

Reading THE NATION

19 SEP – 25 SEP 2022

After the world paid its respects to the UK's longest serving monarch at the state funeral of HRH Queen Elizabeth last Monday, the nation's attention returned to everyday matters as the UK Government announced its 'mini-budget' on Friday. Unveiled as a response to support struggling Brits with cost of living, the fiscal event featured the biggest tax cuts in half a century.



Request Activation



ozoneproject.com



Reading THE NATION

19 SEP – 25 SEP 2022



Queen's funeral to be 'most watched broadcast of all time' with billions of viewers

Over 4 billion people globally are expected to tune in to the Queen's state funeral on Monday

36m Television
Page views +46% WoW

27% Pop Culture
91m weekly page views

5.5M Fine Art
Page views +111% WoW



TOP 10 CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Fine Art	5.5m	111%	1.8m	91%	3.0	10%
Video Gaming	0.6m	84%	0.2m	99%	2.6	-8%
Religion	3.5m	75%	1.2m	69%	3.1	4%
Television	36.2m	46%	6.9m	21%	5.3	21%
Books & Literature	3.4m	32%	1.0m	31%	3.5	1%
Music & Audio	10.1m	28%	2.0m	21%	5.1	6%
Pop Culture	90.7m	27%	10.8m	20%	8.4	6%
Hobbies & Interests	4.6m	25%	1.4m	28%	3.2	-3%
Food & Drink	16.2m	25%	4.6m	23%	3.5	2%
Property	5.4m	21%	1.8m	17%	2.9	3%

OZONE OVERVIEW

Last week, the state funeral of HRH Queen Elizabeth II was one of the most-watched television events ever as 37.5m Brits tuned in to pay their respects to the late monarch. And we saw weekly engagement for related content increase accordingly, with three-quarters the number of page views for **Religion**, **Television** up by almost half and **Pop Culture** growing by more than a quarter.

Elsewhere, the return of *Strictly Come Dancing* to BBC One at the weekend catapulted our **Fine Art** content to the number one spot in our weekly top 10 engagement growth chart. The category's overall +111% page views increase was driven by almost quadrupling engagement with our **Dance** content.

And finally, last Friday's mini-budget announcement, during which the Chancellor of the Exchequer Kwasi Kwarteng unveiled the biggest raft of tax cuts in 50 years, grew engagement with our **Business**, **Personal Finance** and **Property** content, with the latter increasing by more than 20% week on week.

Reading THE NATION

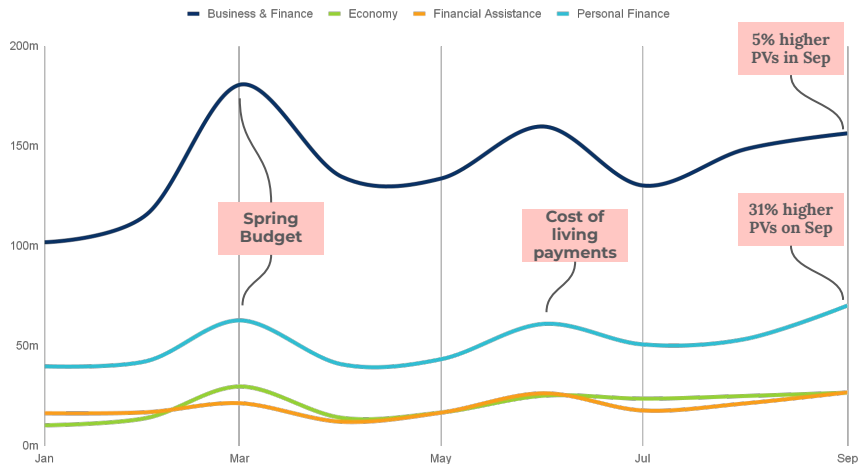
19 SEP – 25 SEP 2022

Last week's return to business as usual for the nation and the UK Government following 10-days of mourning for the Queen saw Kwasi Kwarteng, the new Chancellor of the Exchequer, deliver his 'mini-budget' to Parliament. With high levels of Government borrowing in order to support UK consumers with record energy bills and the deepest tax cuts in living memory, reaction to the Chancellor's Growth Plan increased engagement with our Business and Personal Finance content.



Business & Personal Finance up on mini-budget

Monthly engagement with Business and Personal Finance content



TAKE ACTION

Businesses and consumers will regularly turn to our content for both detailed analysis and simpler explainers about the impact of new Government announcements like the mini-budget. As cost of living continues, and the impact of the Growth Plan is felt, this will no doubt continue.

60.4m
Combined page views last week

The wide-ranging nature of the Chancellor's 'mini-budget' and its impact on businesses and consumers increased engagement with our **Business and Personal Finance** content. More than 60m combined weekly page views grew by +11% week on week.

43%
Personal Finance PVs growth

Friday's announcement was last week's biggest day for **Personal Finance** engagement. 4.0m page views on that day increased by +43% vs. the day before. Weekly growth for this content was driven by the **Personal Taxes** topic which doubled.

6.8m
Economy topic page views

Within our **Business** content, engagement with the **Economy** topic increased by +35% week on week as the value of the Pound tumbled against the Dollar. Analysts and commentators remain divided over whether the Growth Plan can deliver.

Reading THE NATION

19 SEP – 25 SEP 2022

Business & Personal Finance in the headlines

