

Reading THE NATION

27 JUN – 3 JUL 2022

A spectacular summer of sport roared into action last week with the return of Wimbledon, the English rugby team's first match in the three-test tour against Australia, and all the thrills and (rather scary) spills during the British Grand Prix at Silverstone.

And with more sport to come across the summer, with the Women's European football championships and the Commonwealth Games in Birmingham, we're expecting similar levels of seasonal sport engagement to last year.

Request Activation

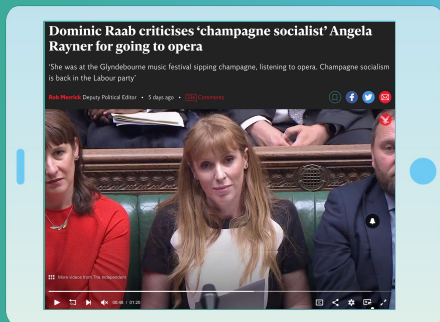


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+43%

FINE ART
3.9m Weekly Page Views

+33%

HEALTHY LIVING
5.4m Weekly Page Views

60.7M

SPORT
Page Views +24% 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
Fine Art	3.9m	43%	1.5m	39%	2.6	3%
Healthy Living	5.4m	35%	2.0m	27%	2.7	6%
Medical Health	50.0m	24%	8.8m	19%	5.7	5%
Movies	5.3m	21%	1.8m	20%	3.0	1%
Sport	60.7m	18%	8.3m	20%	7.3	-1%
Shopping	7.4m	15%	2.6m	10%	2.9	5%
Automotive	9.5m	14%	2.9m	11%	3.2	3%
Science	10.3m	13%	3.3m	13%	3.1	0%
Personal Finance	14.0m	13%	4.0m	14%	3.5	-1%
Books & Literature	2.0m	13%	0.6m	17%	3.2	-4%

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

THIS WEEK'S OVERVIEW

Last week's parliamentary fall out between deputy prime minister Dominic Raab and deputy Labour leader Angela Rayner, in which the former labelled the latter a "champagne socialist" for attending the opera during the rail strikes, tripled Opera topic page views to drive +43% engagement growth for our **Fine Art** content.

With weekly page views growing by +35% and unique users up by more than a quarter, our **Healthy Living** content leaped to second place in our top 10 category performers last week. Among the top topics driving growth were **Weight Loss** and **Nutrition** with engagement increasing by 103% and 92% respectively in the last 7 days.

And our **Sport** content category breached 60m weekly page views for the first time since the final week of the Tokyo Olympics in August last year, as 2022's summer of sport began. Last week, **Tennis**, **Rugby** and **Auto Racing** were among the topics driving growth, while **Football** is set to grow this week when the Women's Euros kick off.

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Last week, our publishers' premium punditry picked apart the player performances across a range of disciplines as 2022's summer of sport roared into action.

From tennis at Wimbledon and the British Grand Prix to England's rugby test series against Australia, collective engagement with these sports has driven overall weekly page views for the category to its highest level since the conclusion of last year's Olympic Games.

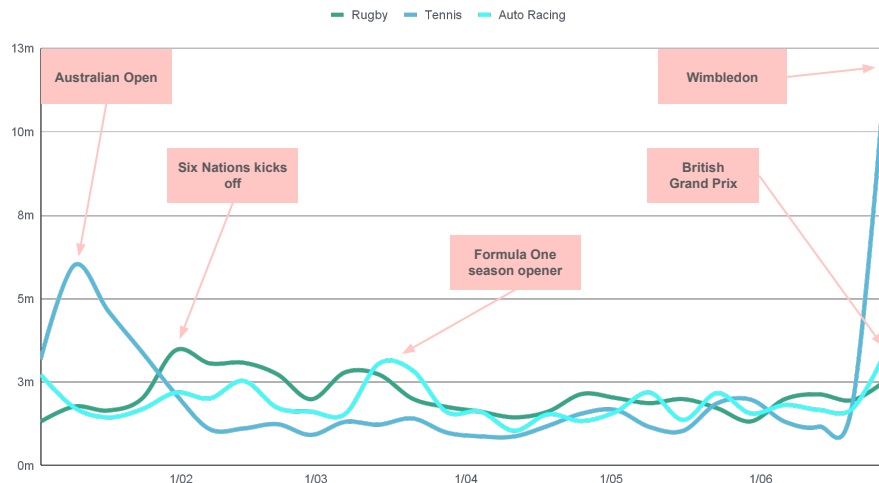


Katie Boulter breaks new ground at Wimbledon to oust 2021 finalist Pliskova



2022'S SUMMER OF SPORT ROARS INTO ACTION

Engagement with Sport topics, year to date



TAKE ACTION

Major sporting events are guaranteed to capture the nation's attention. We've seen it time and again. Extra interest is expected when the UK hosts the UEFA European Women's Championship, the Commonwealth Games, and the Rugby League World Cup. Plus, there's the FIFA World Cup in Qatar to look forward to this winter.

45.0m
combined page views last week

The return of Wimbledon last week served up an ace as engagement with our **Tennis** content rocketed with a six-fold increase. 12.1m Tennis page views is a weekly record and is more than double the engagement compared to the Australian Open earlier this year.

3.4m
Auto Racing PVs last week

Silverstone hosted the British Grand Prix at the weekend as 2022 Formula One gathered pace. 3.4m **Auto Racing** page views more than doubled compared to the week before, and were +158% higher than the week of the same race last year.

8.6m
Rugby PVs in the last 4 weeks

The culmination of the 2021/2022 Gallagher Premiership rugby season and the start of England's three-test tour of Australia has seen **Rugby** engagement grow by a quarter in the last 4 weeks. If England can turnaround the series down under, expect further growth.



2022'S SUMMER OF SPORT IN THE HEADLINES

