



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





+57%
Movies page views growth

Last week's premiere of Marvel's latest superhero epic, The Eternals, directed by Oscar winner Chloe Zhao and the tragic film set incident involving a prop gun and the actor Alec Baldwin drove engagement with our movies category, with **+57% page view growth week on week**

8.8m
Home & Garden page views

Interest in our home & garden category grew in the last 7 days, with **8.8m page views increasing by +16% week on week**, as interest in more sustainable home heating alternatives, such as heat pumps, and the changing gardening season increased consumption among our audience

9.4m
Medical Health unique users

With the onset of the flu season, a 'worst cold ever' super bug doing the rounds and the potential implementation of the UK Government's Plan B coronavirus measures all making headlines, the **9.4m readers of medical health content grew by +10% week on week**

Top 3 content topics by weekly growth



Movies
8.6m page views
+57% WoW



Home & Garden
8.8mm page views
+16% WoW



Medical Health
56.0m page views
+14% WoW

Source: The Ozone Project 2021

Top 10 content topics

Category	Page Views	WoW Growth	Unique Users	WoW Growth
Movies	8.6m	57%	2.7m	50%
Home & Garden	8.8m	16%	2.9m	13%
Medical Health	56.0m	14%	9.4m	10%
Tech & Computing	19.7m	13%	5.5m	11%
Automotive	7.9m	6%	2.5m	9%
Television	32.6m	4%	6.6m	-1%
Hobbies & Interests	4.6m	3%	1.6m	6%
Healthy Living	3.8m	2%	1.4m	6%
Pop Culture	51.3m	1%	8.2m	4%
Travel	13.1m	0%	4.0m	-1%

READING THE NATION

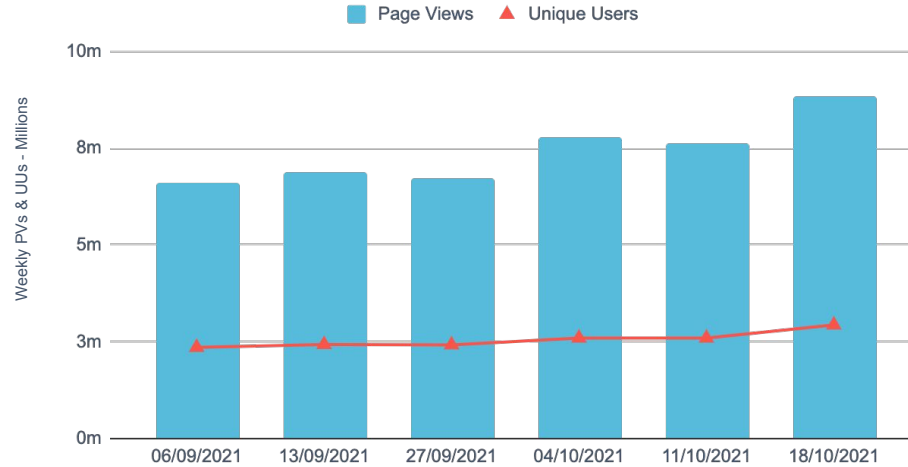
Last week, UK Prime Minister Boris Johnson announced £5,000 grants for homeowners nationwide to encourage them to make the switch from gas boilers to more sustainable home heating alternatives, such as heat pumps

Interest in related content about heat pumps with our home and garden audience heated up engagement with the category, which in turn was further seeded with the growing consumption of our gardening content as the temperature began to drop



HEAT PUMPS HEAT UP HOME & GARDEN

Home & Garden - Last 6 Weeks



+20% Higher page views than
 In the last 3 weeks, with home heating and winter garden maintenance a key topic, engagement with our home & garden category has grown, with average weekly PVs **+20% higher than the prior 3-weeks**

+14% Daily PVs growth on 19th Oct
 Tuesday 19th October, when Boris Johnson confirmed grants for homeowners making the switch from gas to sustainable heating solutions, saw a **+14% growth in daily home & garden page views**

2.9m Home & Garden unique users
 Last week's total homes & gardens audience of **2.9m unique users** is a record weekly high for 2021, as the combination of household topics - inside and out - drove millions of readers to related content

