



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 3rd October



REQUEST ACTIVATION





+38%
Movies page views growth

It was double-o heaven for our movies category last week as the double delayed release of the 25th entry in the James Bond film franchise No Time To Die - Daniel Craig's final outing as the British secret agent - **increased page views by +38% week on week to 7.2m**

5.2m
Real Estate page views

With the stamp duty holiday for new home purchases ending on 30th September, and the potential implications to home buyers and sellers, and the housing market more broadly of interest nationwide, **weekly real estate category page views increased by +34% to 5.2m**

+34%
Careers page views growth

Interest in our careers category grew last week, with **7.1m page views being a +34% increase week on week**, as the UK Government's furlough and universal credit top-up schemes ended and there was speculation that the chancellor may increase the state pension

Top 3 content topics by weekly growth



Movies
7.2m page views
+38% WoW



Real Estate
5.2m page views
+38% WoW



Careers
7.1m page views
+34% WoW

Top 10 content topics

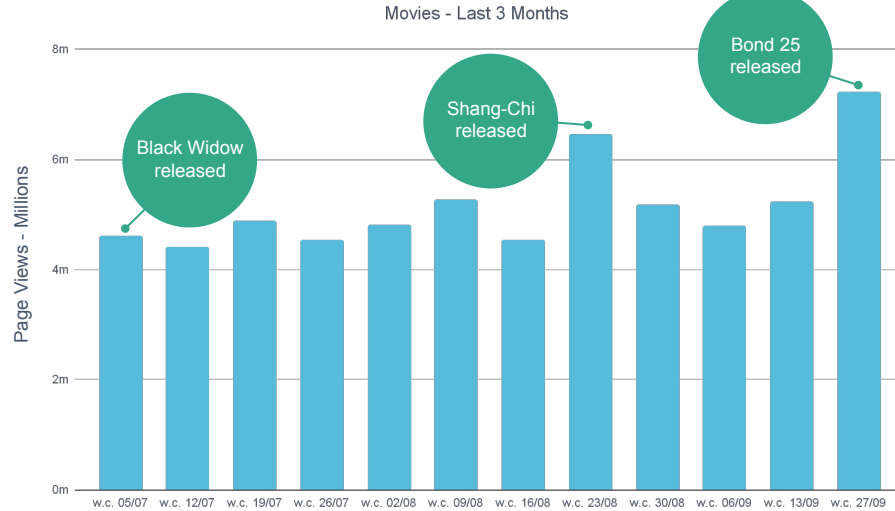
Category	Page Views	WoW Growth	Unique Users	WoW Growth
Movies	7.2m	38%	2.4m	36%
Real Estate	5.2m	38%	2.0m	36%
Careers	7.1m	34%	2.4m	29%
Hobbies & Interests	4.6m	22%	1.6m	25%
Healthy Living	4.8m	21%	1.8m	21%
Automotive	12.0m	18%	3.4m	12%
Video Gaming	878k	12%	313k	25%
Shopping	7.8m	10%	2.3m	12%
Music & Audio	8.7m	7%	2.2m	12%
Pop Culture	46.6m	6%	7.6m	5%

READING THE NATION

Daniel Craig's final outing as James Bond in the twice delayed 25th entry in the 007 spy film franchise, No Time To Die, built movie magic around our movies category, which drew in its biggest weekly audience engagement figures of the year to date

Last week's 7.2m page views and 2.4m unique users was a record high for the category, as Bond fever swept the nation with the royal premier, interviews with the stars and five-star reviews among the highest attention content

NO TIME TO DIE BUILDS MOVIE MAGIC



+57% Higher than Black Widow
Last week, the movies category's 7.2m page views and 2.4m unique users was **+57% higher** than the week in which Marvel's Black Widow superhero film was released and featured in Reading the Nation

+12% Higher than Shang-Chi
Engagement with the category in the 7 days to 3rd October was also higher than the week in which Marvel's Shang-Chi was released, with **page views up +12% period on period**

1.3m Movies PVs on Weds 29th
Wednesday 29th October, the day after the film's glittering royal premiere at the Royal Albert Hall in London, was the highest day for engagement with **1.3m page views** up +41% of the previous day

