

Reading THE NATION

25 JUL – 31 JUL 2022

Last week, the nation's football fans, from the fair weather to the die hard and the old to the new, celebrated wildly as the Lionesses went one better than the Three Lions by winning the Euros.

Ending 56-years of footballing hurt with an extra-time winner while introducing the beautiful game to a whole generation of fans, the exploits of Sarina Wiegman's team captured the nation's attention and catapulted the women's game into the stratosphere.

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Housing affordability in England at worst levels since 1999, says ONS

Affordability rates in England are worse than at any point since records started in 1999, the Office for National Statistics said.



+23%

PROPERTY
6.7m Weekly Page Views

40.6M

TELEVISION
Page Views +7% WoW

10.8M

PERSONAL FINANCE
Page Views +1% 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 |
|--------------------|------------|------------|--------------|------------|------------------|------------|
| Property | 6.7m | 23% | 2.1m | -28% | 3.2 | 72% |
| Television | 40.6m | 7% | 7.2m | 9% | 5.6 | -2% |
| Books & Literature | 2.2m | 7% | 0.8m | -29% | 2.7 | 50% |
| Special Occasions | 24.4m | 6% | 5.9m | -4% | 4.1 | 11% |
| Movies | 5.2m | 5% | 1.7m | 4% | 3.1 | 1% |
| Automotive | 8.5m | 3% | 2.5m | -1% | 3.4 | 4% |
| Business & Finance | 32.3m | 3% | 7.0m | 0% | 4.6 | 2% |
| Personal Finance | 10.8m | 1% | 3.1m | 3% | 3.5 | -1% |
| Sport | 50.0m | 1% | 7.7m | -8% | 6.5 | 10% |
| Music & Audio | 9.2m | 0% | 2.5m | -27% | 3.6 | 38% |

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

THIS WEEK'S OVERVIEW

Last week, data from the Office for National Statistic showing that housing affordability across parts of the UK is now at the worst levels since 1999 drove weekly engagement with our **Property** content. 6.7m page views grew +23% week on week, with +42% engagement growth for the **Property Buying & Selling** topic a key driver.

Huge interest in the final ever episode of long-running Australian soap opera Neighbours – which gave the world as many genuine stars of stage and screen (Minogue; Donovan; Robbie; Crowe; Hemsworth) as it did implausible storylines (Bouncer's wedding dream anyone?) – drove 40.6m **Television** page views last week (the second highest of the year) and +7% growth. The **Soap Opera TV** topic increased +51% week on week.

And with the cost of living continuing to worry Brits nationwide, 10.8m **Personal Finance** page views grew +1% week on week, with **Home Utilities** up +77% on forecasts that energy bills could hit nearly £4,000 annually by January.

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Over the last five weeks our publishers' premium punditry have picked apart the player performances across a range of disciplines as 2022's summer of sport gathered pace.

Lifting the spirit of the nation last week, England's Lionesses went one better than the Three Lions at last year's men's Euros to lift the women's European Championships trophy.

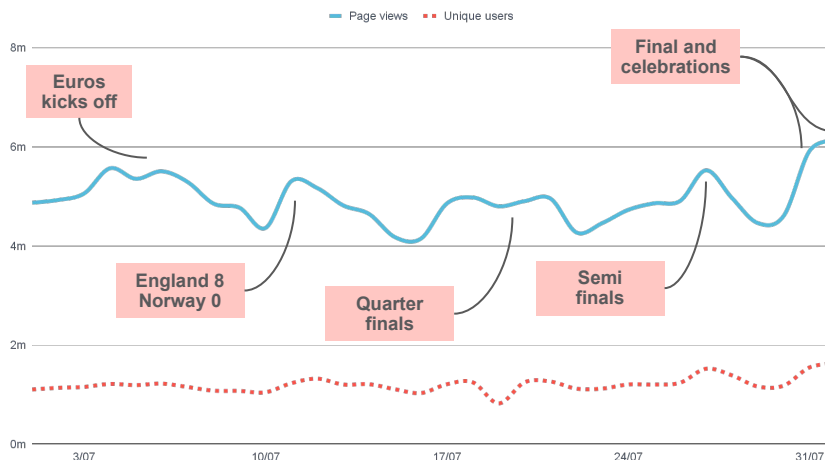
Interest in the final was so high we saw our women's football audience segment more than triple on the day of the final vs. the day before.



Source: The Ozone Project 2022

THE LIONESSES ROAR TO EUROS VICTORY

Daily Football engagement (Women's Euros 2022)



TAKE ACTION

Major sporting events capture the nation's attention. We've seen this recently with Wimbledon and international rugby PLUS the conclusion of the women's Euros and the start of the Commonwealth Games. The kick off of the English Premier League season and the impending winter World Cup in Qatar will see sport interest continue to grow.

33.9m
Avg. Football PVs across the Euros

Engagement with our **Football** content grew again last week as England secured a famous 2-1 victory against Germany in the women's Euros final. Across the Euros, 33.9m average weekly **Football** PVs were +16% higher than the 2021/22 English Premier League season average.

5.9m
Football page views on Sunday

The day of the final, with build up, live match reporting, post-match analysis and celebratory editorial, was the highest day for overall **Football** engagement. Daily page views were +28% higher on Sunday versus the day before when Liverpool beat Man City in the Community Shield.

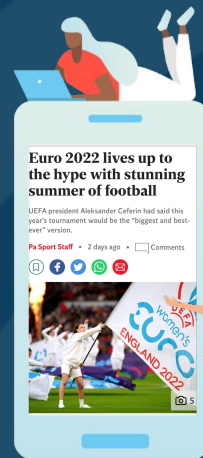
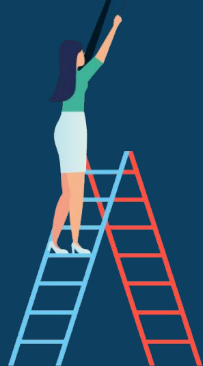
+24%
More page views vs. the prior week

A two-day average of 6.0m **Football** page views on the day of the final and on this Monday – when the nation celebrated the Lionesses' win in earnest – was +24% higher than the average across the week before, when England comprehensively beat Sweden 4-0 in the semi final.

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THE LIONESSES' EUROS WIN IN THE HEADLINES



Get in touch

