sport** Page Views grew **+31%**, near tripling levels of **Boxing** engagement. Boxing PVs were actually **+13% higher** than the week Fury fought Deontay Wilder last October.

With schools returning after Easter last week and less than a month to go until GCSE students across the country start sitting their exams, we have seen a **+19% increase** in **Education** Page Views, driven by a **+158%** increase in engagement with **Educational Assessment** topic.

And finally, a **+30% growth** in engagement with **Fine Art** was driven by a **+74%** increase in **Theater** Page Views with interest high in Mark Rylance and Mackenzie Crook who are set to reprise their respective roles as Rooster and Ginger in Jez Butterworth's play, Jerusalem.

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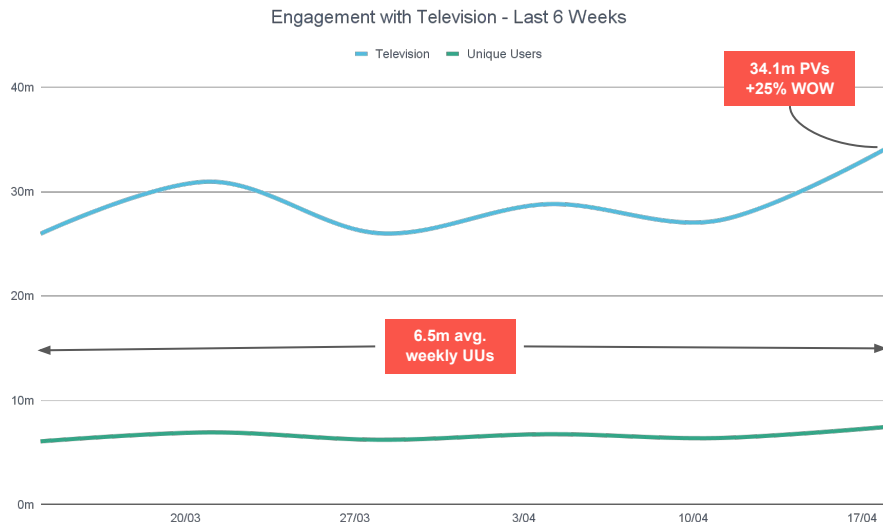
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Last Saturday evening's huge boxing fight night and the return of two TV heavyweights delivered a knockout week for engagement growth for our Television content.

The TV juggernauts of ITV's Britain's Got Talent and the return of Piers Morgan, whose new anti-cancel culture current affairs programme debuts on 25th April – combined with the news that Netflix and Chill on a shared access code could become Netflix and Higher Bill, to push consumption levels to a Spring high.



KNOCKOUT WEEK FOR TELEVISION CONTENT



TAKE ACTION

Seasonal Reality TV shows, including Britain's Got Talent, Love Island and I'm A Celebrity, and new TV station launches and major sporting events heighten interest in our Television category. The finals of I'm a Celeb and The Great British Bake Off last year increased Television PVs by +20% week on week.

+58%
Television PVs growth YoY

Last week's **7.4m** unique users was one of our highest **Television** audiences of the year to date and was a massive **+58% higher** than the same week a year ago. A warning Netflix might start charging its customers for password sharing was among the most read articles.

+224%
Sport TV Page Views growth

Driving engagement within the **Television** category, Page Views for the **Sport TV** topic more than tripled week on week as boxing fans sought out advice about how they could best tune into the big fight between Tyson Fury and Dillian Whyte live.

11.4m
Weekly Reality TV Page View

11.4m Reality TV PVs accounted for a third of total **Television** engagement as Britain's Got Talent's returned for its latest series. And buzz about Piers Morgan's new TV show, and his already infamous interview with Donald Trump, grew **Factual TV** PVs by **+76%**.

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TELEVISION IN THE HEADLINES

