

# Reading THE NATION

16 JAN – 22 JAN 2023

With the freezing fog and sub-zero temperatures outside keeping millions of chilly Brits inside, last week saw engagement with related content grow.

As is typical with extreme cold snaps (or heat waves for that matter!), **Weather** page views increased with last week's c.10m up by +30%. There was growth too for our **Television** content as the return of reality TV favourites kept Brits indoors and the cold at bay.

And, with de-icer at the ready, our **Automotive** content topped our growth charts and is this week's focus area.

Request Activation

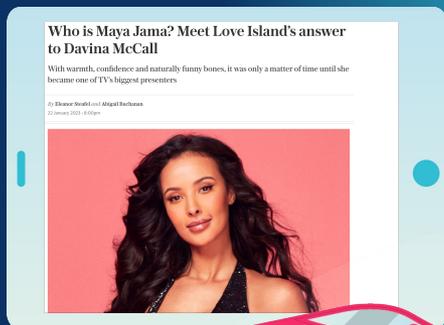


[ozoneproject.com](https://ozoneproject.com)



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**+26%**

**Automotive**  
11.1m weekly page views

**31.2M**

**Television**  
Page views +14% WoW

**13.7M**

**Reality TV**  
Page views +37% WoW



Source: Ozone

**TOP 10**

## CONTENT CATEGORIES OF THE WEEK

|                  | Page Views | WoW Growth | Unique Users | WoW Growth | Reader Attention | WoW Growth |
|------------------|------------|------------|--------------|------------|------------------|------------|
| Automotive       | 11.1m      | 26%        | 3.3m         | 24%        | 3.3              | 1%         |
| Fine Art         | 3.2m       | 20%        | 1.2m         | 17%        | 2.6              | 3%         |
| Television       | 31.2m      | 14%        | 6.9m         | 9%         | 4.3              | 5%         |
| Education        | 3.2m       | 10%        | 1.2m         | 10%        | 2.6              | 0%         |
| Style & Fashion  | 18.3m      | 8%         | 4.8m         | 10%        | 3.9              | -2%        |
| Shopping         | 9.0m       | 8%         | 3.0m         | 11%        | 3.1              | -3%        |
| Food & Drink     | 16.9m      | 3%         | 5.0m         | 3%         | 3.4              | 0%         |
| Sport            | 51.0m      | 3%         | 7.9m         | 4%         | 6.5              | -1%        |
| Video Gaming     | 0.6m       | 3%         | 0.3m         | 10%        | 2.6              | -6%        |
| Personal Finance | 11.3m      | 1%         | 3.5m         | 2%         | 3.3              | -1%        |

### OZONE OVERVIEW

The combination of the UK cold snap and the build up to March's new 23 car registration plate launch drove interest in our **Automotive** content. More than 11m page views last week grew by +26% in the past seven days. Beyond seasonal interest in the best new cars to buy, the **Auto Parts** topic was a key growth driver. Topic page views more than tripled last week as Brits sought out hack to tackle their frozen windshields.

A tale of ice and fire now, as the cold weather kept bums on seats and sofas, and Brits enjoyed the return of two hot telly favourites. Last week's winter Love Island premier, with new host Maya Jama, and the return of Dancing on Ice grew engagement with our **Television** content by +14%. As one of the category's biggest topics, **Reality TV** page views grew by +37%.

Also growing within Television was the **Sport TV** topic, with page views up +41% last week. Among the drivers was interest in pay-per-view boxing and – more significantly – speculation that Apple TV is set to bid for English Premier League rights when the tender process begins later this year for the 2025 season onwards.

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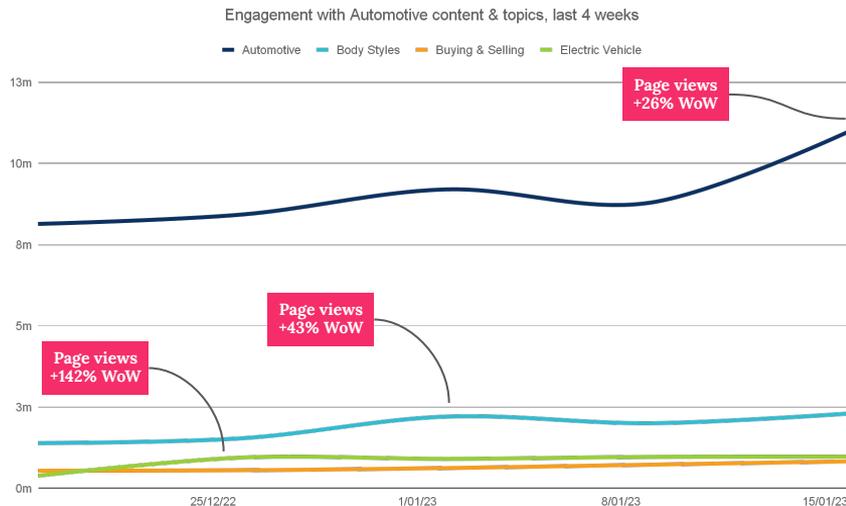
While last week's cold snap saw many of our car owning readers turn to **Automotive** content to help keep their motors running during the big freeze, much of the engagement growth seen was due to expected seasonality.

From the turn of the new year until March, when the new car registration plates launch, we expect more in-market buyers to engage with our exceptional and insightful autos editorial.



NEW PL4T3

## Car buyers eye new wheels in the build up to March



### TAKE ACTION

We see significant Automotive interest growth in the build up to the new car registration plate launches in March and September. Last year, the first and third quarters were our biggest for Automotive engagement, with total page views at 111m and 120m respectively.

**11.1M**  
Automotive page views in the last seven days

Engagement growth last week suggests car buyers are gearing up to get in market when new cars roll off the production line in March. 11.1m **Automotive** page views was the highest weekly total since last August, three weeks before cars with 72 plates launched.

**+15%**  
Auto Body Style page views growth

From the most affordable family runabouts and SUVs to the most desirable saloon cars and hot hatchbacks, car buyers turn to our content to research the best **Auto Body Styles**. Topic page views last week, at 2.2m, increased by +15% week on week.

**142%**  
Electric Vehicle page views in the last week of 2022

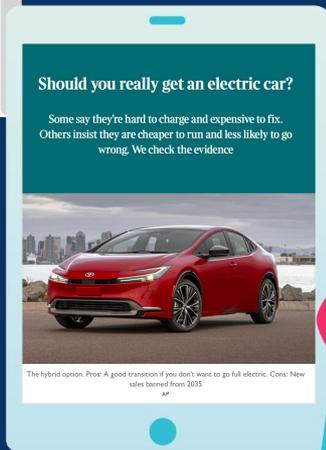
With sustainability still a key focus for many potential car buyers, the **Electric Vehicle** topic within **Auto Types** is a top area of focus. Page view have remained consistently high since the turn of the year when engagement with the topic more than doubled.



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## Automotive in the headlines



Get in touch

