

Reading THE NATION

18 JUL – 24 JUL 2022

School's out for summer, the peak holiday season has begun and our Shopping content hit an engagement and audience record for 2022 as Brits hit this season's sales.

And while it might have started with a travel nightmare for holidaymakers crossing the English Channel to Europe, consumers hoping to bag a summer or back-to-school bargain as inflation hit an all time high were in luck.



Request Activation

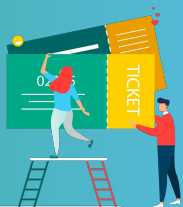


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London's West End gets first purpose-built theatre in 50 years

Part of a £300m regeneration of the area near Tottenham Court Road station, @sohoplac combines intimacy with innovative design



+42%

FINE ART
2.7m Weekly Page Views

9.0M

SHOPPING
Page Views +20% WoW

5.0M

MOVIES
Page Views +18% 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
Fine Art	2.7m	42%	1.0m	34%	2.7	6%
Shopping	9.0m	20%	2.9m	11%	3.2	9%
Hobbies & Interest	5.4m	19%	1.8m	14%	3.1	4%
Movies	5.0m	18%	1.6m	13%	3.1	4%
Education	4.9m	17%	1.8m	16%	2.7	1%
Healthy Living	3.5m	11%	1.3m	4%	2.8	7%
Science	9.9m	9%	2.9m	2%	3.4	7%
Travel	24.9m	7%	5.9m	1%	4.2	6%
Food & Drink	13.8m	7%	3.9m	2%	3.5	5%
Music & Audio	9.1m	4%	2.0m	3%	4.5	1%

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

THIS WEEK'S OVERVIEW

Interest in the opening of the West End's first new theatre in 50 years – @sohoplac in the new Tottenham Court Road station development – increased engagement with our **Fine Art** content, to give the category top billing last week. **Fine Art** weekly page views grew by +42% to 2.7m, with the **Theatre** topic a key growth driver.

Coinciding with the break up of schools, the start of the summer and back-to-school sales grew engagement and audiences for our **Shopping** content to a 2022 record. 9.0m page views and 2.9m unique users were up +20% and 11% respectively week on week as consumers shopped around for the best cost-of-living-beating deals.

And Marvel Cinematic Universe fans rejoiced at last week's Comic Con reveal of phases five and six of the Disney owned studio's ever expanding superhero film and TV slate. Interest in the Black Panther: Wakanda Forever trailer in particular drove +18% engagement growth for our **Movies** content.

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Hitting the tills to get summer ready, with school's out and holidays taking off, saw weekly engagement and audiences for our Shopping content hit a record high for the year.

With living costs continuing to rise – driven by 9.4% inflation, currently at a 40-year high – individuals and households may be feeling the squeeze but they are continuing to engage with our reliable, trusted Shopping content to help them live more cost effectively.



Money > Shopping

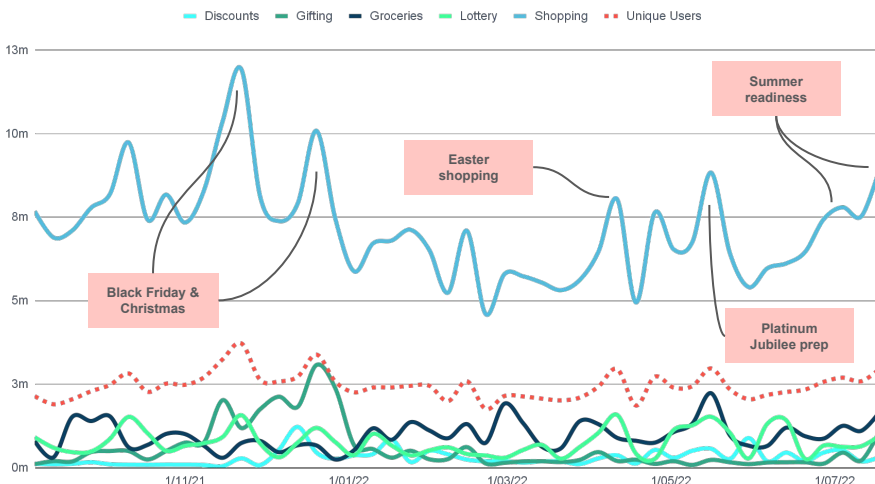
SCHOOL'S OUT Lidl launches school uniform range in stores next week and prices start at £1.50



Source: The Ozone Project 2022

SHOPPING SURGES ON SUMMER SALES

Engagement with Shopping & Related Topics (Q3 2021 to date)



TAKE ACTION

The cost of living may be impacting their spending power, but consumers are continuing to turn to our Shopping content to help them find the best deals. With back-to-school shopping coming soon and Singles' Day, Black Friday, Cyber Monday plus Christmas all on the H2 horizon, we'll see engagement grow around these key Shopping events.

