

Reading THE NATION

20 JUN – 26 JUN 2022

Glastonbury's return after a two-year break brought post-pandemic revelry to Worthy Farm as 200,000 festival fans partied to sets from the Glasto's youngest (Elish) and oldest (Macca) ever headliners.

Brought to a theatrical close on Sunday evening by iconic US rapper Kendrick Lamar, this year's event drove huge engagement with several of our key content categories to grab the nation's attention in the last 7 days.

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TV tonight: Billie Eilish gets things underway at Glastonbury



+33%

SPECIAL OCCASIONS
30.1m Weekly Page Views

14.9M

MUSIC & AUDIO
Page Views +18% WoW

38.0M

TELEVISION
Page Views +10% 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
Special Occasions	30.1m	33%	7.1m	22%	4.3	9%
Careers	11.0m	29%	3.1m	10%	3.6	17%
Music & Audio	14.9m	18%	3.6m	13%	4.1	5%
Food & Drink	14.6m	11%	4.4m	12%	3.3	-1%
Television	38.0m	10%	7.1m	7%	5.4	3%
Education	2.8m	9%	1.1m	4%	2.6	4%
Hobbies & Interests	5.3m	9%	1.8m	8%	2.9	1%
Family & Relationships	35.3m	8%	7.5m	3%	4.7	5%
Shopping	6.4m	6%	2.3m	3%	2.8	2%
Travel	22.1m	4%	5.6m	1%	4.0	3%

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

THIS WEEK'S OVERVIEW

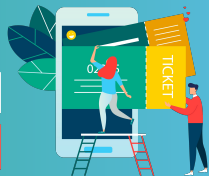
Last week, the triumphant return of Glastonbury after a two-year covid-induced hiatus grabbed the nation's attention as engagement with several related content categories grew.

More than 30m **Special Occasions** page views topped our weekly charts with +33% growth, 15m **Music & Audio** page views – the highest of the year – increased by +18%, while a near tripling of **Music TV** topic PVs helped to drive +10% **Television** growth. Not even last week's nationwide rail strike, which increased engagement with the **Unions** topic in our **Careers** category by more than 150%, could stop the party at the world's biggest greenfield music festival.

Also driving **Television** content engagement, the latest series of Love Island continued to capture the nation's attention with 19.3m **Reality TV** page views, up +13% week on week, the second highest 7-day figure of the year.

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Glastonbury is big. As one of the world's biggest music festivals, the 800 acre site – dubbed 'the city in the fields' – is home to more than 200,000 people, including 67,000 staff, during its five days.

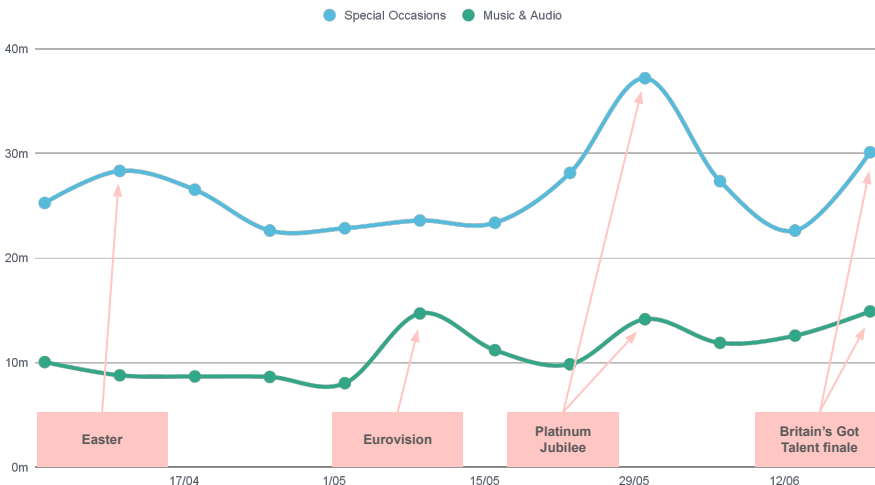
And this year's event – the first proper Glasto since 2019's pre-pandemic edition – was huge. Featuring history-making headliners, guest appearances by Ukraine president Volodymyr Zelenskyy and climate change activist Greta Thunberg, and high-profile protests against the US supreme court's reversal of women's rights, the festival captured the attention of the nation.



Source: The Ozone Project 2022

GLASTONBURY FEVER SWEEPS THE NATION

Weekly engagement with related content in Q2



TAKE ACTION

Glastonbury is a tent pole, seasonal live event missed by millions of Brits in the pandemic, so its live return has been a welcome one. With a full season of music and arts festivals to follow across the country, all through the summer, we expect engagement to spike in line with these, just like we saw with summer 2021's late festival season in September.

45.0m
combined page views last week

Last week's 45.0m combined page views for our **Special Occasions** and **Music & Audio** content categories grew by +28%, which is the second highest weekly rate of growth this year behind the Platinum Jubilee. 15m **Music & Audio** page views is also a record high.

10.6m
Daily PVs on Sun 26th June

Interest in Glastonbury-related content increased across last week peaking on Sunday 26th June, with daily **Music & Audio** page views more than doubling on Sunday vs. Monday, with 86% engagement growth for **Special Occasions** content over the same period.

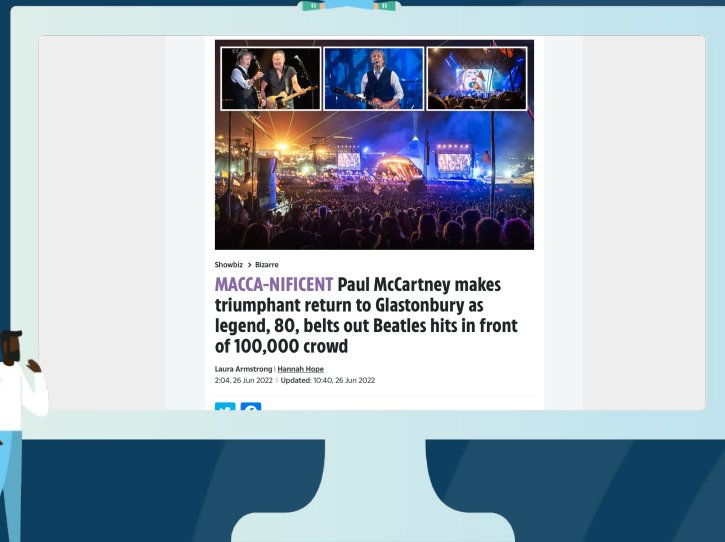
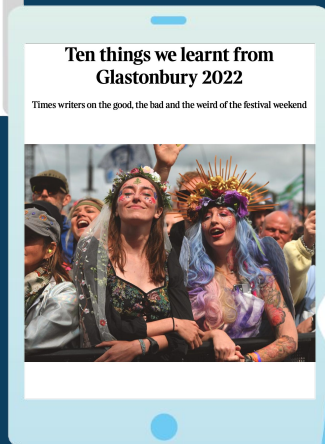
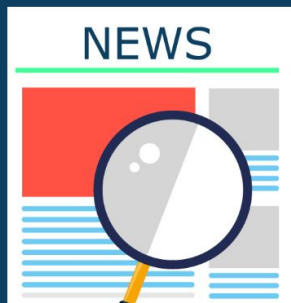
6.5m
Television page views yesterday

With interest in Glastonbury growing among armchair festival fans at home across the weekend, knowing about what sets to catch up with or who was playing and when on the final day saw 6.5m **Television** PVs grow by +19% compared to the day before.

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GLASTONBURY FESTIVAL IN THE HEADLINES



Get in touch

