

Reading THE NATION

4 JUL – 10 JUL 2022

The second half of the year started explosively last week as an avalanche of Government resignations backed Boris Johnson into a corner that even he could not escape from, to finally fell the “greased piglet”.

Forced to resign as Conservative Party leader to trigger the search for a new UK Prime Minister, intense interest in Boris and the world of Westminster across Ozone publishers captured the nation’s attention to drive engagement with our News & Politics content category.

Request Activation



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98.3M

NEWS & POLITICS
Page Views +13% WoW

25.8M

STYLE & FASHION
Page Views +25% WoW

+113%

RELIGION
2.1m Weekly Page Views



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	2.1m	113%	0.8m	130%	2.7	-7%
Style & Fashion	25.8m	25%	5.8m	17%	4.4	7%
Video Gaming	0.4m	22%	0.2m	34%	2.4	-8%
Hobbies & Interests	4.6m	20%	1.6m	27%	2.9	-5%
News & Politics	98.3m	13%	12.1m	6%	8.1	7%
Automotive	10.7m	13%	3.2m	9%	3.3	3%
Books & Literature	2.1m	8%	0.6m	5%	3.3	3%
Television	37.9m	7%	6.4m	-4%	5.9	12%
Special Occasions	25.5m	7%	6.3m	6%	4.0	1%
Pop Culture	58.4m	5%	8.5m	1%	6.9	4%

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

THIS WEEK'S OVERVIEW

Driven by the extraordinary events at the centre of Boris Johnson's Government that brought a bruising end to Boris's time as UK Prime Minister, more than 98m **News & Politics** page views last week was the highest weekly engagement figure of the year and +14% higher than the 2022 weekly average.

What one should wear in the hotter weather and who was wearing what at summer sporting stalwarts Wimbledon and the Newmarket races were among the key content driving +25% engagement growth with our **Style & Fashion** category. 25.8m page views and 5.8m unique users are the highest weekly total ever recorded.

And the untimely death of Father Dermott – the elder brother of television presenter Declan Donnelly, one half of national treasures Ant & Dec – drove a doubling in engagement and audience for our **Religion** content.

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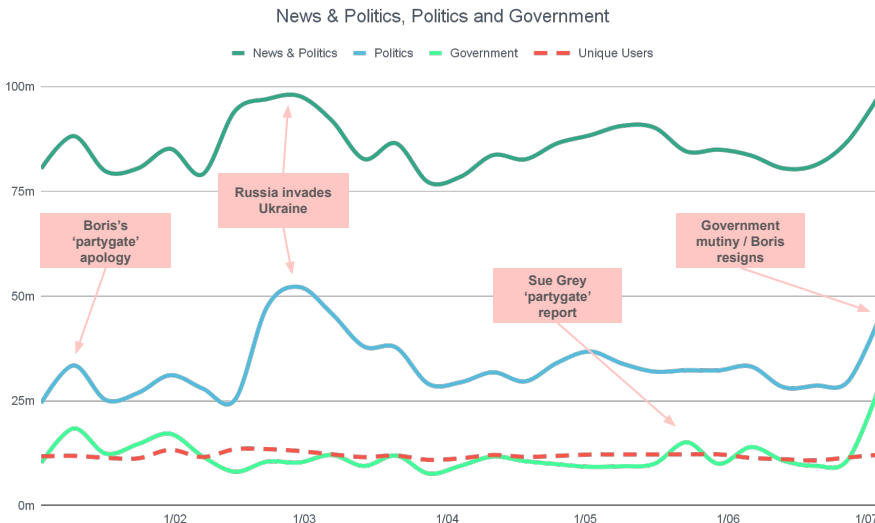
The Chris Pincher groping affair proved to be a scandal too far for Boris Johnson last week as his Government finally unraveled and his tenure as the UK Prime Minister came to an early end.

With his resignation as Conservative Party leader tendered to the nation in a short, apology-free speech outside Number 10 Downing Street, the “greased piglet” finally succumbed to months of speculation about his premiership.



