

Reading THE NATION

7 NOV – 13 NOV 2022

The launch of 'I'm a Celebrity...Get Me Out of Here' was a key feature of last week. With a certain former health secretary and current MP joining the line up, this year's rainforest reality show is sure to be an exciting one and our readers couldn't wait to sink their teeth into all the news and gossip our titles have to offer. Alongside this, several new video game releases and updates saw the Video Gaming content level up and earn itself a deep dive in this week's Reading the Nation.

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King Charles leads Remembrance Sunday for first time as monarch

Monarch lays wreath at Cenotaph in central London during ceremony watched by thousands of veterans



+39%

Video Gaming
0.6m weekly page views

47M+

Television
Page views +20% WoW

+17%

Pop Culture
82m weekly page Views



Source: Ozone

TOP 10 CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Video Gaming	0.6m	39%	0.2m	39%	2.7	0%
Religion & Spirituality	1.3m	30%	0.4m	37%	2.9	-5%
Television	47.2m	20%	9.2m	19%	5.1	1%
Pop Culture	82.0m	17%	11.5m	18%	7.1	-1%
Music & Audio	14.8m	10%	2.7m	14%	5.5	-3%
Sport	46.3m	8%	7.1m	9%	6.5	-1%
Shopping	11.7m	5%	3.7m	5%	3.1	0%
Medical Health	47.6m	3%	8.5m	9%	5.6	-6%
Healthy Living	3.4m	-5%	1.3m	-8%	2.7	3%
Travel	15.8m	-5%	4.6m	-1%	3.4	-4%

OZONE OVERVIEW

Last week, the **Video Gaming** category hit our high score with an impressive +39% week-on-week growth. Highly anticipated new releases, such as God of War Ragnarok and the Fifa 23 World Cup mode, saw a rise in intrigue in the category. As well as this, video games have long been a staple gift underneath the Christmas tree and the recent levelling up of this category week after week correlates directly to the upcoming festive season.

The small screen shines again with **Television** seeing a +20% WoW growth, equating to around 8m more page views last week than there was the week before. Christmas advert releases were one driver of this. However, the largest contributor to this growth – by far – was the start of I'm a Celebrity. Our **Pop Culture** content was also a beneficiary of the show's popularity as it saw a rise of just under 12m page views. Gossip and news about the show was the focus of eight out of 10 top URLs under the **Television** and seven out of 10 from **Pop Culture**.

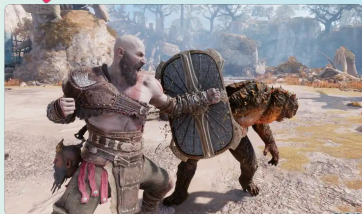
Last but not least, the **Religion & Spirituality** category saw a +30% rise in weekly page views as Brits around the country, and indeed nations around the world, came together to remember the fallen on Remembrance Day.

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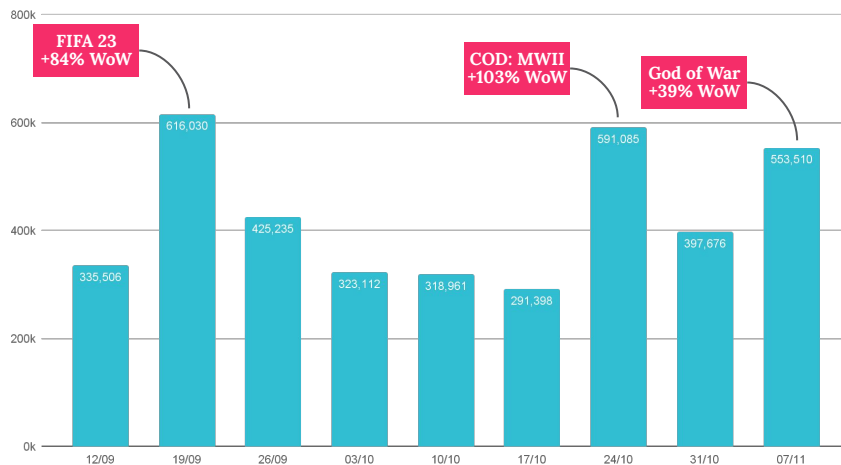


With the Autumn releases of the best new titles (God of War Ragnarok, we're looking at you) and updated editions of the biggest franchises (we need FIFA 23 World Cup mode ASAP) in the build up to Christmas well underway, our Video Gaming content is our latest fourth quarter category of focus. And there's more growth on the way as we approach November's mega-sales days and gaming fans spend on Christmas gifting.



Video Gaming levels up on new game releases

Engagement with Video Gaming content



TAKE ACTION

With only seven weeks to go until the end of the year, there's still plenty of engagement growth to come for our Video Gaming content. As a key Christmas gifting category, December last year saw page views for content increase by +16% month on month, despite November's mega-sales days.

+34%

Video Gaming page views growth in Q4 '21

The fourth quarter is a key period for new game releases and franchise updates in the build up to the festive period. There were more than 11m Video Gaming page views across the final quarter of 2021, which was +34% higher than the three months before.

+61%

Higher Console Games PVs than 6-week average

Last week's release of God of War Ragnarok saw engagement with the Console Games topic better the six-week average by +61%. This is despite the launch of big gaming titles including Call of Duty: Modern Warfare II, Bayonetta 3 and Gotham Knights.

4.3M

Consumer Electronics page views last week

With a plethora of new gaming titles to choose from, many consumers are also looking to upgrade their tech. Last week, engagement with our Consumer Electronics, which is part of our Tech & Computing category, increased by +13% to 4.3m page views.



Video Gaming in the headlines

