

# Reading THE NATION

30 JAN – 5 FEB 2023

February kicked off last week and so too did Rugby Union's first major tournament of 2023.

Week one of the Six Nations delighted our **Sport** readers. There were victories for France – the 2022 Grand Slam champions, the world's number one ranked team – Ireland, and Scotland, who retained the Calcutta Cup by beating England at Twickenham.

With more thrilling **Rugby** on the way in the next month, engagement growth will come, which will likely be repeated at the Rugby World Cup later this year.

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Copenhagen Fashion Week AW23: the key collections - in pictures

**+24%**

**Style & Fashion**  
19.8m weekly page views

**12.9M**

**Music & Audio**  
Page views +22% WoW

**51.0M**

**Sport**  
Page views +5% WoW



Source: Ozone

**TOP 10**

## CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Style & Fashion	19.8m	+24%	5.1m	+20%	3.9	+4%
Music & Audio	12.9m	+22%	3.0m	+29%	4.3	-5%
Careers	8.3m	+19%	2.6m	+12%	3.2	+5%
Hobbies & Interests	6.2m	+14%	2.0m	+7%	3.0	+6%
Home & Garden	9.5m	+10%	3.1m	+5%	3.1	+5%
Healthy Living	4.8m	+9%	1.8m	+7%	2.7	+2%
Family & Relationships	32.1m	+7%	7.1m	+2%	4.5	+5%
Property	6.5m	+6%	2.2m	+2%	2.9	+4%
Sport	51.0m	+5%	7.6m	+7%	6.7	-2%
Books & Literature	2.3m	+4%	0.7m	+5%	3.5	-1%

### OZONE OVERVIEW

Last week, Copenhagen Fashion Week saw stripped back style and sustainability sashay the catwalks as the season for style's biggest events continued. Almost 20m **Style & Fashion** page views increased +24% week on week. Sandwiched in-between the fashion world's four majors – Paris, New York, London and Milan – the Danish style extravaganza coincided with the passing of Spanish design designer Paco Rabanne aged 88.

Elsewhere last week, and driving engagement with our **Music & Audio** content which grew +22%, was the official handover ceremony for the Eurovision Song Contest. The event saw previous host city Turin hand over the responsibility of running this year's competition to UK host city Liverpool. Sunday's Grammys also drove interest.

Finally, it was a significant week for **Sport**, with the content breaching more than 50m page views for the third time this year. Reader interest was high with our **Football** and **Rugby** content topics as the January transfer window closed and the 2023 Six Nations Championships kicked off.

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Major sporting events are a huge area of focus for our premium publishers and sport-mad Brits. Not for the first time, the start of the Six Nations Championship has grown engagement with our Rugby content significantly.

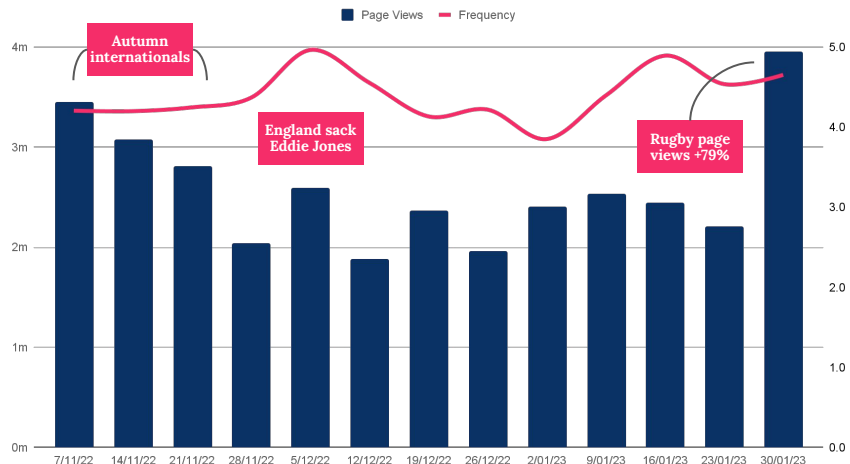
Rugby is our focus area this week as what we will see in the coming weeks during the Six Nations will no doubt be repeated at the Rugby World Cup when it takes place in France later this year.



Source: Ozone

## Rugby grows on Six Nations Championship fever

Engagement with Rugby content – last three months



### TAKE ACTION

Time and again, the hard hitting but healthy competition seen on the rugby pitch during the Six Nations is matched by a beefy engagement performance with related content across our publishers. Our 12.1m strong Rugby audience is expected to grow during the Six Nations and again during the Rugby World Cup.

**4.0M**  
Rugby page views in the last seven days

The 2023 Six Nations Championships kicked off last week to drive significant engagement growth for our Rugby content topic. With build up to the weekend's matches, live game reporting and post-match analysis, 4.0m page views increased by +79% week on week.

**+97%**  
Average monthly page views in the past two years

As a significant annual sporting event for die-hard and fair-weather rugby fans alike, the Six Nations typically drives huge engagement with related content. On average in the past two years, the Six Nations has grown monthly Rugby page views in February by +97%.

**12.5M**  
Average monthly page views for major events

Monthly Rugby page views increased significantly around the major events. From the Six Nations and summer tours to the autumn internationals, which typically take place over a number of weeks, 12.5m page views is +36% higher than the monthly average.

## Rugby and the Six Nations in the headlines

