

# Reading THE NATION

6 JUNE – 12 JUNE 2022

It's back! Yes, it may be sunny outside, but you can bet your last euro that ITV2's annual behemoth, Love Island will have eyes glued and tongues a-wagging all summer long. And if this week's opening coverage is anything to go by, it's going to be another fantastic year for the show.

With near universal reach 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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## Government announces new 'free schools' and sixth forms for Greater Manchester

Bury, Bolton, Manchester, Oldham, Rochdale, Salford and Tameside will get a share of 75 new schools which will create 14,000 new places across England. Education Secretary Nadhim Zahawi has said



76%

**EDUCATION**  
Page Views +76% WoW

40%

**PROPERTY**  
Page Views +40% WoW

38.9M

**TELEVISION**  
Page Views +19% 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
Education	2.1m	76%	0.9m	72%	2.4	3%
Property	6.6m	40%	2.5m	36%	2.7	3%
Careers	7.7m	29%	2.7m	28%	2.9	1%
Technology & Computing	16.3m	20%	4.8m	10%	3.4	9%
Television	38.9m	19%	7.4m	6%	5.3	12%
Automotive	8.7m	18%	2.8m	18%	3.2	0%
Family & Relationships	29.0m	15%	6.7m	6%	4.3	9%
Pets	2.5m	14%	1.0m	13%	2.5	1%
Shopping	6.0m	10%	2.2m	6%	2.7	4%
Style & Fashion	18.6m	7%	4.8m	2%	3.9	5%

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

### THIS WEEK'S OVERVIEW

**Education** content took top marks – with +70%+ increase in both weekly page views and unique users – as the government announced an extra 14k mainstream and special school places. This figure was boosted by pupil stress at being stranded abroad due to flight cancellations, coupled with the threat of rail strikes during the exam period.

With the cost of living crisis and Prime Ministerial political maneuvering continuing to dominate the headlines, **Property** consumption rose significantly this week. A +40% increase in page views fuelled by speculation of a slowing property market due to the effects of inflation on mortgage payments, and the government's vision of allowing 1.5m working, Housing Benefit claimants to pay their benefits into a mortgage.

Proving the enduring appeal of 'appointment to view' TV, the return of ITV2 favourite Love Island pushed **Television** content levels to a 2022 high; with page views up +19% and a Reader Attention score up +12% on last week.

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Love it or loathe it, the sun-filled and scantily-clad antics from the Love Island villa are set to dominate the entertainment headlines for at least the next eight weeks of summer.

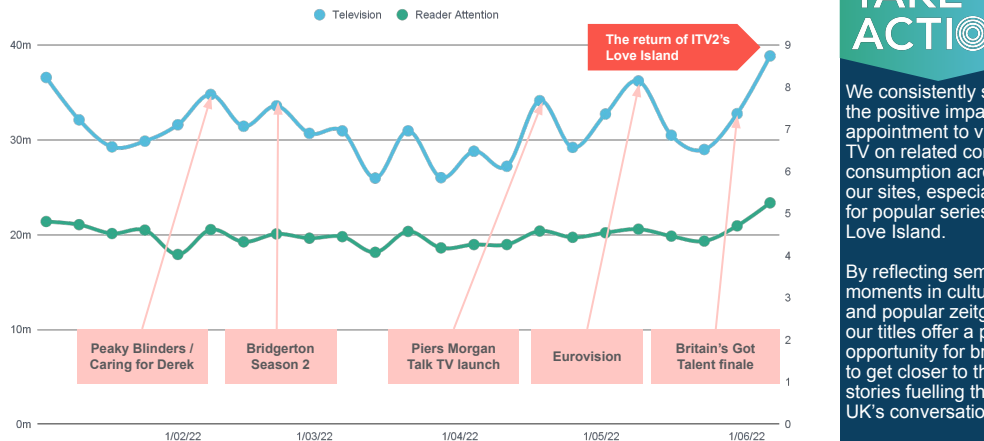
Whether you're Team Tasha, a lover of Luca or in Gemma's gang – along with her dad, Michael Owen – you can be assured every twist, turn, uncoupling and recoupling will be captured in detail for the show's legions of fans up and down the country.



Source: The Ozone Project 2022

## LOVE ISLAND PUTS REALITY TV BACK ON TOP

Engagement with Television content 2022 to date



### TAKE ACTION

We consistently see the positive impact of appointment to view TV on related content consumption across our sites, especially for popular series like Love Island.

By reflecting seminal moments in culture and popular zeitgeist, our titles offer a prime opportunity for brands to get closer to the stories fuelling the UK's conversations.

**38.9m**  
record page views  
for 2022 so far

The return of Love Island drove **Television** category page views to a 2022 high, up **+19%** week on week. Proving the appetite for this content from our readers, our Reader Attention score for the category reached 5.3 pages per readers – up **+18%** vs the 2022 average.

**55%**  
of page views  
for Reality TV

Reality TV accounted for 55% of all Television page views, compared with 47% in the week before. The potency of Love Island in driving consumption is evident in the 6m increase in weekly page views for Reality TV – a near identical number to the overall category growth.

**11%**  
up on 2021  
Love Island peak

This week's TV category page views have already topped the 35.2m seen in Love Island's 2021 finale week. Between the series opening and closing, page views grew **+32%**, with a Reader Attention score of 5.2. We expect engagement to build through the 2022 series.

## REALITY TV (& LOVE ISLAND) IN THE HEADLINES

