

Reading THE NATION

30 MAY – 5 JUNE 2022

The overwhelming success of the Queen's Platinum Jubilee weekend captured the nation's attention last week as the UK celebrated and celebrated, and celebrated some more to say: "Thank you, your Majesty. For everything." It was an historic four-day party.

And wall-to-wall celebratory coverage from across our premium publisher boosted audience engagement with relevant content to record levels for this year.

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Platinum jubilee: one in four Britons joined community events, poll shows

Surge in shopper footfall over four-day bank holiday also gives UK high streets a much-needed lift



79.3M

POP CULTURE
Page Views +37% WoW

37.2M

SPECIAL OCCASIONS
Page Views +32% WoW

14.2M

MUSIC & AUDIO
Page Views +44% WoW



THE OZONE PROJECT

Source: The Ozone Project 2022

TOP 10

CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Religion	1.1m	51%	0.4m	58%	2.7	-4%
Music & Audio	14.2m	44%	3.8m	57%	3.7	-8%
Pop Culture	79.3m	37%	11.3m	20%	7.0	14%
Video Gaming	0.4m	34%	0.2m	26%	2.6	6%
Special Occasions	37.2m	32%	8.8m	20%	4.2	10%
Healthy Living	4.3m	25%	1.7m	16%	2.6	8%
Travel	29.7m	23%	7.1m	10%	4.2	11%
Television	32.8m	13%	7.0m	4%	4.7	8%
Automotive	7.4m	11%	2.3m	7%	3.2	4%
Food & Drink	15.4m	7%	4.7m	6%	3.3	1%

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

THIS WEEK'S OVERVIEW

The Queen's Platinum Jubilee, and the UK's four-day long Bank Holiday weekend to mark the historic occasion, was all that really mattered to the nation last week. And as millions of Brits got swept up with the festivities, engagement with several key content categories exploded: **79.3m Pop Culture** page views (+37% week on week), **37.2m Special Occasions** PVs (+32% WoW) and **14.2m Music & Audio** PVs (+44% WoW). More on that soon...

Trumping those growth rates, however, was a +51% increase in weekly page views for **Religion** content, which was largely driven by interest in coverage of the jubilee Thanksgiving service at St. Paul's Cathedral at which UK Prime Minister Boris Johnson was booed upon arrival. The big question now is: can Boris hang on for another week?

Elsewhere, there was also notable engagement growth for **Travel** (29.7m PVs - a weekly high driven by +93% **Air Travel** topic growth) and **Television** (32.8m PVs - with **Reality TV** engagement almost doubling).

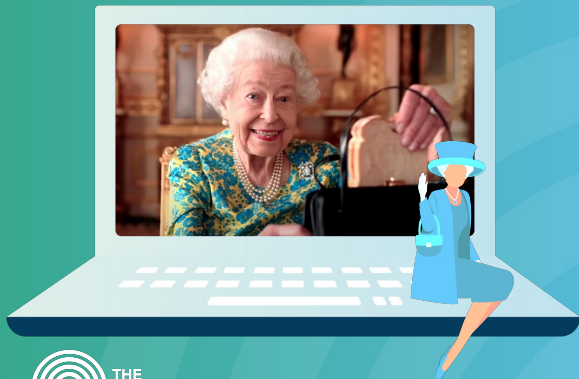
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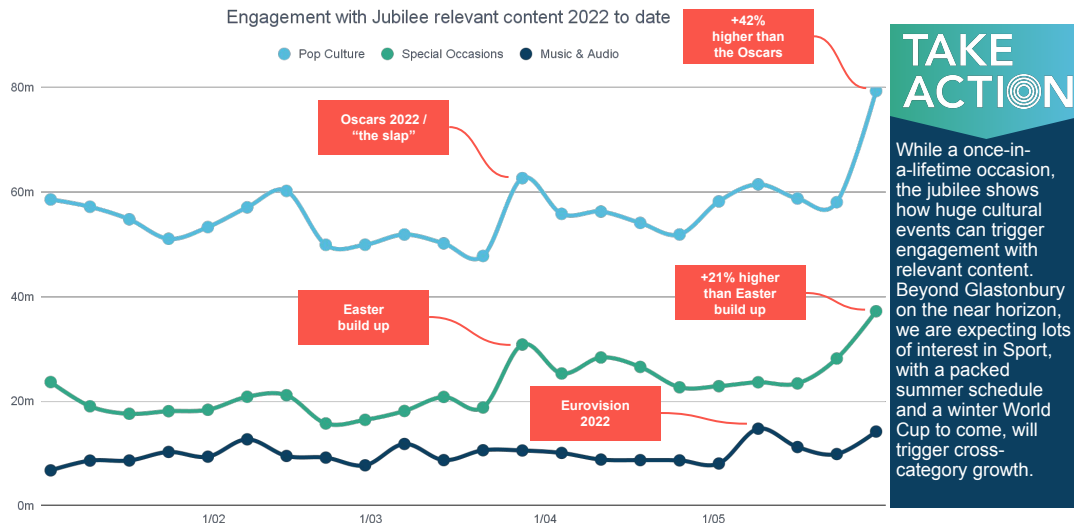
What. A. Weekend. As historic occasions go, the nation certainly rose to the challenge to mark her Majesty's 70-year reign with four days of celebrations the length and breadth of the land.

