



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



Fine Art
8.3m page views
+50% WoW



Television
39.2m page views
+24% WoW



Home & Garden
6.7m page views
+20% WoW

Source: The Ozone Project 2021

+50%

Fine Art page views growth

5.8m dance and 1.1m theatre page views powered our fine art category to top performer and **+50% weekly page views growth**, as Strictly Come Dancing continued to tap into the nation's affection and consumers turned their attention to the shows to watch over the festive season

39.2m

Television page views

With things hotting up in the Great British Bake Off tent and the latest line up of celebs revealed for this year's I'm a Celebrity Get Me Out Here, the Channel 4 and ITV favourites drove engagement with our television category with **39.2m page views up +24% week on week**

2.5m

Home & Garden unique users

With Black Friday fast approaching and consumers already on the lookout for the best deals and biggest discounts available, our weekly home & garden audience grew by **+19% to 2.5m unique users**, with almost a 1/3 of them reading about home appliances content

Top 10 content topics

Category	Page Views	WoW Growth	Unique Users	WoW Growth
Fine Art	8.3m	50%	2.7m	51%
Television	39.2m	24%	8.0m	17%
Home & Garden	6.7m	20%	2.5m	19%
Style & Fashion	12.2m	19%	3.9m	19%
Education	2.6m	16%	1.1m	15%
Automotive	9.2m	14%	3.0m	16%
Real Estate	4.7m	13%	1.9m	17%
Science	12.8m	12%	3.9m	11%
Travel	13.2m	9%	4.4m	10%
Pets	1.8m	9%	744k	12%

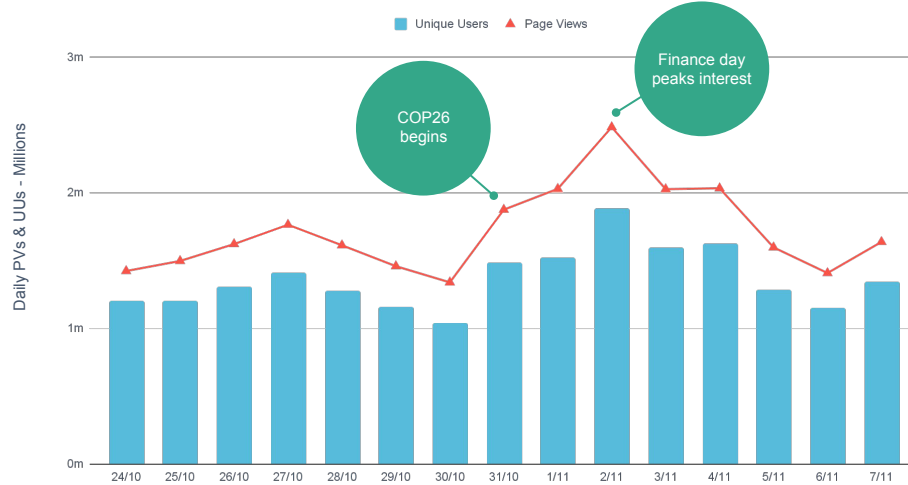
READING THE NATION

COP26 got the nation reading and talking about sustainability. While topping the agenda for delegates at the Glasgow-hosted global gathering is putting the promises made in the 2015 Paris accords into action, for the rest of us - from businesses and brands to the average person on the street - the focus is on the day-to-day changes we can make to ensure that sustainability remains a top priority



COP26 SHOWS SUSTAINABILITY MATTERS

COP26 & Sustainability Audience Engagement



15.1m Total COP26 page views
Audience engagement with our COP26 and sustainability content has grown significantly since the conference began on Sunday 31st October, with **15.1m total page views +41% higher** than the previous period

+53% Daily page views growth on day 3
Day 3, when more than 20 countries and financial institutions vowed to halt all financing for fossil fuel development overseas, was the highest engagement day with **2.5m page views up +53% on the day before**

6.8m Weekly environment page views
With weeks of interest in the build up to COP26 bolstering engagement with our science category, last week's +12% PVs growth was up again. Of 12.8m weekly page views, **6.8m were for environment content**

