

# Reading THE NATION

21 NOV – 27 NOV 2022

Whether 'It's Coming Home' or not, there can be no denying the FIFA World Cup 2022 has arrived. Making its first ever winter appearance, the Qatari tournament hadn't been far away from the headlines – for drama both on and off of the pitch. With three more full weeks of action to look forward to (or avoid), we take a dive into the results from the first full week of premium punditry across the Ozone portfolio.

Request Activation

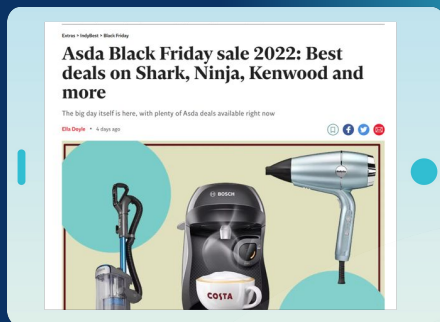


[ozoneproject.com](https://ozoneproject.com)



# Reading THE NATION

21 NOV – 27 NOV 2022



+11%

Events & Attractions  
34.1m weekly page views

43M

Sports  
Page views +8% WoW

+119%

Sales & Promotions  
3.5m weekly page views



Source: Ozone

## TOP 10

## CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Religion & Spirituality	1.0m	33%	0.4m	39%	2.8	-5%
Pets	1.3m	13%	0.6m	1%	2.4	13%
Events & Attractions	34.1m	11%	7.4m	8%	4.6	2%
Sport	43.0m	8%	8.0m	5%	5.4	3%
Medical Health	41.9m	6%	7.6m	6%	5.6	0%
Careers	6.4m	3%	1.9m	-2%	3.3	5%
Family & Relationships	23.9m	-2%	6.3m	-1%	3.8	-2%
Science	5.7m	-3%	1.9m	-15%	3.0	14%
Books & Literature	2.1m	-3%	0.7m	-9%	2.9	7%
Music & Audio	13.0m	-4%	3.4m	-25%	3.9	29%

### OZONE OVERVIEW

Last week, four of the top five content categories this week were largely driven by World Cup related content, with the **Religion & Spirituality** category witnessing a mighty +39% growth in unique users over the past seven days as readers zoned in on the off-pitch cultural criticisms of the Qatar 2022 tournament.

Unsurprisingly, **Football** dominated the **Sport** category – more to follow – while almost half (46%) of all **Events & Attractions** page views related to World Cup activities – that’s 15.8m pages. Demonstrating how the highly topical can transcend content categories, the TV behemoths of **Strictly Come Dancing** and **I’m A Celebrity** also featured highly in this category. This type of impact was further demonstrated in **Medical Health** where a single story about Harry Kane’s ankle injury accounted for almost 2% of all page views in this category.

Outside of football, this week was also a major one for retail with Black Friday making its annual return. While the overall **Shopping** category was down on last week, we saw an +87% increase in page views on Black Friday itself, to levels that were sustained across the weekend. And despite the category decline, **Sales & Promotions** page views rocketed to 3.5m, up +119% on last week’s figure – which itself was up +82% on the week prior.

# Reading THE NATION

21 NOV – 27 NOV 2022

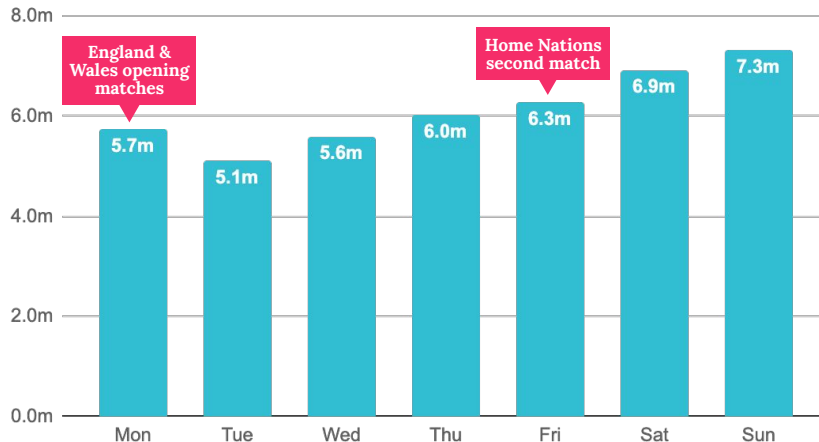
While many seasonally repetitive events provide insightful patterns into content consumption, this year's World Cup is very unusual for top flight football due to its winter timetable.

We expect reader interest in this competition to continue to build over the next three weeks, with Home Nation news hopefully providing a positive boost to content consumption – just like we saw for the Lionesses Euro 2022 journey.



## World Cup football kicks off a winter sports rush

Engagement with Sports content



### TAKE ACTION

The 28% growth in page views across week one suggests the tournament is still hotting up. There are many key moments on the footballing horizon with three weeks of action remaining. It is not too late to take advantage of increased focus on Sport content in the golden quarter

**76%**  
of Sport content is  
Football related

As a nation of footy lovers, it's probably no surprise it dominates our Sport content. This is heightened even more during the World Cup – in week one, Football accounted for 76% of all Sport page views vs. 64% in the week prior to the tournament's launch.

**32.8m**  
Football page  
views this week

To put 32.8m into context, the average weekly page views across Euro 2022 was 33.9m – a figure that grew week on week with the Lionesses progress. Week one World Cup page views are already +12% higher than the 2021/22 Premier League season average.

**7.3M**  
page views on  
Sunday

Engagement has steadily grown towards the end of the tournament's first week. The weekend average of 7.1m page views was more than 1m higher than the day of, and the day following the Lionesses win in the Euros and bodes well for greater consumption.



# Reading THE NATION

21 NOV – 27 NOV 2022

## Football and the World Cup in the headlines



Get in touch

