

Reading THE NATION

9 JAN – 15 JAN 2023

With an abundance of forecasts and predictions about the economic outlook for the year in the early weeks of 2023, ONS figures released last week showing the UK economy grew by +0.1% last November offered a welcome boost. A cornerstone of the economy's performance is the housing market, and we've seen engagement with Property content across Ozone publishers enjoy a 'New Year bounce'.

Request Activation



ozoneproject.com

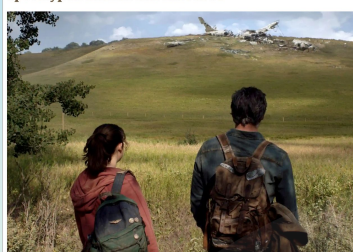


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TV tonight: unmissable new post-apocalyptic thriller *The Last of Us*



+47%

Video Gaming
625k weekly page views



6.4M

Property
Page views +15% WoW

9.2M

Science
Page views +14% WoW



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	+47%	0.2m	+49%	2.6	-1%
Property	6.4m	+15%	2.2m	+16%	2.9	-1%
Science	9.2m	+14%	3.0m	+13%	3.1	+1%
Business & Finance	35.4m	+10%	7.9m	+7%	4.5	+3%
Music & Audio	11.2m	+10%	2.5m	+1%	4.5	+9%
News & Politics	94.0m	+9%	12.3m	+3%	7.6	+6%
Tech & Computing	18.7m	+6%	5.2m	+6%	3.6	0%
Education	2.9m	+3%	1.1m	+1%	2.6	+2%
Home & Garden	2.9m	+1%	2.9m	+1%	1.0	0%
Travel	18.6m	-1%	5.4m	0%	3.5	-1%

OZONE OVERVIEW

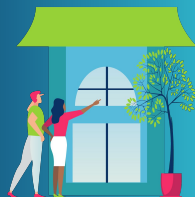
Interest in the build up to Sunday evening's UK premiere of the HBO television series *The Last of Us* on Sky Atlantic and Sky's NOW streaming service powered up engagement with our **Video Gaming** content. Receiving high praise the "unmissable" new series has been described as "the best game-to-screen adaptation yet" and drove weekly page views to +47% growth. Page views for the **Action-Adventure Video Games** topic grew 4-fold.

With housing such a topic of interest in the first few weeks of any year as potential buyers, sellers and renters assess their options, it's no surprise that there's been continued growth in engagement with our **Property** content. Up +15% last week, 6.4m page views is the third consecutive week of growth for the category, with a +93% increase in the **Renting** topic. There's more on the category in our focus section this week.

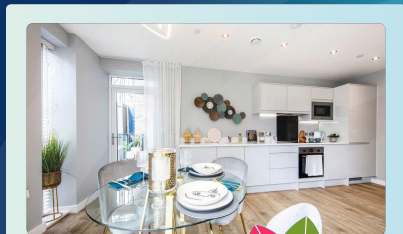
Completing our top three for engagement growth in the last seven days, a +14% page views increase for our **Science** content rocketed on interest in the UK's first ever orbital launch through Virgin Orbit at Spaceport Cornwall. Sadly, the mission ended in failure due to "an anomaly" as the rocket didn't reach the required altitude.

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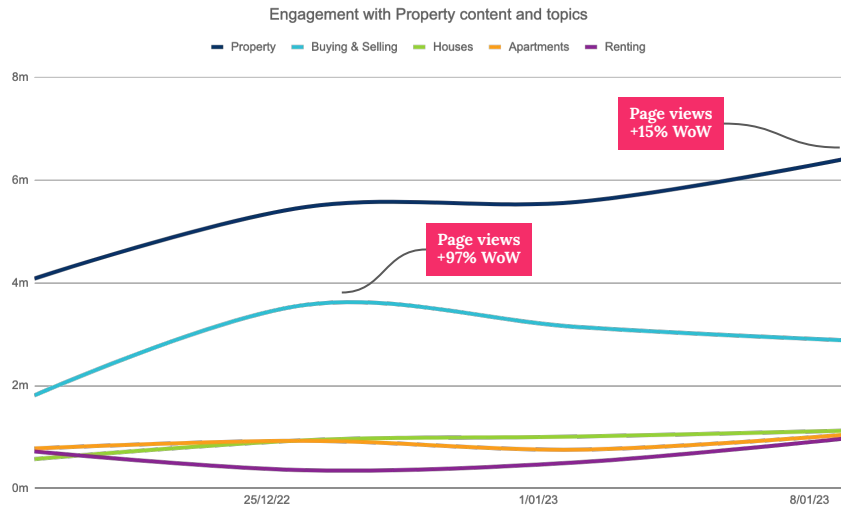


Despite uncertainty in the UK housing market, data from property website Rightmove shows demand from potential house buyers has grown by +55% this month compared to before Christmas. This represented the biggest 'New Year bounce' since 2016, the site claims, and we've seen similar interest in our Property content as buyers, sellers, landlords and renters assess their options for the year ahead.



Source: Ozone

'New Year bounce' for Property content



TAKE ACTION

The housing market is a cornerstone of the UK's economy. As with years before, millions of Brits will be in-market for a property sale, a new house purchase or a rental opportunity. Seeking out trusted information to help tackle these huge commitments will continue to be key.

17.5M
Property page views in the last three weeks

In the last three weeks our **Property** content has seen its own 'New Year bounce'. 17.5m total page views since 2022's final week is up +27% vs. the three weeks before. Page views have grown by an average of +17% in the weeks since the turn of the year.

+11%
Category page views growth year on year

In comparison to the same period a year ago, uncertainty about the outlook for the UK housing market in 2023 is driving higher engagement. 1.25m additional **Property** page views during the 'New Year bounce' period is up +11% year on year.

2.2M
Combined Houses & Apartments page views

In the past seven days, interest in the types of property being read about has increased. Combined page views for the **Houses** and **Apartments** topics increased by +61% week on week. The **Apartments** topic on its own increased by +39% in the same period.

Property market information in the headlines



Home buyers return to market as mortgage rates fall

Property market sees biggest 'New Year bounce' since 2016 as demand rises

By Alexa Phillips

16 January 2023 - 7:14am



Buyers are returning to the housing market amid falling mortgage rates.

Demand from buyers has increased by 55pc this month, compared with the two weeks before Christmas, according to Rightmove.



Why the gloomy house price predictions for 2023 are wrong

Yes, things are levelling off — but we are in a very different place than during the financial crisis

Richard Dawell | Sunday January 15 2023, 12:01am, The Sunday Times



The final weeks of last year were marked by a succession of negative forecasts for the housing market. The consensus is for an 8 to 12 per cent drop in average prices alongside a double-digit decline in sales volumes in 2023. The trebling in mortgage rates over 2022, cost of living pressures, a hit to real incomes and recession are all contributors to the gloomy outlook.

These factors certainly don't make for a positive backdrop, but there are a number of reasons why the outcome may be less cataclysmic than the headlines suggest.



House prices back on upward march to race past £667,000 in London

JACK BARNETT



Search for Rightmove said today house prices in the capital leapt of 0.2pc and over the last month ended 2.5pc and annual 0.9pc.

House prices are back on an upward march, sending the cost of the average home in London to

