



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 17th October

REQUEST ACTIVATION





Top 3 content topics by weekly growth



Science
9.7m page views
+37% WoW



Pets
2.2m page views
+35% WoW



Fine Art
8.2m page views
+31% WoW

Source: The Ozone Project 2021

+37%
Science page views growth

Space tourism, sustainability and two well-known Williams boosted our Science category last week as William "Captain James T. Kirk" was blasted into orbit and Prince William's Earthshot prize winners were revealed. **9.7m science page views grew +37% week on week**

82%
Of total pets category page views

Our audience's love of puppies, poochies and pups continued to grow last week, as **82% of total pets category page views were firmly focused on dogs**, our favourite four-legged friends (unless, of course, you are far fonder of felines!)

6.2m
Dance related page views

The UK's Strictly Come Dancing obsession lifted fine art, as 76% of audience attention on the category was focussed on dance-related content. Of **6.2m dance-related page views**, a "did they, didn't they" live TV kiss and comedian Robert Webb quitting drove engagement

Top 10 content topics

Category	Page Views	WoW Growth	Unique Users	WoW Growth
Science	9.7m	37%	3.1m	31%
Pets	2.2m	35%	887k	41%
Fine Art	8.2m	31%	2.4m	23%
Video Gaming	1.3m	27%	452k	33%
Real Estate	5.5m	22%	2.0m	17%
Music & Audio	11.6m	19%	2.8m	14%
Shopping	9.7m	19%	2.8m	14%
Personal Finance	8.5m	14%	2.8m	17%
Television	31.2m	14%	6.6m	11%
Education	2.8m	14%	1.1m	12%

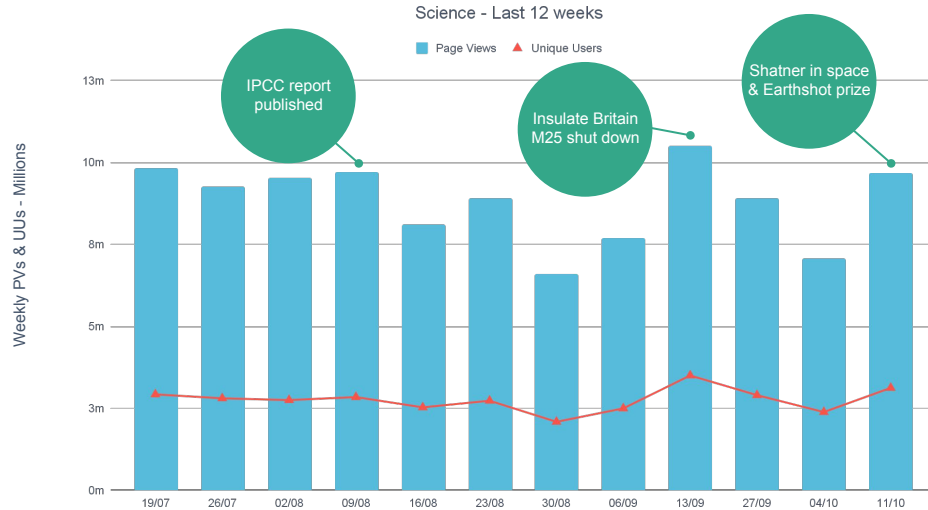
READING THE NATION

Last week's tale of two Williams - one a royal and a future king; the other a famed former fictional starship captain - rocketed our science category to our top performer by engagement growth

While William Shatner's journeyed into space onboard Jeff Bezos' Blue Origin rocket, Prince William honoured those whose efforts substantially help the environment at the 2021 Earthshot Prize, as the futures of both the planet and orbital tourism went head-to-head



INFINITY PAGE VIEWS AND BEYOND...



3.1m Weekly Science unique users. With space travel and environmental sustainability among the topics of interest last week, **3.1m unique users** was our second highest weekly science audience of the year

+70% Daily science PVs growth. Monday 11th October saw another royal - this time Prince Charles - question the impact of the environmental campaigning tactics used Extinction Rebellion and Insulate Britain, with daily science PVs +70%

1.6m Daily science page views. Science engagement peaked on Thursday 14th October, with **1.6m daily page views**, as Prince William said the world's "greatest brains and minds" should focus on sustainability and not space travel

