

Reading THE NATION

17 OCT – 23 OCT 2022

There was no escaping the news agenda last week, as matters in Westminster drove weekly engagement with our News & Politics content to more than 100m page views. And while a ripped up mini-budget and a series of Government resignations brought to an early end Liz Truss's tenure as UK Prime Minister, this week's Reading the Nation takes a closer look at another key content category where we are seeing growth in Q4.

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London Eye lights up to celebrate Diwali
The London Eye is located in the heart of the capital, rotating over the River Thames opposite the Houses of Parliament and Big Ben.



+43%

Careers
9.6m weekly page views

+36%

Religion & Spirituality
1.7m weekly page views

13.6M

Music & Audio
Page views +14% WoW



Source: Ozone & Google Trends

TOP 10

CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Careers	9.6m	43%	2.1m	29%	3.6	11%
Religion & Spirituality	1.7m	36%	0.4m	43%	2.9	-5%
Healthy Living	3.2m	17%	1.0m	16%	2.8	1%
Music & Audio	13.6m	14%	1.9m	22%	5.9	-6%
Personal Finance	17.9m	13%	3.8m	10%	4.2	2%
Family & Relationships	30.9m	12%	5.7m	10%	4.9	2%
News & Politics	104.4m	10%	10.8m	4%	9.3	5%
Style & Fashion	18.6m	10%	4.1m	8%	4.2	1%
Medical Health	47.9m	7%	6.8m	0%	7.0	7%
Tech & Computing	22.0m	5%	5.0m	4%	4.2	1%

OZONE OVERVIEW

Our top spot this week goes to the **Careers** category with a 43% rise in engagement, as consumers wanted to know what the turmoil in Downing Street meant for their pensions and benefits. It all kicked off with the new Chancellor's budget plans early in the week, leaving many once again wondering how their retirement would be affected and finally culminating in the Liz Truss' resignation. This drove nearly **3m more page views** than the week before with many people trying to get all the updates they can on how they could be affected. Besides Careers the political chaos drove a 13% growth for the **Personal Finance** category, while **News & Politics** breached **100m weekly page views**. Between these three categories there was **13.9m more page views** last week compared to the week before..

With Diwali beginning on Saturday, our **Religion & Spirituality** category rose to the second spot in our weekly engagement top 10 with a **36% growth**. Brits observing the Hindu festival of light took to our content to find out more about the celebration and any organised events they could attend..

Elsewhere, the **Music & Audio** category grew by 14% WoW as musician Little Simz was named the 2022 Mercury Music Prize winner and there were new album releases from Taylor Swift and the Arctic Monkeys.

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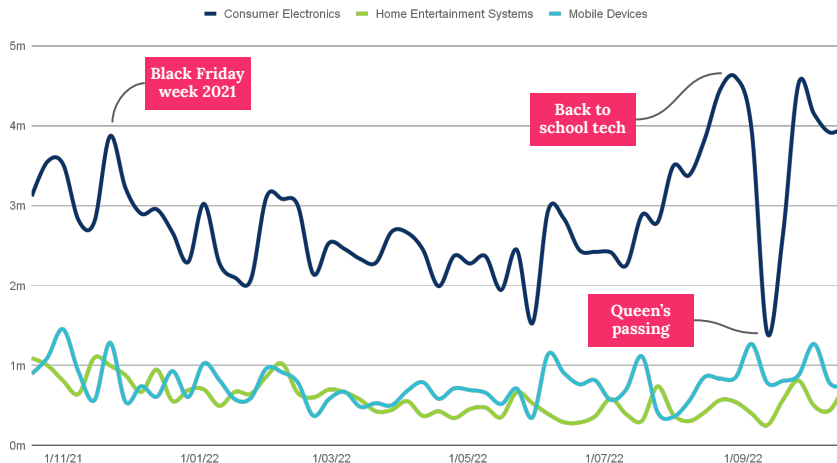
Engagement with Tech & Computing – a key fourth quarter category – is on the up. As millions of consumers start to eye up mega-sales days device discounts or seek out inspiration for the most sought after techie gifts for Christmas, 22m page views last week increased by 5%.



Source: Ozone 2022

Tech & Computing dials up Q4 growth

Engagement with Tech & Computing topics - last 12 months



TAKE ACTION

Tech & Computing is set for further increases in Q4. As well as growth driven by interest in device deals and gifting, home ents systems are likely to provide a World Cup boost. Streaming services, such as Netflix and Sky Stream, will also drive interest as they bring lower-cost, ad-supported subscriptions and bundles to market.

5M+

More PVs than a month ago

In the past four weeks, our **Tech & Computing** category has seen consistent growth, with the content growing by an average of 7% each week. This resulted in around 5m more page views last week than the third week in September.

63M

Tech & Computing PVs in October

In early October 2021, Facebook's global outage led to exceptionally high engagement with our **Tech & Computing** content. Comparatively, page views across this October's first three weeks are still +1% higher year on year, with more growth to come.

+41%

Consumer Electronics growth

Throughout October, **Consumer Electronics** topics, including **Laptops** and **Smartphones**, have driven 41% growth. In the first three weeks of the month both topics have grown 34% and 20% respectively as consumers research new devices.

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Tech & Computing in the headlines

