

Reading THE NATION

22 AUG – 28 AUG 2022

Last week was certainly a week of celebration, partying and relaxation. A successful GCSE results day produced another relieved cohort of students that drove up Education content, followed by the famous Reading and Leeds festival where many of these students went to celebrate their efforts.

If festivals weren't your thing, the release of the anticipated House of the Dragon TV series boosted our Drama TV topic and Sony's release of their previously PS5 exclusive games on to PC excited many gamers, similarly increasing engagement with Video Gaming.

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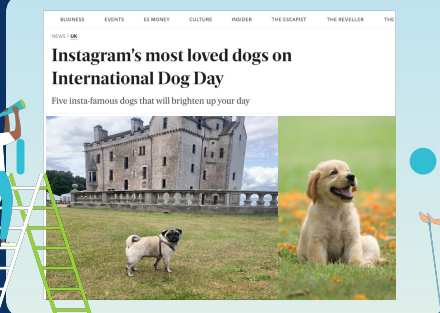


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523K Video Games
page views +51% WoW

3.6M Pets
page views +49% WoW

5.1M Movies
page views +14% WoW



TOP 10 CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Video Gaming	523K	51%	206K	60%	2.5	-5%
Pets	3.6m	49%	1.3m	35%	2.8	11%
Movies	5.1m	14%	1.6m	15%	3.2	-1%
Fine Art	3.1m	11%	1.1m	11%	2.8	0%
Music & Audio	13.1m	9%	3.6m	-7%	3.6	17%
Tech & Computing	25.0m	8%	5.6m	3%	4.5	5%
Business & Finance	40.3m	8%	6.7m	-6%	6.0	14%
Education	3.9m	7%	1.4m	15%	2.8	-7%
Science	11.5m	6%	2.8m	-9%	4.2	16%
Medical Health	45.5m	4%	7.3m	4%	6.2	0%

OZONE OVERVIEW

Last week was a significant one for our **Video Gaming** category. There was a lot of excitement surrounding Sony's release of their previously very exclusive PS5 only games onto other platforms (apart from Xbox of course). Many speculate this could be attributed to Sony's \$5bn lawsuit over overpriced games. It's of no surprise that **Video Gaming** saw a 51% increase in PVs to 523K.

Our **Pets** content continues to bring joy to millions of animal lovers as International Dog Day took place on Friday, 26 August, taking engagement up by 49% to 3.6m page views.

Later on in the week, GCSE results day grabbed the nation's attention once again and drove **Education** up by 7%. In celebration, many of these students headed straight for two of the UK's biggest festivals at Reading and Leeds. This boosted engagement with **Music & Audio** by 9% to 13.1m weekly page views.

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Entertainment related content categories appeared to dominate consumer attention last week. From the release of highly anticipated TV shows, eventful music festivals, cultural event and exciting developments in video gaming, the UK seemed to have an abundance of means to unwind over the August bank holiday.



The Biggest Gaming News For August 29, 2022

Valorant gets a few map changes, Mafia 3 gets a follow up, and a coop heist game from the developers of Payday is currently in the works.

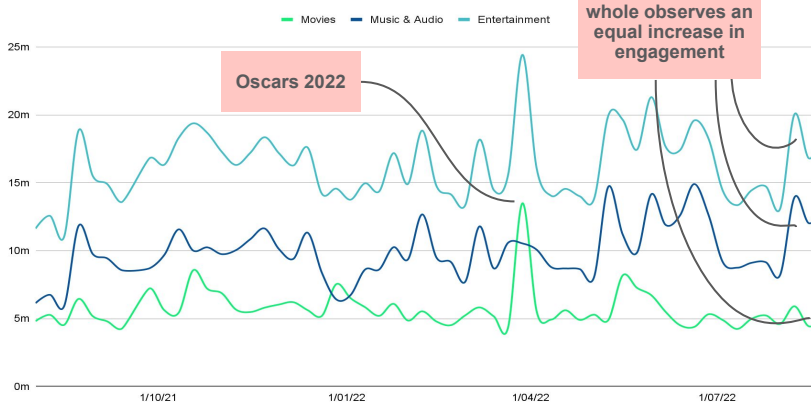
BY JAMES HOPKIN

PHOTO: GETTY IMAGES/ISTOCK



Summer fun puts Entertainment first

Engagement with Entertainment related content



TAKE ACTION

Involvement with recreational activities this summer has naturally been at an all time high following previous years of COVID restrictions. This presents an interesting opportunity heading into the Christmas season as people should equally engage in festive activities they may have missed last year.