+5x

Higher Gifting PVs in the last week

With school's breaking up for the summer holidays and parents and pupils on the look out for the perfect present for their teachers, a key driver of **Shopping** content growth was a +443% increase in weekly **Gifting** page views (from 210k to +1.1m weekly PVs).

+82%

Discounts PVs growth WoW

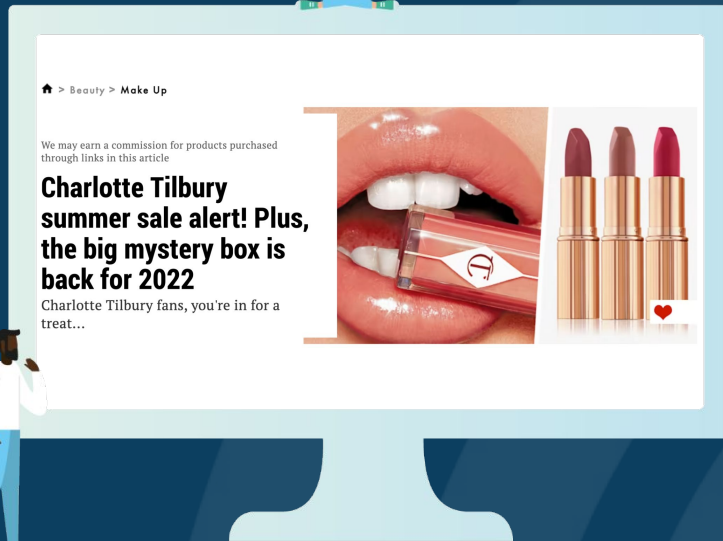
School might only be just out but eagle-eyed parents are already seeking a back-to-school bargain. Engagement with the **Discounts** topic increased by +82% week on week. A trend also driven by deal hunters is a +152% growth in **Second-hand Market** PVs MoM.

+52%

Lottery PVs growth WoW

And news that one lucky UK-ticket holder scooped a record EuroMillions jackpot of £195m to fund the mother of all shopping sprees drove interest in our **Lottery** topic. Page views for the topic increased by +52% week on week

SHOPPING TOPICS IN THE HEADLINES



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Over the last four 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.

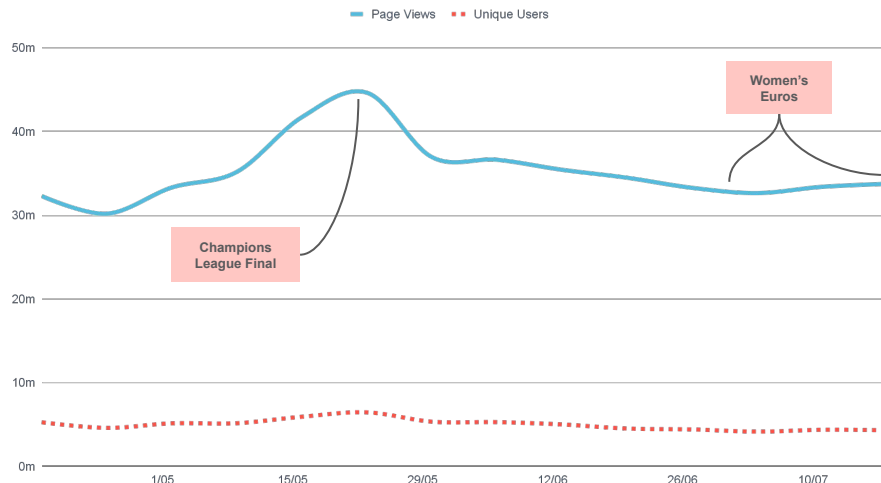
From the Lionesses' pitch perfect progression to the semi finals stage of the women's Euros to track and field action and Team GB success at the 2022 Athletics World Championships, our summer of sport focus continues.



Source: The Ozone Project 2022

2022'S SUMMER OF SPORT CONTINUES

Engagement with Football content (Last 3 months)



TAKE ACTION

Major sporting events capture the nation's attention. We've seen this recently with the home excitement of Wimbledon, Formula One, international rugby and the Open Championship all driving page views. And this week, the conclusion of the women's Euros and the start of the Commonwealth Games will continue to grow interest.

33.8m
Football page views last week

Weekly engagement with our **Football** content continued to track consistently across the women's Euros as England progressed to the semi-final stage with a dramatic extra time victory as fancied Spain. 33.8m Football page views were up +10% year on year.

7.8
Average reader attention

Across the three weeks of the tournament, our 4.3m strong weekly **Football** audience have read an average of 7.8 pages of Football content per unique user. This is more double the reader attention when compared to the first three weeks of the men's Euro 2020.

+117%
Track & Field PVs WoW growth

In other **Sport**, success for Team GB at the 2022 Athletics World Championships in Oregon more than doubled engagement with our **Track & Field** content. Interest is expected to continue when the Birmingham Commonwealth Games begins this week.