Source: The Ozone Project 2022

“THEM’S THE BREAKS,” AS BORIS IS FINALLY FELLED



TAKE ACTION

News & Politics is by far our biggest content category by weekly page views and unique user volumes. Unlike tentpole events and seasonality, what's newsworthy is hard to predict. Ozone's Brand Safety tools, and native editorial controls, can help advertisers navigate an often complex news agenda.

45.0m
Politics page views last week

45m **Politics** page views grew topic engagement by +53% week on week, the highest weekly figure since the beginning of the Russian invasion of Ukraine. A huge +165% growth in **Government** topic PVs – which hit a record 29.0m – was a key engagement driver.

16.4m
Daily News & Politics PVs

The day after Sajid Javid and Rishi Sunak sensationally quit Boris's Cabinet to spark a wave of ministerial resignations was last week's highest for engagement. 16.4m daily **News & Politics** page views last Wednesday was +38% higher than the prior week's daily average.

8.1
Average PVs per unique user

On average, our **News & Politics** audience read 8.1 pages of relevant content last week – up +7% week on week and the highest number this year – was driven by a huge +44% increase in reader attention with the **Government** topic, as readers followed the story.

Reading THE NATION

27 JUN – 3 JUL 2022

NEWS & POLITICS IN THE HEADLINES



Get in touch



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Over the last two weeks our publishers' premium punditry has continued to pick apart the player performances across a range of disciplines as 2022's summer of sport gathered pace.

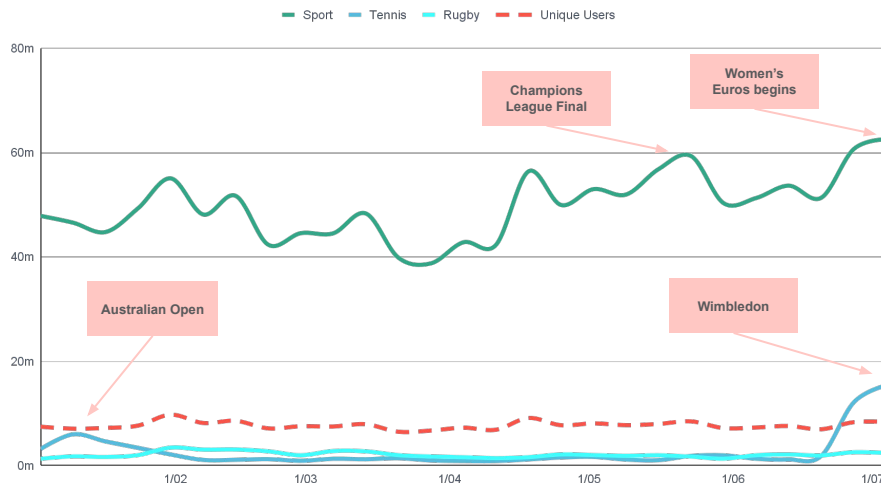
From the conclusion of Wimbledon to England's second match in their rugby union test series against Australia, collective engagement with these sports has continued to drive overall engagement with the content category.



Source: The Ozone Project 2022

2022'S SUMMER OF SPORT GATHERS PACE

Engagement with Sport topics, year to date



TAKE ACTION

Major sporting events are guaranteed to capture the nation's attention. We've seen this in the last two weeks. And interest is expected to grow as the UEFA European Women's Championship continues in the coming week. Plus, there's the men's FIFA World Cup in Qatar to look forward to this winter.

62.6m
Sport page views last week

Overall **Sport** engagement increased by +3%, or by an additional 1.9m page views, as the second week of Wimbledon wrapped up, the women's Euros kicked off, England drew level with Australia in the rugby and Lewis Hamilton finished third in the Austrian GP.

27.5m
Tennis PVs across Wimbledon

Tennis engagement last week increased by over a quarter to 15.4m page views. Across the last two weeks, 27.5m Tennis PVs was +165% higher than Wimbledon last year as interest in a new crop of UK talent, including semi finalist Cameron Norrie, grabbed our attention.

5.0m
Rugby PVs in the last fortnight

A weekend win for the English rugby union team to level their three-test tour against Australia boosted engagement with our Rugby content. Since the tour began two weeks ago, 5.0m Rugby page views is more than a fifth higher than the prior fortnight.

