

# Reading THE NATION

29 AUG – 4 SEP 2022

Sporting events managed to grip much of the nation's attention last week from the US Open, football transfer deadline day and – most significantly – in the run up to the London marathon with the Big Half taking place being won by Mo Farah and Eilish McColgan.

Last week also saw the Venice Film Festival and National Cinema Day which sent many to the local cinemas to catch some cheap tickets. These cinema trips may have been a final summer outing for some families as children prepared to return to school the following Monday.

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National Cinema Day: how to buy £3 tickets at UK cinemas including Vue, Odeon and Cineworld



5.8m

Healthy Living  
page views +44% WoW

3.2M

Books & Literature  
page views +25% WoW

6.1M

Movies  
page views +22% WoW



## TOP 10

## CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Healthy Living	5.8m	44%	2.1m	45%	2.7	-1%
Books & Literature	3.2m	25%	1.0m	34%	3.3	-7%
Movies	6.1m	22%	1.9m	19%	3.3	2%
Personal Finance	17.0m	20%	4.3m	14%	4.0	6%
Events & Attractions	26.4m	18%	6.1m	14%	4.4	4%
Hobbies & Interests	6.0m	14%	1.9m	14%	3.1	-1%
Music & Audio	14.7m	13%	2.6m	22%	5.6	-7%
Family & Relationships	36.4m	12%	7.4m	9%	4.9	3%
Fine Art	3.5m	11%	1.3m	14%	2.7	-3%
Home & Garden	13.8m	8%	3.9m	8%	3.5	0%

### OZONE OVERVIEW

Last week was a significant one for our **Healthy Living** category as a number of sporting events motivated millions of Brits to lace up their trainers and focus on fitness. With the US Open taking place, at which British teen prodigy Emma Raducanu was unable to repeat her title winning heroics of last year, and the countdown to the London Marathon gathering pace with the Vitality Big Half race on Sunday, drove our **Healthy Living** category up by +44% to 5.8m page views.

The release of the highly anticipated Amazon TV series *The Lord of the Rings: The Rings of Power*, which received high praise from critics and viewers alike, grew engagement with our **Books & Literature** content, with category PVs up by 25%. Expect more engagement next month when the Cheltenham and Henley literary festivals take place.

Finally, our **Movies** content saw a 22% increase in weekly PVs as National Cinema Day took place and the Venice Film Festival began.

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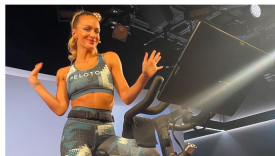
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A very notable part of last week's engagement across Ozone came from sport related topics, which had a positive impact on our Healthy Living content.

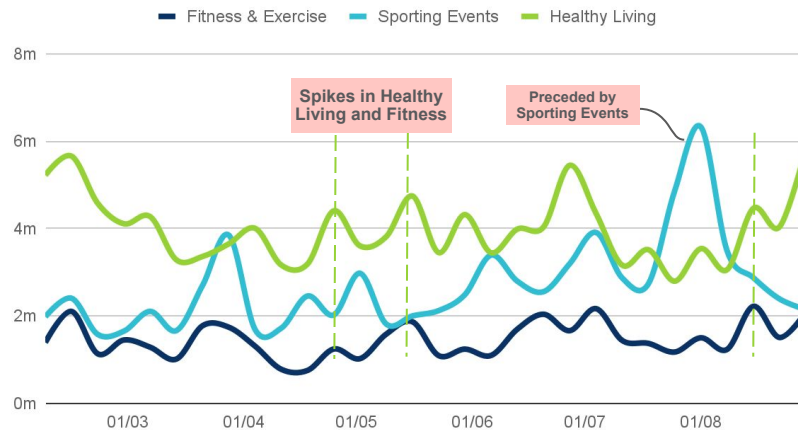
The Vitality Big Half – won by British runners Eilish McColgan and Mo Farah – delivered both patriotic pride and reminded fitness fan about the upcoming London Marathon. Elsewhere, interest in the US Open tennis championships, at which Emma Raducanu was knocked out in the early stages, provided a catalyst for Brits to focus on fitness.

Peloton London studio: Get on your bike for hottest stars in town



## Sport content runs Healthy Living up

### Engagement with Fitness and Sport



## TAKE ACTION

Post-Covid, our motivation to engage with Healthy Living is a continuing trend. It can be observed that when there is an increase in sporting events it is followed by engagement in Fitness and Healthy Living categories. The 40% rise in Fitness after the Big Half marathon being a good example.

**+40%**  
Fitness & Exercise  
PVs last week

As the annual London Marathon approaches, people's interest in running spikes. The Vitality Big Half race held on the 4th of September drove Fitness & Exercise content up by 40%. Victories from GB's Mo Farah and Eilish McColgan brought PVs to 2.1m.

**+79%**  
Tennis weekly  
page views

Across the pond, however, sporting success was sadly not shared. Emma Raducanu, who shot to fame after unexpectedly winning the US Open last year, tacked the same event again and was knocked out in the first round. This increased tennis PVs by +79% WoW to 2.5m.

**+61%**  
Healthy Living  
PVs growth YoY

With health and fitness a key post-pandemic, millions more Brits are motivated by key sporting events. Our **Healthy Living** category saw a whopping 81% increase from last year from 13.0m PVs last August to 21.0m this year.



# Sport and Healthy Living in the headlines

