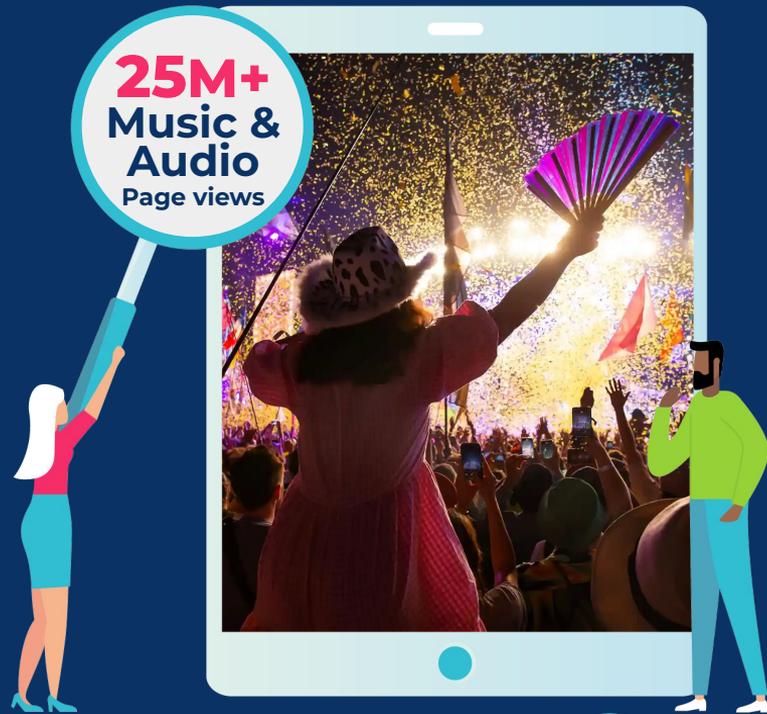


Reading THE NATION

19 JUN – 25 JUN 2023

The Glastonbury Festival – the most famous outdoor music event in the world – took place last week and drove massive reader interest and engagement growth with our **Music & Audio** category.

Whether you mucked it on the fields of Worthy Farm or watched from the comfort of your living room, it's a national talking point and millions of Brits turned to our publishers to follow their festival favourites.



Request Activation



ozoneproject.com



Reading THE NATION

19 JUN – 25 JUN 2023



2.8x

Music & Audio
25.3m weekly page views

13.4M

Personal Finance
Page views +36% WoW

142M+

News & Politics
Page views +6% WoW



TOP 10

CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Music & Audio	25.3m	+180%	5.7m	+118%	4.4	+28%
Personal Finance	13.4m	+36%	3.3m	+24%	4.0	+9%
Events & Attractions	39.7m	+33%	8.3m	+24%	4.8	+7%
Education	4.2m	+25%	1.4m	+19%	3.0	+5%
Tech & Computing	26.1m	+22%	5.7m	+22%	4.6	0%
Food & Drink	17.6m	+18%	4.8m	+18%	3.6	0%
News & Politics	168.2m	+18%	14.8m	+19%	11.3	-1%
Travel	30.8m	+13%	7.0m	+10%	4.4	+3%
Style & Fashion	31.9m	+12%	5.5m	+12%	5.8	0%
Pop Culture	73.5m	+11%	9.7m	+13%	7.6	-1%

OZONE OVERVIEW

Worthy Farm in Somerset was the centre of the universe last week as the Glastonbury Festival captured the nation's attention to deliver record weekly page views for our **Music & Audio** category. Overall engagement was 2.8x higher than the week before with 25.3m page views; +18% higher than 2023's previous high during Eurovision week.

Elsewhere, our **Personal Finance** category featured in the top 10 for the second consecutive week – more on that here – as the Bank of England increased the base interest rate to 5% in an effort to bring inflation down. With millions of mortgage holders set to face large increases in their monthly payments, Britain's mortgage time bomb exploded.

