

Reading THE NATION

13 MAR – 19 MAR 2023

The latest series of Love Island ended last week and saw winning couple Sanam Harrinanan and Kai Fagan pocket a cool £50,000 cash prize between them.

While the winter run is still finding its feet compared to the more established summer series, it certainly has the same impact in boosting engagement with our **Reality TV** content, with the final driving weekly **Television** page views to a record high for 2023.



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14.8M

Personal Finance
Page views +19% WoW

37.4M

Television
Page views +14% WoW

7.2M

Movies
Page views +13% WoW



TOP 10

CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Video Gaming	0.8m	+77%	0.3m	+98%	2.7	-10%
Careers	11.4m	+63%	2.9m	+42%	3.9	+15%
Personal Finance	14.8m	+35%	3.1m	+21%	4.7	+12%
Television	37.4m	+14%	6.4m	+7%	5.8	+7%
Movies	7.2m	+13%	1.9m	+5%	3.7	+8%
Business & Finance	40.9m	+9%	7.1m	+9%	5.8	0%
Books & Literature	2.2m	+8%	0.5m	+8%	4.1	0%
Home & Garden	9.3m	+7%	2.4m	+4%	3.8	+3%
Events & Attractions	28.6m	+6%	5.9m	+2%	4.8	+4%
Tech & Computing	21.9m	+3%	5.0m	+4%	4.4	-1%

OZONE OVERVIEW

Last week's Spring Budget 2023 saw weekly engagement for two of our top-ten content categories increase significantly. Double-digit growth for our **Careers** and **Personal Finance** content was driven by high levels of interest in the **Retirement** and **Retirement Planning** topics as the Chancellor announced a big rise in the amount people could save in their pensions before being taxed. Typically, weekly **Personal Finance** page views grow by more than 30% in the week the Spring or Autumn Budgets are announced.

Elsewhere in the last seven days, the series finale of the recent run of Love Island drove our **Television** content to its highest weekly engagement figure of 2023. Of 37.4m total category page views, more than 40% were for the **Reality TV** topic, with the topic itself growing by +26% week on week.

Finally, Hollywood's annual moment in the spotlight, the Oscars, drove engagement with our **Movies** content. While there was disappointment for Ireland's The Banshees of Inisherin, history was made at this year's ceremony as Michelle Yeoh became the first Malaysian performer to win the best actress award.

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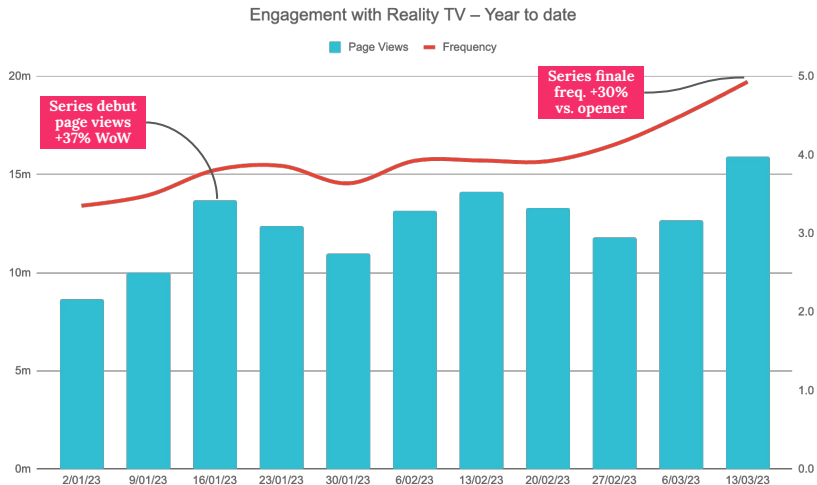
Love Island's winter run ended last week to once again boost reader engagement with our **Television** category.

By looking at the last two series of Love Island it's fair to say the ITV2 show continues to seriously superheat page views for our **Reality TV** content by as much as 50% when its on the air.



Source: Ozone

Winter Love Island keeps Reality TV interest hot



TAKE ACTION

Our premium publishers extend the conversation about the nation's favourite television, including Love Island, beyond the box by turning the must-watch into the must-read. Brands can amplify their TV reach using our **What's On TV** audience segment of 27m+ telly addicts.

118M

Reality TV page views during the winter series

Love Island 2023's nine-week winter run grew engagement with our **Reality TV** content topic by more than 50% vs. the same period a year ago, though the series didn't air then. However, page views across the summer run were +50% higher than normal.

+30%

Avg. page views for debut and finale weeks

Across the series, **Reality TV** page views hit the highest weekly growth rates in the debut and finale weeks. On average, this was +30% with interest is at its highest during these weeks as the Love Islanders are introduced and then the winners are announced.

4.9

Average PVs per reader during finale week

Reader Attention – the average number of page views per reader – for the **Reality TV** topic was **+30% higher** in the finale week compared to the debut week as users engaged with more related content about the show's winners.

