



THE
OZONE
PROJECT

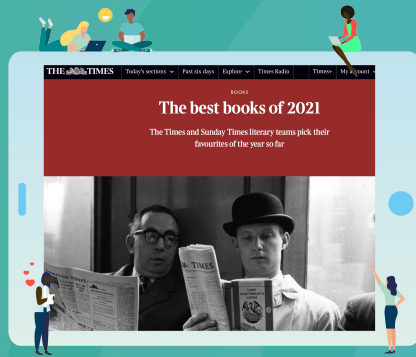
READING THE NATION WITH OZONE

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



Books & Literature
3.2m page views
+59% WoW



Video Gaming
1.2m page views
+52% WoW



Personal Finance
10.8m page views
+48% WoW

Source: The Ozone Project 2021

+81%
B&L unique user growth

Our books & literature category was the Ozone platform's best-seller last week as the category's **+81% unique user** and +59% page view growth flew this key arts category up the table. Fiction, poetry and children's literature were among the category's top-performing topics

8.8m
Video Gaming page views

With one eye on Black Friday and the other on Christmas, our weekly video gaming audience grew by +69% last week as the countdown to the two shopping bonanzas began to accelerate. 1.2m weekly page views was also +53% higher than the weekly average in the last 3 months

10.8m
Personal Finance page views

A huge spike in interest into the implications of last week's autumn budget on consumer finances drove engagement with our personal finance category, with **10.8m weekly page views up +48%**. The category's 3.3m unique users was also the biggest weekly audience of the year

Top 10 content topics

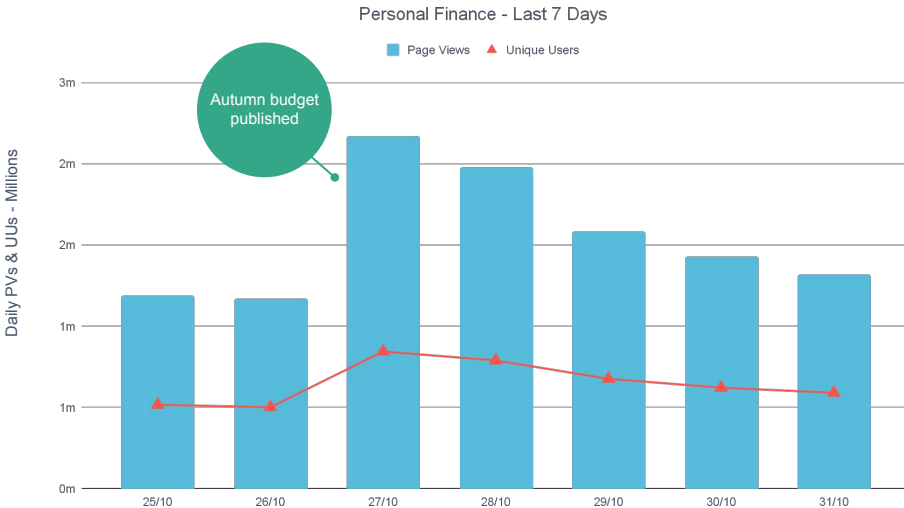
Category	Page Views	WoW Growth	Unique Users	WoW Growth
Books & Literature	3.2m	59%	1.1m	81%
Video Gaming	1.2m	52%	370k	69%
Personal Finance	10.8m	48%	3.3m	47%
Careers	7.5m	45%	2.6m	39%
Science	11.5m	19%	3.5m	16%
Hobbies & Interests	5.3m	16%	1.9m	20%
Family & Relationships	35.9m	12%	7.7m	11%
Events & Attractions	26.1m	11%	6.5m	11%
Shopping	8.2m	10%	2.5m	11%
Sport	42.8m	8%	6.6m	8%

READING THE NATION

Rishi Sunak's autumn budget - and quite possibly his divisive choice of footwear (who knew sliders could split the nation so significantly!) - drove engagement with our personal finance category last week

What the budget meant to the finances of millions of consumers nationwide was a hot topic of editorial debate, discussion and analysis across the Ozone platform, with 3.3m unique users also the biggest weekly audience of the year

SUNAK SLIDES UP PERSONAL FINANCE



+85%
Daily PVs growth on 27th Oct

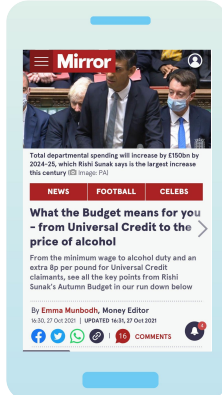
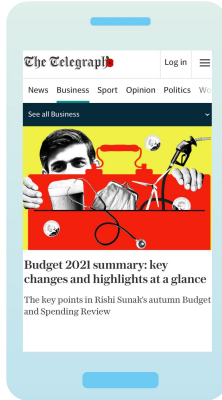
Daily personal finance engagement **grew by a massive +85% to 2.2m page views** on Wednesday 27th October, the day the Chancellor of the Exchequer published the Autumn budget and spending review

+73%
Higher total Thurs to Sun PVs

Interest in personal finance remained high for the remainder of the week, with 6.3m total daily page views from Thursday to Sunday a **massive +73% higher** compared to the same period in the week before

7.8m
Total topic page views

Financial assistance, personal taxes and savings were the top 3 topics by engagement, **with a combined 7.8m total weekly page views**, as consumers read about what the budget meant to their own finances



Source: The Ozone Project 2021