

Reading THE NATION

23 JAN – 29 JAN 2023

The final week of the first month of the year was a glitzy affair as the nominations for the 95th Academy Awards were revealed. As we've seen previously, there was engagement growth for our **Movies** content with more to come in the build up to the Oscars in March.

Elsewhere, Government plans for the UK economy announced by the Chancellor last Friday grew engagement with related content, including **Personal Finance** and **Business & Finance**.

Request Activation

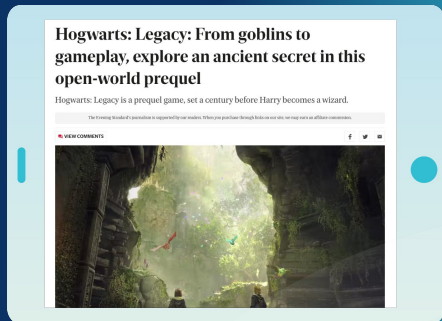


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+72%

Video Gaming
1.1m weekly page views

6.2M

Movies
Page views +18% WoW

12.3M

Personal Finance
Page views +9% WoW



Source: Ozone

TOP 10

CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Video Gaming	1.1m	72%	0.3m	85%	2.3	-7%
Hobbies & Interests	5.4m	30%	1.4m	37%	2.9	-5%
Movies	6.2m	18%	1.7m	15%	3.1	2%
Personal Finance	12.3m	9%	3.5m	4%	3.4	5%
Tech & Computing	18.3m	7%	4.8m	7%	3.6	0%
Healthy Living	4.4m	6%	1.6m	7%	2.6	0%
Art & Culture	3.4m	6%	1.2m	8%	2.6	-1%
Home & Garden	8.6m	6%	2.8m	6%	2.9	0%
Business & Finance	36.2m	3%	7.7m	2%	4.6	1%
Property	6.1m	2%	2.1m	2%	2.8	0%

OZONE OVERVIEW

Our **Video Gaming** content – for the second time this year – hit the highest score by weekly engagement growth last week. With 1.1m page views up by almost three-quarters, there's been continued interest in The Last of Us video game adaptation. Elsewhere, the upcoming, February release of Hogwarts Legacy, which is based on the Harry Potter universe, grew interest in the **Role-playing video games** topic, with page views more than tripling.

In second and third place for page views growth last week, there was related growth for our **Hobbies & Interests** and **Movies** content. Starting with the latter, the announcement of the nominations for the 95th Academy Awards boosted engagement with the content by +18%. Then, with writer, producer, director Martin McDonagh's 'The Banshees of Inisherin' among the Oscars frontrunners clearly inspiring the next generation of writers, page views for the **Screenwriting** topic increased significantly to drive +30% growth for **Hobbies & Interests**.

Finally, announced last Friday, UK Chancellor Jeremy Hunt's plan to grow Britain's post-Brexit economy grew interest in our **Personal Finance** and **Business & Finance** content. Within the two categories, there was notable topic growth for the **Retirement Planning** and **Economy** topics, up +51% and +22% respectively.

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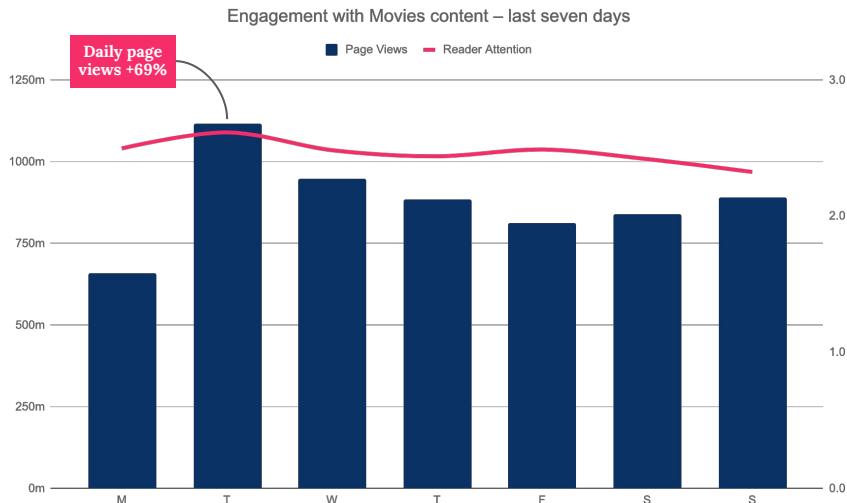
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Nothing beats a night at the movies for the nation's film fans and cinema's big post-pandemic return last year has continued into 2023 (did anyone not love Top Gun: Maverick?). Last week's announcement of the nominations for the 95th Academy Awards saw engagement with our Movies content grow by +18% week on week, and more growth can be expected in the build up to awards season.



Source: Ozone

Five star Movies engagement on Oscars interest



TAKE ACTION

Typically, we see engagement with our Movies content grow around big film releases and events. The BAFTAs in February, the Oscars in March and the Cannes Film Festival in May are three of the biggest dates in the 2023 cinema calendar, so higher reach and frequency can be expected then.

6.2M
Movies page views in the last seven days

With British and Irish talent featuring heavily among the list of nominees for the 95th Academy Awards, the nation's film fans engaged with more of our **Movies** content than normal. 6.2m page views was +12% higher than the 2022 weekly average.

+69%
Movies page views on Tuesday 24 January

Engagement with our **Movies** content increased significantly on the day the nominees for this year's Oscars were announced. More than 1.1m **Movies** page views on Tuesday 24 January grew by +69% compared to the day before.

2.4X
Higher page views in the week of the Oscars

In the past two years, **Movies** content engagement has grown by an average of 2.4 times in the week of the Oscars. Last year, Movies pages views when big events took place (BAFTAs, Oscars, Cannes) were 67% higher than the 2022 weekly average.

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Movies and Oscars nominations in the headlines



Here's How The 2023 Oscar Nominees Reacted To Their Nominations

Stephanie Hsu was on a flight when the 2023 Oscar nominations were announced...and the Wi-Fi cut out.

by **Nora Dominick**
BuzzFeed Staff

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Banshees star Barry Keoghan: from foster homes to breakout Oscar contender



EMPIRE

Shotgun Wedding Review



Darcy (Jennifer Lopez) and Tom (Josh Duhamel) are about to get married on a beautiful island in the Philippines – but

