



THE
OZONE
PROJECT

READING THE NATION WITH OZONE

Thanks to our reach of over 99% of the UK's online population, Ozone's single user view of content consumption provides unrivalled insights to the stories that matter to our readers all across the UK



Week ending Sunday 19th September



REQUEST ACTIVATION





Top 3 content topics by weekly growth



Pets
4.0m page views
+50% WoW



Science
10.5m page views
+36% WoW



Education
4.6m page views
+29% WoW

Source: The Ozone Project 2021

+50%
Pets page views growth

Concerns from the animal welfare charity the RSPCA about a “major dog welfare crisis” that puppies brought during lockdown are expected to be given up by their owners drove engagement with our pets category, as both page views and unique users increased **+50% week on week**

10.5m
Science page views

Last week’s M25 protests by activist group Insulate Britain and the impact of CO₂ shortages on food supplies and energy prices grew engagement with our science category, with **10.5m page view up +35% week on week**. We expect this trend to continue in the build up to COP26

4.6m
Education page views

College and university students’ return to campuses nationwide last week continued to drive engagement with our education category, with **4.6m weekly page views** receiving a further boost at the weekend with the publication of The Times’ annual Good University Guide

Top 10 content topics

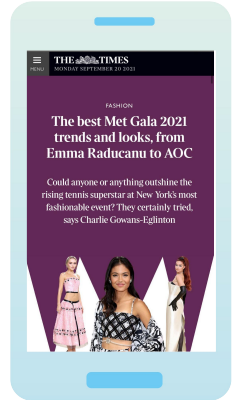
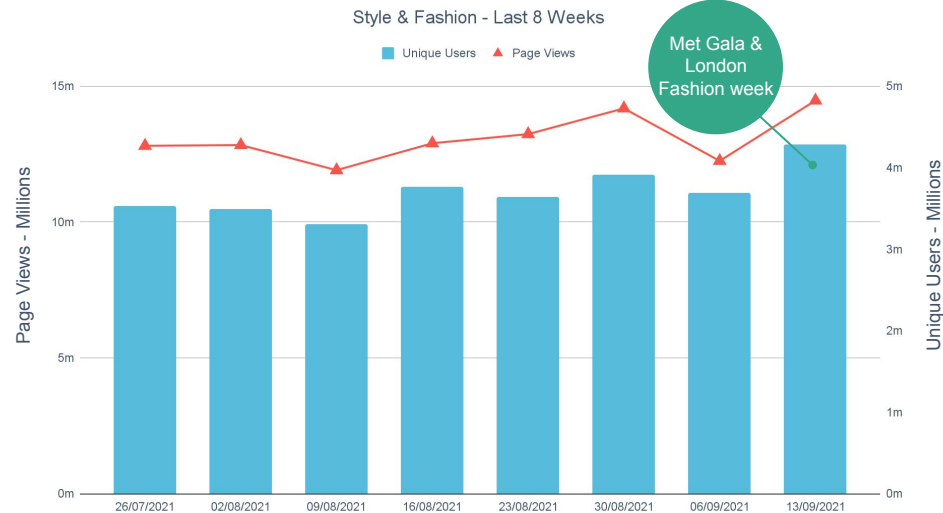
Category	Page Views	WoW Growth	Unique Users	WoW Growth
Pets	4.0m	50%	1.6m	50%
Science	10.5m	36%	3.5m	40%
Education	4.6m	29%	1.7m	31%
Travel	16.2m	18%	4.7m	17%
Style & Fashion	14.5m	18%	4.3m	16%
Fine Art	3.9m	16%	1.5m	14%
Family & Relationships	37.7m	14%	8.1m	11%
Home & Garden	7.5m	13%	2.6m	11%
Video Gaming	756k	11%	235k	24%
Automotive	7.7m	9%	2.4m	13%

READING THE NATION

Who was wearing what at New York's Met Gala Ball and the triumphant return of in-person events as models returned to the catwalks at London Fashion Week drove our style & fashion audience to a record high for 2021 last week

Audience engagement with related content was also high, with 14.5m weekly style & fashion page views up +18% on the previous week

STYLE & FASHION TOPS THE TREND



4.3m Style & Fashion unique users Last week, **4.3m style & fashion unique users** - a 2021 record - read about the eye-catching gowns worn by Kim Kardashian and Alexandria Ocasio-Cortez at the Met Gala Ball and London Fashion Week

+7% Higher than LFW in June The combined effect of the two annual events ensured our already considerable weekly style & fashion audience was **+7% higher than this year's previous high** when London Fashion Week took place in June

+50% Growth on the prior day Saturday's 3.1m page views and 1.3m unique users **grew by more than +50% on the prior day** respectively, as our publishers' style & fashion editorial continued to pour over the highlights of both events