From last Thursday's spectacular Trooping the Colour and RAF flyover, to Saturday night's Party at the Palace and Sunday's Jubilee pageant and nationwide street parties, our premium publisher content kept Queen Elizabeth II fans up-to-date with every single magical moment.



Source: The Ozone Project 2022

ENGAGEMENT EXPLODES ON HISTORIC JUBILEE



TAKE ACTION

While a once-in-a-lifetime occasion, the jubilee shows how huge cultural events can trigger engagement with relevant content. Beyond Glastonbury on the near horizon, we are expecting lots of interest in Sport, with a packed summer schedule and a winter World Cup to come, will trigger cross-category growth.

79.3m

record page views in 2022

Pop Culture engagement hit an all time high last week as Platinum Jubilee fever gripped us all. A record **79.3m** PVs was more than **two-fifths higher** than Oscars 2022 week and "the slap seen around the world". Page views for the **Celebrity Family** topic more than tripled.

37.2m

record page views in 2022

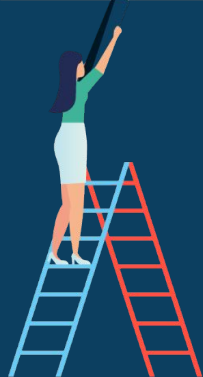
Driven by more than tripling engagement with the **National Holiday** and **Anniversary** topics, and a doubling in page views for the **Concerts & Music Events** topic, our **Special Occasions** content hit a high for the year; **+21% higher** than the Easter build-up.

14.2m

2nd highest PVs figure in 2022

And powered by the rather epic Party at the Palace concert, which was sweetly intro'd by the Queen's skit with Paddington Bear and featured UK Eurovision hero Sam Ryder, our **Music & Audio** content grew **+44%** week on week to **14.2m** page views.

PLATINUM JUBILEE IN THE HEADLINES



Flying the flag for Morecambe: town bids to host Britain's biggest jubilee lunch

Residents on Lancashire's coast see event as opportunity to win visitors back to a town that tourists have largely forsaken



Partypop at one of the 500 tables that organisers set up for the event. Photograph: Christopher Thomas/The Guardian
"I've got my gin, so I'm all right now," said Chez Ferdinand, a retired office manager in a crown and cape as she took a break from handing out plastic union-flag bowler hats and bow ties.



The Queen Surprised Platinum Jubilee Crowds On The Last Day Of Celebrations

The Queen, who had missed more than half of her planned appearances on account of health and mobility issues, also shared a written message on Sunday.

Ellie Hall
Bristol-based news reporter
Posted 22 hours ago

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Queen Elizabeth Royal Family



Music fans tune in to royals' enjoyment of Sam Ryder performance at Jubilee party



Sam Ryder put in a special performance at the jubilee concert that was clearly appreciated by his royal followers