+76%

Drama TV PVs growth last week

Fans of the Drama TV genre were in for a treat last week as the series 'House of the Dragon' - prequel to the immensely popular Game of Thrones - was released. Bringing up page views from 965k views on the 1st to 1.7m views on the 29th, an increase of 76%.

+14%

Movie weekly page views

Our Movies content also proved to be a driver of the overall Entertainment engagement as it increased by 14% while the whole Entertainment increase was around 10%. This could shine some light on engagement with new Christmas films heading into the festive season.

+57%

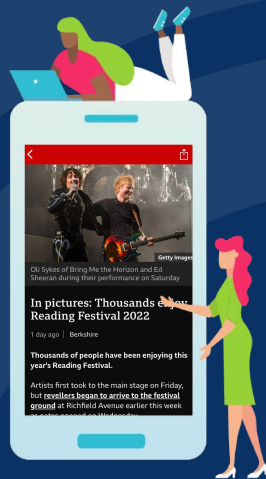
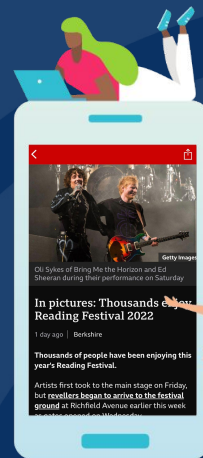
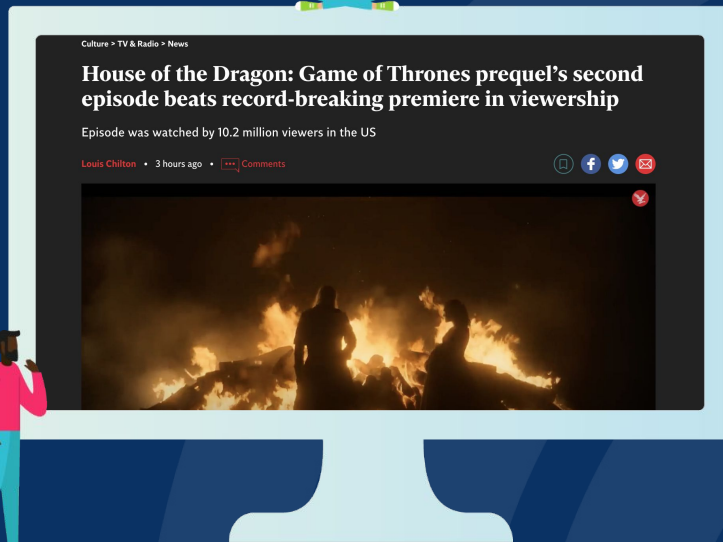
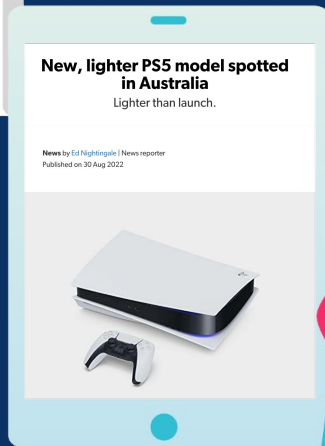
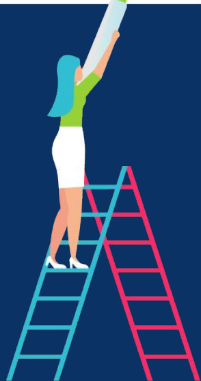
Entertainment PVs growth YoY

Across August 2021, the overall Entertainment category generated an average of 11.5m PVs whereas August this year saw an increase of 57% to 18.5m average PVs. This is clearly in line with the idea that people are still relishing the freedom feeling post COVID, attending festivals, cultural events and cinemas wherever possible.

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ENTERTAINMENT IN THE HEADLINES



Get in touch

