

Reading THE NATION

13 FEB – 19 FEB 2023

In the last seven days, our **Television** content enjoyed its highest weekly levels of engagement of the year.

With reader interest high in the biggest telly events, like the current winter series of Love Island on ITV2 and the BAFTAs, our publisher content is a key way for readers to extend their viewing passions beyond the box.



Request Activation

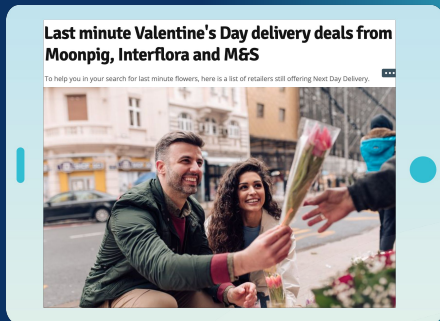


ozoneproject.com



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+34%

Video Gaming
663k weekly page views

6.8M

Careers
Page views +29% WoW

6.2M

Movies
Page views +17% WoW



Source: Ozone

TOP 10 CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Video Gaming	0.7m	+34%	0.3m	+47%	2.3	-8%
Careers	6.8m	+29%	2.3m	+33%	2.9	-2%
Tech & Computing	22.8m	+27%	6.0m	+21%	3.8	+5%
Healthy Living	5.9m	+18%	2.0m	+16%	2.9	+2%
Movies	6.2m	+17%	2.0m	+15%	3.1	+2%
Shopping	10.5m	+17%	3.2m	+13%	3.3	+4%
Television	35.7m	+16%	7.4m	+14%	4.8	+2%
Personal Finance	11.3m	+13%	3.4m	+16%	3.3	-3%
Food & Drink	16.8m	+11%	4.9m	+9%	3.5	+2%
Events & Attractions	24.4m	+9%	6.2m	+9%	4.0	0%

OZONE OVERVIEW

Topping our chart for the highest engagement growth score in the last seven days, our **Video Gaming** content saw page views increase by +34%. HBO's *The Last of Us* adaptation on Sky Atlantic and NOW continues to be a popular topic, while the trailer for Apple TV's *Tetris* also drove page views for the category.

In second place, our **Careers** content grew +29% and was boosted by 1.8m page views for the **Retirement** topic. Plans by the Government to raise the lifetime allowance for pensions as part of its scheme to encourage over-50s back into work, drove interest in the build up to the ISA season deadline.

Elsewhere, Valentine's Day last Tuesday drove engagement with content topics within three of our top 10 categories. In our **Movies** and **Food & Drink** categories, **Romantic Movies** and **Alcoholic Drinks** grew by more than +50% respectively, while **Flower Shopping** page views within the **Shopping** category increased by 2.5x.

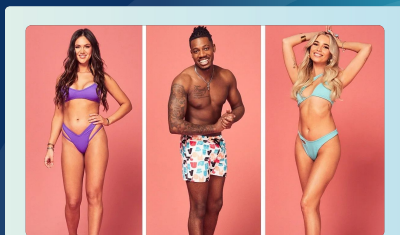
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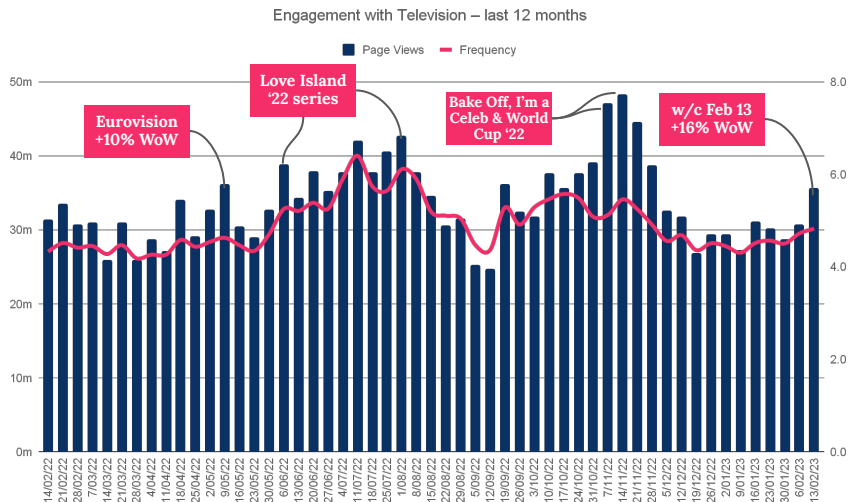
Weekly page views for our **Television** content hit a high for the year last week as readers across Ozone engaged with topics associated with a national passion – watching the box.

Driving telly interest in the last seven days were the winter run of ITV2's reality TV behemoth Love Island, BBC One's coverage of the BAFTAs and the build up to the pay-per-view boxing match between Jake Paul and Tommy Fury.



Source: Ozone

Television grows on Love Island, BAFTAs and Sport TV



TAKE ACTION

While television is going through a sizable change as consumers have a wider selection of streaming services and devices to view broadcast content on, from where Ozone sits, 'appointment to view' event-based programming, like Love Island, still drives huge engagement with our readers as our publisher turn the must watch into the must read.

+37%
Higher PVs in our biggest weeks vs. 12-month avg.

Engagement with our **Television** content rises significantly around TV's biggest events. Last year, our three biggest weeks coincided with I'm a Celeb, Bake Off, and the start of the World Cup. Page views then were **+37% higher** than the 12-month average.

+50%
Higher Reality TV PVs during Love Island 2022

Reality TV is the biggest content topic within our **Television** category. Last year, it accounted for more than 40% of total page views. Page views across Love Island 2022 were **+50%** higher than the 12-month average.

2.5x
Avg. Sport TV PVs growth around major events

Last week, **Sport TV** topic page views more than doubled on interest in the boxing match between YouTuber Jake Paul and former Love Islander Tommy Fury. On average, major televised sporting events, including pay-per-view, grow page views for the topic by **2.5x**.

