

Reading THE NATION

16 MAY – 22 MAY 2022

Last week's bright sunshine grew weekly Weather page views by more than a quarter while the dazzling finale to the 2021/2022 football season at the weekend drove record seven-day engagement with our Sport content.

However, all eyes are now fixed firmly on the Queen's Platinum Jubilee as engagement with celebratory content, including Food & Drink, bubbles up.

Request Activation



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+67%

MOVIES
8.2m Weekly Page Views

2.5M

BOOKS & LITERATURE
Page Views +42% WoW

8.8M

SHOPPING
Page Views +31% 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
Movies	8.2m	67%	2.7m	57%	3.0	7%
Pets	4.7m	42%	1.7m	34%	2.8	6%
Books & Literature	2.5m	41%	0.8m	52%	3.0	-8%
Shopping	8.8m	31%	3.0m	22%	3.0	7%
Healthy Living	4.7m	24%	1.8m	21%	2.6	3%
Food & Drink	17.3m	23%	4.9m	16%	3.5	6%
Hobbies & Interests	5.5m	21%	1.9m	20%	2.8	1%
Careers	6.7m	16%	2.4m	13%	2.8	3%
Religion	1.1m	13%	0.4m	22%	2.7	-7%
Style & Fashion	20.5m	12%	5.1m	3%	4.0	8%

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

THIS WEEK'S OVERVIEW

Hollywood royalty returned to the Cannes Film Festival last week to drive +67% engagement growth for our **Movies** content. Movies engagement enjoyed a real royal boost as the Duke and Duchess of Sussex joined Tom Cruise for the UK premiere of Top Gun: Maverick. **Style & Fashion** PVs also hit a record weekly high for the year as red carpet fashion at both events boosted category **Reader Attention** by +8% week on week.

With 2.5m PVs, there was +41% engagement growth for our **Books & Literature** content driven by the release of Dame Deborah James' book 'How to live when you could be dead', which topped Amazon's best seller list.

And finally, coverage of lottery winners Joe and Jess Thwaite, who trousered a whopping £184m jackpot playing EuroMillions and instantly became as wealthy as Adele, boosted engagement with our **Shopping** content. Overall weekly PVs increased by +31% with the **Lotteries & Scratchcards** topic growing by a fifth week on week.

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What better way to celebrate Queen Elizabeth II's 70th year as the country's reigning monarch than with a huge national celebration across next week's extended bank holiday.

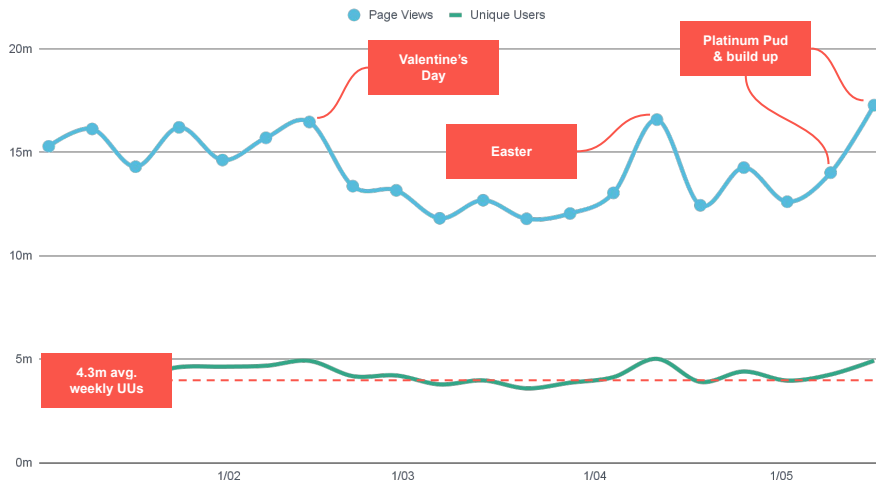
With millions of Brits finalising their party preparations – and the Queen herself getting into the spirit by officially opening the Elizabeth Line – we've seen engagement growing with our celebratory content, especially Food & Drink.



Source: The Ozone Project 2022

FOOD & DRINK UP ON PLATINUM PREPARATIONS

Engagement with Food & Drink content 2022 to date



TAKE ACTION

With just over a week to go until the Queen's Platinum Jubilee Weekend, there's still time to reach hungry Brits as they continue to plan their perfect parties. Celebratory content PVs have grown by +18% in the past fortnight versus the previous two-week period.

17.3m
record level
of page views

The **23% increase** in Food & Drink PVs led to a record weekly high for the category. **17.3m** PVs is **+22% greater** than 2022's weekly avg. and **+5% bigger** than the previous weekly high in Easter week when choccie eggs and celebratory Sunday roasts were on the menu.

4.9m
Weekly Food &
Drink users

Almost **5m** uniques for the category was broadly in line with Easter week BUT **+10% higher** than Christmas week 2021. This suggests non-festive celebrations are less planned and perhaps more impulsive for **Food & Drink** content than the prolonged Christmas build-up.

+11%
growth in Baking
& Desserts PVs

Huge interest among foodies in the recipe for Jemma Melvin's lemon Swiss roll and amaretti trifle, which was crowned the winning dessert in Fortnum and Mason's Platinum Pudding Competition, grew engagement with our **Baking & Desserts** topic by **+11%** week on week.

FOOD & DRINK IN THE HEADLINES

