



THE
OZONE
PROJECT

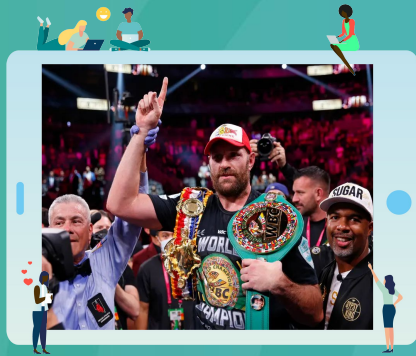
READING THE NATION WITH OZONE

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



REQUEST ACTIVATION





Top 3 content topics by weekly growth



Tech & Computing
24.7m page views
+61% WoW



Books & Literature
2.3m page views
+23% WoW



Video Gaming
1.0m page views
+17% WoW

Source: The Ozone Project 2021

+61%
 Tech & Computing
 PVs growth

Facebook's 6-hour global outage on Monday 4th October and the launch of Sky Glass last Thursday drove engagement with our tech and computing category, as **weekly page views grew by +61% to 24.7m**. Last week's 6.4m tech unique users was our biggest tech audience of the year

1.0m
 Video Gaming
 page views

Microsoft's new partnership with Sky Glass, that will see the former's social television and gaming technology integrate with the latter's new Sky Glass offering, boosted interest in our video gaming category, with **1.0m page views growing by +17% week on week**

+16%
 Sport page
 views growth

43.6m sport page views grew +16% week on week as Tyson Fury's brilliant heavyweight boxing title defence over Deontay Wilder captured the nation's attention. Boxing accounted for 21% of all sport engagement, while Sunday saw daily sport page jump by a massive +61% vs. the prior day

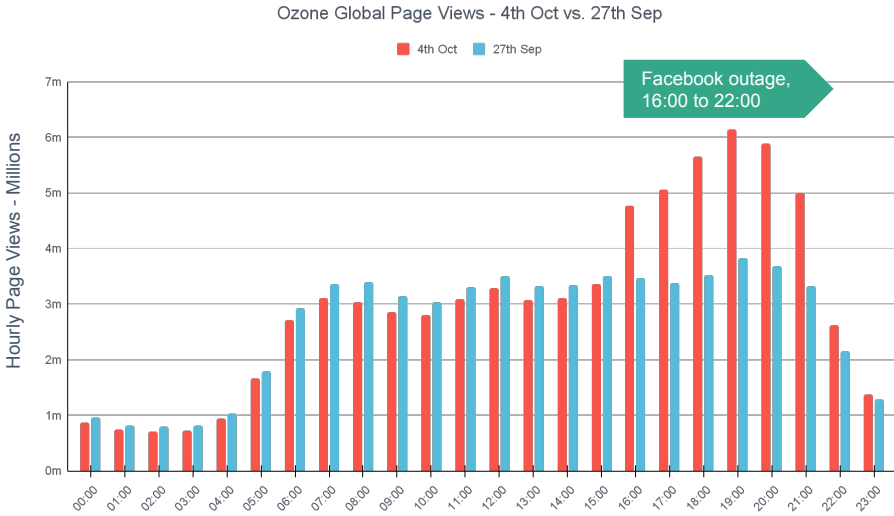
Top 10 content topics

| Category | Page Views | WoW Growth | Unique Users | WoW Growth |
|------------------------|------------|------------|--------------|------------|
| Tech & Computing | 24.7m | 61% | 6.4m | 47% |
| Books & Literature | 2.3m | 23% | 708k | 24% |
| Video Gaming | 1.0m | 17% | 340k | 9% |
| Sport | 43.6m | 16% | 7.1m | 10% |
| Home & Garden | 7.8m | 16% | 2.6m | 7% |
| Family & Relationships | 33.4m | 15% | 7.2m | 7% |
| Fine Art | 6.3m | 13% | 2.0m | 3% |
| Music & Audio | 9.7m | 11% | 2.5m | 11% |
| Style & Fashion | 11.6m | 9% | 3.5m | 6% |
| Events & Attractions | 24.5m | 9% | 5.9m | 6% |



A global outage to Facebook, its Messenger and WhatsApp messaging apps, and photo-sharing social network Instagram on Monday 4th October saw millions of digital users turn to trusted news and entertainment sources

With a +26% growth in daily page views on 4th October vs. the day before across the Ozone globally, our technology & computing category also received a welcome engagement boost



12.5m
Daily page views on 4th Oct

Facebook's global outage boosted global engagement across the Ozone platform, with **12.5m daily page views** on Monday 4th October growing by more than a quarter (+26%) compared to the day before

+53%
Higher on a like-for-like basis

Average hourly page views across the Ozone platform during the 6-hour outage, from 4pm to 10pm UK-time, were **+53% higher** than during the same time period on the previous Monday

+382%
Tech & Computing PVs growth

Engagement with our technology and computing category rocketed on 4th October vs. the day before, with **8.7m page views up by a massive +382%** driven by interest in the outage and the Facebook whistleblower



Source: The Ozone Project 2021