

Reading THE NATION

6 FEB – 12 FEB 2023

The only direction for Harry Styles was up last week as the former boy band star and solo artist picked up major prizes at the Grammy's and the BRITS.

With interest in this year's BRITS already high due to the awards being gender neutral for the first time, engagement with our **Music & Audio** content grew.



Request Activation

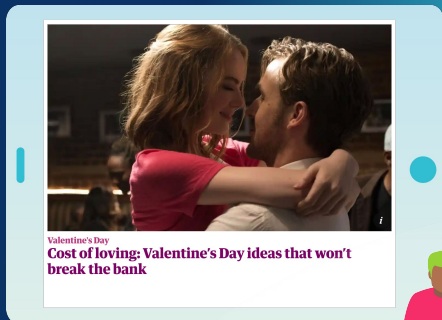


ozoneproject.com



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37.6M

Family & Relationships
Page views +17% WoW

+13%

News & Politics
106m weekly page views

14.4M

Music & Audio
Page views +12% WoW



Source: Ozone

TOP 10

CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Family & Relationships	37.6m	+17%	7.9m	+11%	4.8	+6%
Style & Fashion	22.8m	+15%	5.5m	+7%	4.1	+7%
News & Politics	106.1m	+13%	13.0m	+6%	8.2	+7%
Automotive	8.9m	+13%	2.7m	+15%	3.3	-2%
Pop Culture	58.3m	+12%	8.5m	+8%	6.8	+4%
Music & Audio	14.4m	+12%	3.2m	+8%	4.5	+4%
Food & Drink	15.1m	+9%	4.4m	+7%	3.4	+1%
Fine Art	3.3m	+8%	1.3m	+8%	2.5	+1%
Travel	17.7m	+8%	5.1m	+4%	3.5	+4%
Television	30.7m	+7%	6.5m	+2%	4.7	+5%

OZONE OVERVIEW

With the school half term and Valentine's Day both taking place this week, it's no surprise that our **Family & Relationships** content topped our Top 10 table in the last seven days. Almost 40m page views increased by +17% week on week, with a +79% rise for the **Dating** topic a key driver. There was related growth for our **Travel** and **Food & Drink** categories, which also feature in our Top 10. Topics including **Travelling with Kids** and **Dining Out** were among the key drivers with page views increasing by +81% and +62% respectively.

There was also related growth for three of our other top-10 content categories last week with reader interest in the Grammy's and the BRITs high. **Style & Fashion** (Sam Smith stole two red carpets in a week), **Pop Culture** (Ben Affleck's 'misery' became a meme) and **Music & Audio** (the first gender neutral BRITs massively missed the representation mark) all enjoyed weekly page views highs for 2023.

Finally, the devastating Turkey-Syria earthquake dominated the hard news agenda last week and put related **News & Politics** content about the disaster into focus for millions of concerned Brits.

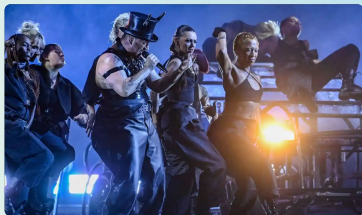
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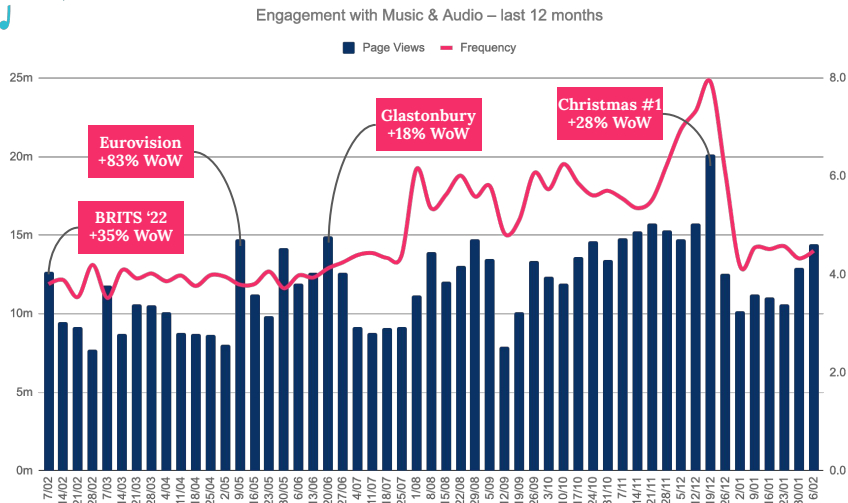
The BRIT Awards – typically the first major celebration of UK music in the industry’s annual calendar – took place last week.