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Reality TV coverage from across our publishers



MAYA JAMA: 'I SAID YES TO LOVE ISLAND STRAIGHT AWAY! OF COURSE!'

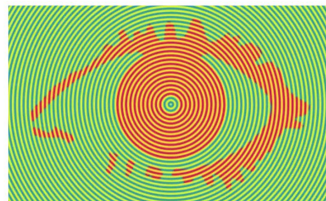
Love it or loathe it, a new series is about to start — and with it a brand spanking new host. It's all thanks to some hard grafting, the presenter says



Big Brother Is Going Back To Its 'Golden Period' – Here's What We Know About ITV's 'Upmarket' Reboot

The reality TV juggernaut is getting a new lease of life on ITV2 later this year, which promises to be "intelligent" and "more interesting".

By Ash Perceval
05/03/2023 05:05am GMT | Updated March 17, 2023



'I've made it clear she is going to be my girlfriend on the outside!' Love Island winner Kai Fagan reveals he's ALREADY planning to move in with Saman Harriman

By Gorka Rubin For Masketine
21:03, 14 Mar 2023, updated 22:05, 14 Mar 2023



19 comments

Saman Harriman and Kai Fagan were crowned winners of the winter Love Island 2023 on Monday



Reading THE NATION

SIX NATIONS SPECIAL

The 2023 Six Nations Rugby Championship wrapped up at the weekend with a famous Grand Slam victory for the number one team in the world, Ireland.

Throughout this year's tournament – as we have seen previously and during other key international fixtures – our **Rugby** audience and engagement with our premium publisher content about the sport grows significantly.



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Reading THE NATION

SIX NATIONS SPECIAL



The 2023 Rugby Six Nations Championships concluded this weekend as Ireland wrapped up the Grand Slam with victory over England in Dublin. Congratulations to the world's number one team and to fans of Irish rugby.

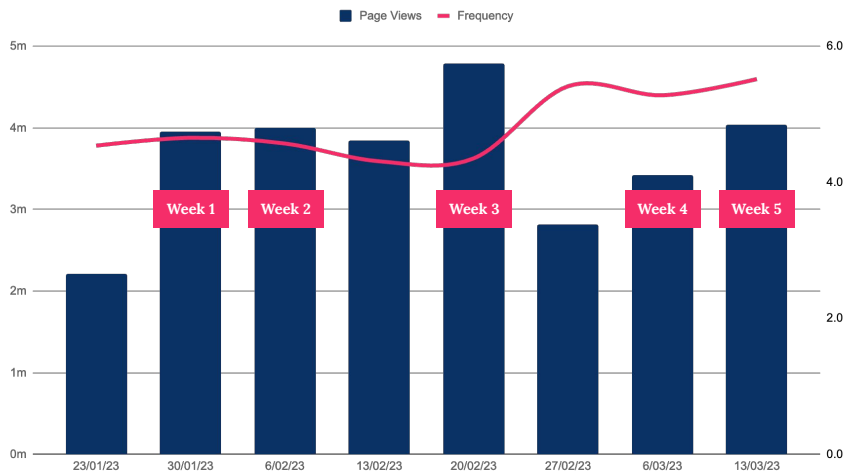
Speaking of rugby fans, their interest in our premium publisher coverage of the sport explodes during major championships. What we've seen at the Six Nations is likely to happen again at the Rugby World Cup France.



Source: Ozone

Rugby grows on the Six Nations Championship

Engagement with Rugby content – last eight weeks



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 14.8m strong Rugby audience grew during the Six Nations and will do so again during the 2023 Rugby World Cup in September.

+38%
Average Rugby PVs growth in game weeks

Rugby page views across the Six Nations grew by an average of +38% in game weeks, starting with a huge +79% growth in game week one. Week three, when Ireland beat Italy, France defeated Scotland and England overcame Wales, saw page views peak at 4.8m.

2x
Higher Rugby page views in game weeks

Across five weeks of hard-hitting, high-impact international rugby action, average weekly Rugby page views in game weeks were **more than 2x higher** than across the 2021/22 Gallagher Premiership Rugby season. Expect similar engagement during the World Cup.

4.9
Average PVs per reader during game weeks

Naturally, our rugby audience read more about the sport during the Six Nations. Across the championship, 4.9 average page views per reader was **+25% higher** than the 2021/22 Premiership Rugby season average. This grew to **+38% higher** in the last three weeks.

Rugby and the Six Nations in the headlines



Six Nations 2023
History beckons for Ireland at Rugby World Cup after grand slam glory

Andy Farrell's men are deservedly favourites for France while England must learn quickly from their disappointing Six Nations

Six Nations verdict: dominant Ireland and super Dupont take the plaudits

New World Rugby rankings show chasm has opened up before World Cup

The top world rankings of the Six Nations have been published

SHARE

BY SEN ODELL
17:30, 21 Feb 2023