



REALITY TV VIEWERS

THE TRAITORS STORY

The Sun continues to dominate the reality TV space. The latest season of The Traitors, on BBC One, shows just how much The Sun audience engages with reality shows of all formats.

TheSun.co.uk saw more clicks and a higher dwell time per story thanks to an increased appetite for a multifaceted content approach, with a mixture of show spoilers, reaction, exclusive interviews and live blogs rounding out our coverage of the show.

With more tactics, twists and brutal betrayals than any of its competitors, The Traitors has been a huge hit, with the BBC snapping up the US and Australian series to keep viewers satiated.

SHOW ENGAGEMENT

Season 2 caught the imagination of The Sun's audience in a way we'd never imagined, with a higher than average proportion of traffic coming to The Sun directly, demonstrating our SEO authority for the show.

206

Traitors articles published

3M

Page views

61%

Uplift in traffic referred via search

9.5yrs

Spent reading Traitors content

Get closer to desirable audiences with Nucleus data: connect with addressable audiences of 3.4m 'Reality TV Streamers' or 685k 'Reality TV' fans across The Sun:

Audience Profile.

Skews ABC1 (56%), and female (58%), with the biggest age demo falling in the 26 to 35-year-old category

Top Opinions.

1. Influenced by celebrities
2. Craves high-end items
3. Likes to stay fit
4. Cares about the environment
5. Open to trying new products

Awareness.

Entertainment contexts on The Sun are great for elevating brand awareness. Campaigns typically see +37% better brand awareness in these environments

The Sun captures the best of reality TV! Please contact TheSunPublishing@News.co.uk for more information about this and future opportunities.