Taking place on a Saturday night for the first time in its 47-year history, interest in the BRITs was higher than previous years as it was the first to feature gender neutral prizes.

Winning big on the night were Harry Styles and Wet Leg while Sam Smith made headlines for their attention grabbing red carpet outfit.



The BRITS amps up Music & Audio engagement



TAKE ACTION

Engagement with our Music & Audio content grows around the biggest events. Last year, the weeks in which the BRITs, Eurovision, the Platinum Jubilee concert, Glastonbury, Reading & Leeds and the Christmas number one took place saw +30% more page views than the 2022 weekly average.

- +34%**
BRITs avg. Music & Audio PVs growth

From awards show build up to what the winners said on the night, content about the BRITs grows interest in our **Music & Audio** category. On average, engagement increases by more than a third in the week of the BRITs (or 3.4m more page views than normal).
- +209%**
Contemporary/Pop/Top 40 topic PVs growth

The **Contemporary/Pop/Top 40** topic within our **Music & Audio** content was a key driver of category interest. Almost 5m weekly page views for the topic more than tripled. On average engagement with the topic increases by more than 2.5 times in BRITs week.
- +69%**
Eurovision avg. Music & Audio PVs growth

More Music & Audio engagement growth is on the way as Eurovision returns in May. With Liverpool hosting following Sam Ryder’s star-making turn in 2022, expect engagement with the category to increase by as much as +69% in the week of the contest*.



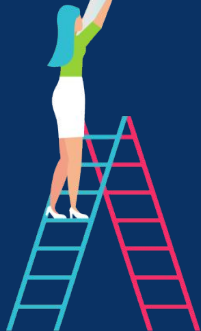
Source: Ozone

*Average weekly rate of Music & Audio page views growth in Eurovision week in the past two years.

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The BRITS and Music & Audio in the headlines



Wet Leg have been praised by artists from Robbie Williams to Iggy Pop
CHRIS MCANDREW FOR THE SUNDAY TIMES

Wet Leg, the Brits stars named after Isle of Wight daytrippers

Liam Kelly, Arts Correspondent
Sunday February 12 2023, 12:01am, The Sunday Times



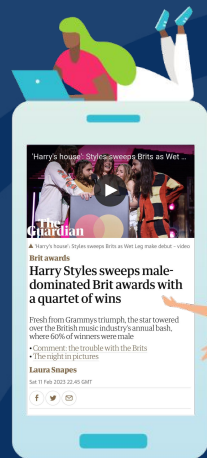
You Can Support The Brits Gender Neutral Awards And Still Critique The Fact No Women Were Nominated For Best Artist



Their pop and R&B category only include pop artists too, causing much controversy online.

BY GEORGIA ASPHALL | POSTED ON 13 01 2023

Nominations for the 2023 Brit Awards were published last night and are causing controversy online after no women were nominated for the Best Artist category. Only 42% of the year's nominations went to female artists, and on top of that in the 'Pop / R&B' category there



Harry's house | Styles sweeps Brits as Wet Leg named album



Harry Styles sweeps male-dominated Brit awards with a quartet of wins

Fresh from Grammy's triumph, the star towered over the British music industry's annual bash, where 60% of winners were male.

Laura Snapes
Sat 11 Feb 2023 22:45 GMT

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