

Reading THE NATION

9 MAY – 15 MAY 2022

There's nothing quite like the annual showing of the Eurovision Song Contest – combined with an epic win by Ukraine and an unbelievable second place for the UK – to drive reader engagement with our Music & Audio category to record levels.

This year's contest was no different, with category page views up by +83% on last week.

Request Activation



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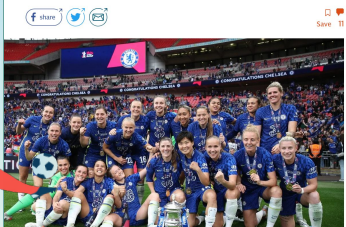


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Chelsea complete double as reigning holders defeat Man City after extra time in Women's FA Cup Final



+83%

MUSIC & AUDIO
14.7m Weekly Page Views

3.2M

EDUCATION
Page Views +45% WoW

35.2M

FOOTBALL
Page Views +6% WoW



Source: The Ozone Project 2022

TOP 10

CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Music & Audio	14.7m	83%	3.9m	91%	3.8	2%
Education	3.2m	45%	1.4m	43%	2.5	-3%
Fine Art	3.7m	28%	1.5m	25%	2.5	3%
Careers	5.8m	22%	2.1m	17%	2.7	2%
Automotive	10.9m	16%	3.4m	8%	3.2	4%
Medical Health	53.5m	15%	9.6m	11%	5.6	4%
Tech & Computing	18.7m	13%	5.5m	9%	3.4	2%
Personal Finance	10.5m	11%	3.1m	2%	3.3	-1%
Food & Drink	14.0m	11%	4.3m	7%	3.3	1%
Television	36.2m	11%	7.8m	9%	4.6	3%

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

THIS WEEK'S OVERVIEW

Our **Music & Audio** content was awarded top marks this week as the Eurovision Song Contest dominated category headlines, increasing page views by **+83%** week on week, and attracting a further **+91%** growth in unique users. In particular, reader engagement with World & International music was up by almost **300x** on the previous week.

With GCSE and A Level exams closing in, studious Brits were brushing up on all the latest news from our **Education** pages with page views up **+45%** to 3.2m – a 2022 record – focusing on best (and worst) schools, top university rankings and why a higher graded degree grade is more important than a university's reputation.

While this week's Sport audience remained steady, the high drama of Liverpool winning the Men's and Chelsea the Women's FA Cup – combined with Celtic clinching the Scottish league title – delivered our highest **Football** audience since the start of the season in August 2021, with a whopping **35.2m** page views, up **+6%** week on week.

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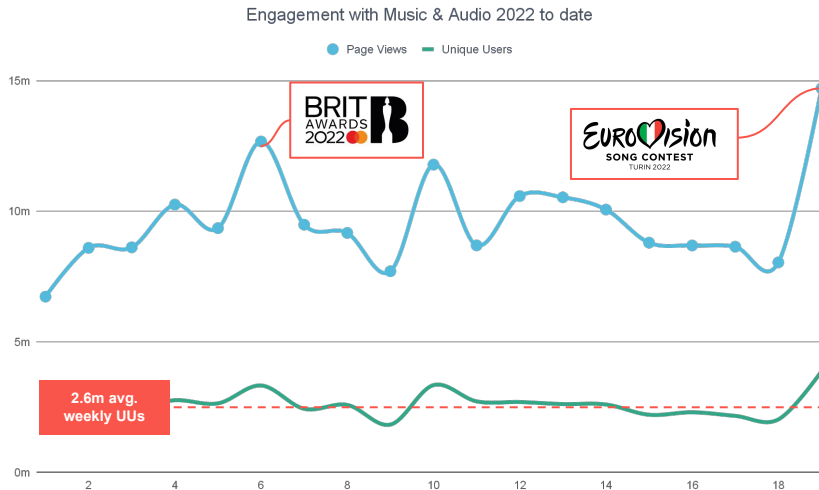
With a 56% share of the Saturday night TV audience, BBC One's showing of the annual Eurovision Song Contest delivered an average audience of 8.9m people, up 20% year on year, and almost three million viewers ahead of the channel's FA Cup highlights aired just before.

With the Kalush Orchestra taking the top prize for Ukraine, our home grown talent Sam Ryder took a phenomenal second place for the UK.



Source: The Ozone Project 2022

DOUZE POINTS FOR MUSIC & AUDIO CONTENT



TAKE ACTION

Last year we saw major music events and festivals boost engagement with Music & Audio content; festivals falling across the Bank Holiday in August doubled page views week on week. The live Glastonbury return in late June, should create another major category lift.

14.7m
record level of PVs

The **83% increase** in page views for Music & Audio content led to the highest levels we've seen since launching Reading the Nation in early 2021, even outstripping the previous 2022 high of **12.7m** seen at the beginning of February when the BRIT Awards took place.

+21%
higher PVs than 2022 levels

Showing the impact of live events on reading, 2022's contest delivered a weekly Music & Audio audience **+30% greater** than last year's with **3.9m users & 14.7m page views** (up +21%). Last year there were plenty of headlines too, just for the wrong 'nil points' reasons.

+229%
growth in overnight PVs

Increased week-on-week engagement with Music & Audio content was seen every day this week, with a significant peak on Saturday (page views +183%, users +166%) while the Sunday round ups of the live show saw **both measures increase by more than 3x**.

MUSIC & AUDIO IN THE HEADLINES

