

Reading THE NATION

12 SEP – 18 SEP 2022

With the UK still coming to terms with the passing the late monarch, HRH Queen Elizabeth II, engagement with content relating to an official 10-day period of mourning, leading up to the late monarch's state funeral on Monday, September 19th, was high.

With Operation London Bridge preparations for the funeral seamlessly and sensitively delivered in the build up to the funeral, hundreds and thousands of Brits flocked to join 'The Queue' in order to pay their personal respects to the Queen.

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2.0m Religion
Page views +82% WoW

48.1m Events
Page views +44% WoW

13.0m Food & Drink
Page views +11% WoW



TOP 10 CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Religion	2.0m	82%	0.7m	97%	2.9	-8%
Healthy Living	4.3m	64%	1.7m	74%	2.5	-5%
Events	48.1m	44%	9.0m	20%	5.4	20%
Video Games	0.3m	37%	0.1m	41%	2.9	-3%
Personal Finance	18.6m	33%	4.8m	27%	3.9	5%
Pets	2.8m	25%	1.1m	28%	2.5	-3%
Home & Garden	9.6m	15%	3.0m	13%	3.2	2%
Shopping	7.1m	14%	2.4m	15%	3.0	-1%
Food & Drink	13.0m	11%	3.8m	7%	3.4	3%
Science	8.4m	6%	2.7m	5%	3.1	1%

OZONE OVERVIEW

Last week was one of deep sadness as the nation continued to mourn the passing of HRH Queen Elizabeth II. Operation London Bridge and the build up to the Queen's state funeral saw engagement with our **Religion** content increase significantly week on week. And with Brits nationwide wanting to pay their respects to the late monarch, engagement with our **Events** content – with much of it focused on the Queen's journey from Balmoral to Edinburgh and then on to London ahead of the state funeral – also grew.

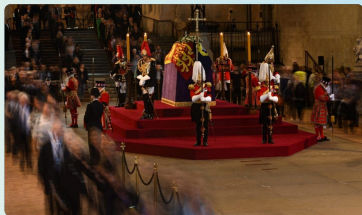
As well as official engagements, Brits across the country began to prepare for the bank holiday with more personal tributes to mark the Queen's funeral. Content related to **Personal Celebrations** increased, while **Food & Drink** – driven by growth for **Desserts & Baking**, thanks to the return of The Great British Bake Off (a favourite of the Queen's) – and **Shopping** were also up week on week.

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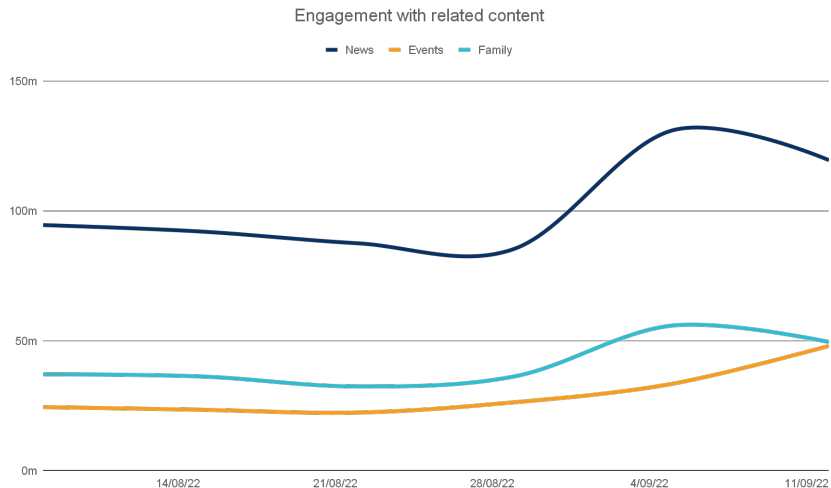
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Everyone around the world understood that when the Queen inevitably passed away, the emotions shown by the British people would be great. However, not many predicted the sheer amount of support shown to the Royal Family from millions of Britons, both Royalist and not.

Symbolically, 'The Queue' represented far more than just a line, but a show of stoic loyalty from the British people to the late monarch. United in their will to wait in all conditions for hours on end to pay respect to a remarkable head of state.



Events grow on official mourning period



TAKE ACTION

The nation's focus has, quite rightly, been on the Queen since her passing. But with officially mourning now over, we will see a return to growth for other content. TV and Food & Drink are expected to rise with Bake Off back. And the government's latest response to cost of living will, of course, increase Personal Finance interest.

+67%
Growth in Events page views

Events page views have increased significantly since the Queen's passing on Thursday, 8th September. 81.6m page views for the last two weeks has grown by 67% vs. the prior fortnight as engagement with content related to official mourning activities increased.

3.1m
Religion page views in 2 weeks

The build up to the Queen's state funeral on Monday, 19th September saw engagement with our Religion content grow as Brits read about one of the most significant moments in modern British history. Engagement more than doubled.

20x
Higher Heads of State topic PVs

And in the same period, there has been 20x higher engagement with content related to Heads of State driven by the Queen's passing, King Charles' ascension to the throne and the attendance of 500 foreign dignitaries and heads of state at the Queen's funeral.

Official mourning period in the headlines