Finally, two huge global news stories drove weekly **News & Politics** page views to an all time high. Off the back of a big week last week for the category – with the publication of the privileges committee report into whether Boris Johnson misled Parliament over partygate – the Titan submarine disaster and Wagner Group mutiny drove 168.2m page views.

Reading THE NATION

19 JUN – 25 JUN 2023

The Glastonbury Festival returned last week to light up engagement with our **Music & Audio** content like the Arcadia stage's giant fire-breathing techno spider.

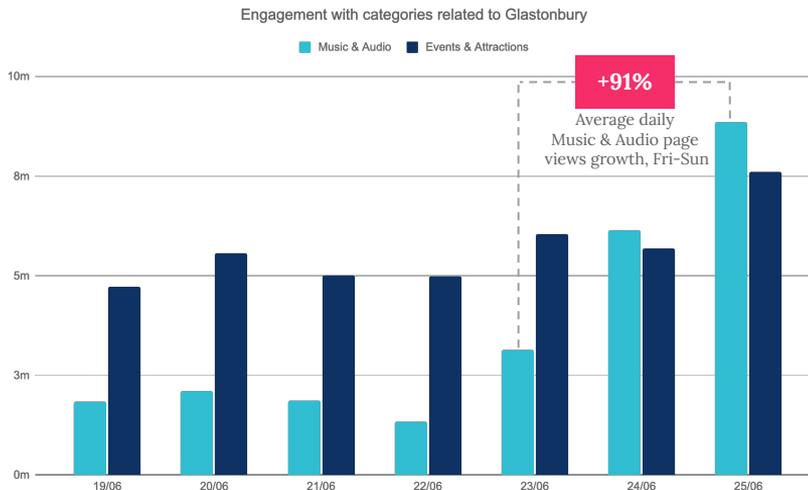
From Alex Turner's high kicks and epic guitar soloing from Slash to Lizzo's ebullient, all conquering Pyramid Stage performance and Sir Elton John's crowd pleasing finale, it had it all.

Music, arts and culture are huge topics of interest among our national audience of online readers.



Source: Ozone

Glastonbury interest sees engagement rocket



TAKE ACTION

As well as a greater level of interest in other arts-type content, our **Music & Audio** audience indexes highly with our **Events & Attractions** category as they seek out the next best festivals, concerts or gigs to attend in real life. Target both audiences behaviourally to reach almost 30m readers.

+180%
Page views growth for Music & Audio last week

Huge interest in Glastonbury spun up a record week for our **Music & Audio** category with 25.3m up +180%. This year's festival, which featured a surprise performance by the Foo Fighters and Sir Elton John's final ever UK show, drove +70% year-on-year growth.

4.4x
Higher daily Music & Audio page views vs. the 2023 average

Almost 60% of engagement last week took place across the weekend when daily page views were 4.4x higher than the 2023 average. Sunday was the highest day for page views with 8.9m on the day Sir Elton closed the festival up +44% on the day before.

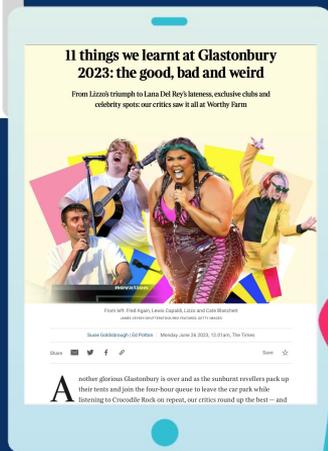
LOOKING AHEAD

Glastonbury's over but festival season continues. August and Edinburgh Fringe typically grows PVs for our **Comedy Events** (+181%), **Festivals** (+56%) and **Theatre** (+27%) content, while the week Reading and Leeds takes place is set to grow **Music & Audio** by 50%.

Reading THE NATION

19 JUN – 25 JUN 2023

Glastonbury Festival in our premium publishers



Get in touch

