

Reading THE NATION

10 OCT – 16 OCT 2022

From the big screen to the living room one, Television and Movies both gave stand out performances this week with large growth in both categories. The National Television Awards, Strictly Come Dancing and more, starting the annual trend of the rise of Television content readership in the winter months.

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+60%

Movies
6.6m weekly page views

6.4M

Property
Page views +32% WoW

9.4M

Automotive
Page views +23% WoW



Source: Ozone & Google Trends

TOP 10

CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Movies	6.6m	60%	1.9m	70%	3.5	-6%
Property	6.4m	32%	1.9m	26%	3.3	5%
Automotive	9.8m	23%	2.8m	26%	3.5	-3%
Shopping	8.9m	20%	2.7m	14%	3.3	6%
Fine art	6.1m	19%	1.9m	16%	3.2	2%
Television	37.7m	18%	6.9m	15%	5.5	3%
Religion & Spirituality	1.2m	18%	0.4m	18%	3.1	0%
Sport	45.9m	9%	6.5m	9%	7.0	0%
Travel	14.4m	9%	4.0m	6%	3.6	2%
Books & Literature	2.8m	7%	0.7m	7%	3.9	0%

OZONE OVERVIEW

Last week was a sad one for Hollywood as two legends of film, Robbie Coltrane and Angela Lansbury, passed away. This drove engagement up a whopping 60% in the **Movies** category as many took to our content to read about their lifetime of achievements. The stars of *Back to the Future* – Christopher Lloyd and Michael J. Fox – were reunited last week with a heartwarming video of the two sharing a hug driving great category engagement. The search term 'Back to the Future' was the most popular it has ever been in the past four years on Monday.

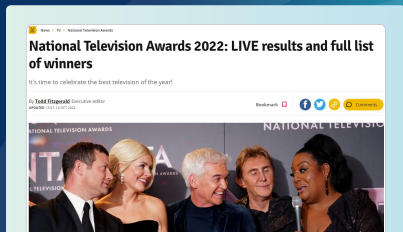
Property took the second place spot as one specific property was added to the market and then swiftly snatched up; 11 Downing Street. The Chancellor's sacking led to a 32% WoW growth in the **Property** category as many took to the our content to check what this news meant for mortgage rates. We expect this content is likely to hold its value, as further changes are made to the Government's economic plan by the new Chancellor, Jeremy Hunt.

Speeding into our final podium position is the **Automotive** category with 9.4m page views. A recent survey on the new changes made to the highway code drove engagement last week as it was found around nine in 10 motorists would not pass the theory test if they were to take it again.

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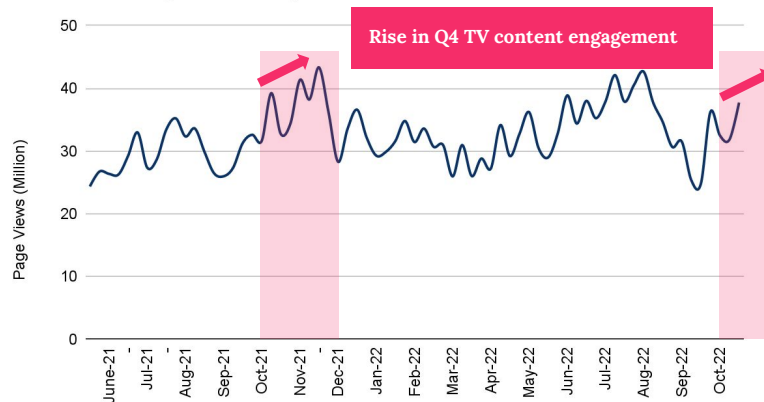
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The Television category usually sees a rise in the winter months as people start to stay in more because of the cold. This week saw an especially large increase in page views in the content due to The National Television Awards taking place and Emmerdale having its 50th anniversary. The rise may have been only 18%, but as this is one of our largest categories that increase means 5.9m more page views. It's definitely a content category to tune into in the future.



Autumn schedules drive Television engagement

Television Page Views By Month



TAKE ACTION

The Q4 Television category rise is well underway. A myriad of shows are scheduled to keep us entertained during the cold winter months; Winter Love Island, I'm a Celebrity and a host of Christmas specials are set to hit the small screen. As engagement grows, you can reach a weekly audience of 4.5m telly addicts by activating our bespoke What's on TV segment.

1M+
Page views
between 5 NTA
related pages

The National Television Awards (NTAs) happened last week and this was a large driver of our Television content's page views. 5 of the top 10 most viewed Television based pages were about the NTAs, amassing 1m+ views between just those five pages.

+38%
Soap Opera PVs

Emmerdale's 50th anniversary saw a large increase in readership around Soap Opera content. The top TV topic saw a 38% rise in page views which equates to 1.4m more page views last week than the week before.

+185%
More PVs in
Dance this month
than last month

The Dance category remained around the 3m page views mark this week, averaging 3.3m views per week for the last month, of course due to Strictly Come Dancing. This is over 2m more page views, per week, than that topic received in the month prior.



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Television in the headlines



Strictly Come Dancing: week four results - as it happened

This week, Tyler and Dianne danced to a garage megamix Couple's Choice, and Jayde and Karen tackled Bette Midler. But which couple left the dancefloor tonight?



Emmerdale fans 'work out' who dies in 50th anniversary week as they predict heartache for Dingles

Emmerdale's 50th anniversary episode has left viewers guessing who is killed off and some think they've figured out who it's going to be

NEWS By Charlotte Tutton & Megan Shaw

22:20, 16 OCT 2022 UPDATED 08:48, 17 OCT 2022

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Emmerdale fans anxiously left fearing the fate of soap fav...

Emmerdale fans anxiously left fearing the fate of soap favourites with storm set to bring more peril



LIVE BLOG

TV > News TV

SHOW TIME! NTA Awards 2022
LIVE - Ant and Dec to miss
star-studded event as voting
CLOSES; plus latest updates

- Who is Jeez Donmisset and what's his net worth?
- How to vote on the National Television Awards 2022

