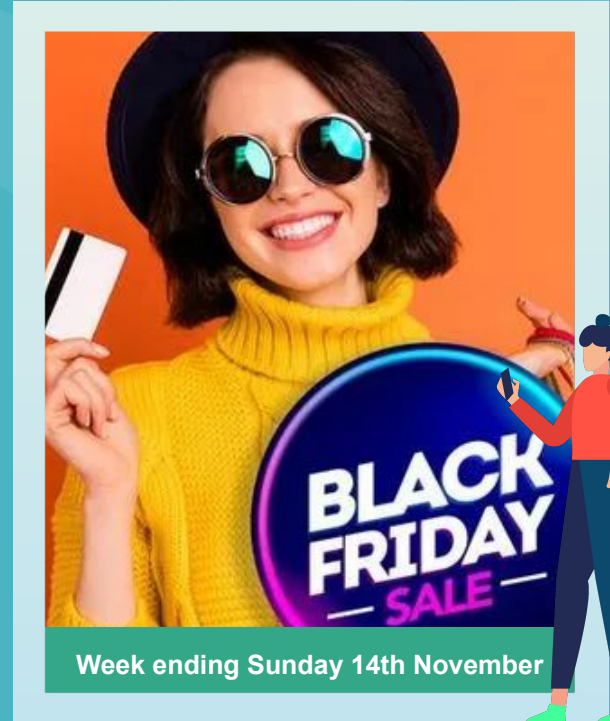




THE
OZONE
PROJECT

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



Healthy Living
3.6m page views
+19% WoW



Home & Garden
7.6m page views
+14% WoW



Food & Drink
15.4m page views
+14% WoW

Source: The Ozone Project 2021

3.6m
Healthy Living
page views

With December excess only weeks away, the nation's attention turned to healthy living as the category enjoyed a hearty engagement boost. **3.6m page views grew +19% week on week** with content related to weight loss and fitness & exercise among the most popular topics

+86%
Higher PVs
than 2021

Our Home & Garden category continued to build on its recent growth, with page views in the 7 days to last Sunday increasing by +14% on the week before. **Page views are +86% higher than the same week a year ago** suggesting it is becoming a key Black Friday category

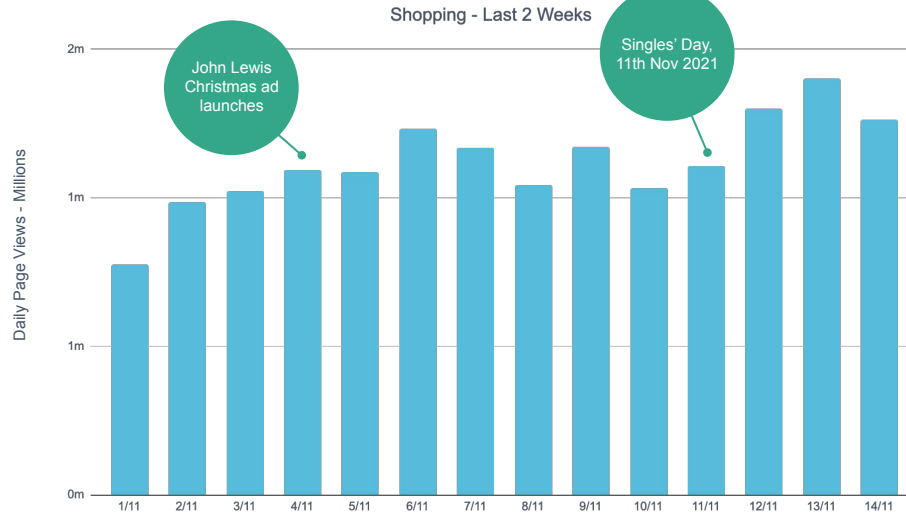
8.3m
Shopping
page views

Interest in both advertiser Christmas campaign launches and Chinese shopping phenomenon Singles' Day grew engagement with our shopping content, with **8.3m page views up +13% on the week before**. The category is set to grow significantly this week and next with Black Friday

Top 10 content topics

Category	Page Views	WoW Growth	Unique Users	WoW Growth
Healthy Living	3.6m	19%	1.5m	22%
Home & Garden	7.6m	14%	2.8m	14%
Food & Drink	15.4m	14%	4.7m	10%
Shopping	8.3m	13%	2.7m	9%
Style & Fashion	12.7m	4%	4.0m	4%
Music & Audio	10.0m	3%	2.7m	2%
Pop Culture	52.5m	2%	8.9m	-2%
Tech & Computing	17.2m	2%	4.9m	-4%
Family & Relationships	33.0m	1%	7.6m	1%
Sport	45.3m	1%	7.2m	2%

SHOPPERS EYE BLACK FRIDAY DEALS



+11%
Annual page views growth

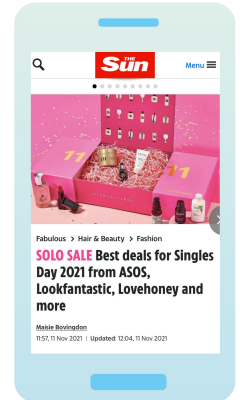
Black Friday makes November a HUGE shopping month and in the second week of the month we saw engagement with the category growing, with **page views up +11% vs. the same week a year ago**

1.1m
Daily page views on 11th Nov

Daily shopping page views hit 1.1m on Singles' Day, up by a modest +7%. However, a further +17% daily page views increase on Friday 12th showed engagement with sales and promotions content remained high

+32%
Higher shopping page views

We know that engagement with our shopping category will explode in the lead up to Black Friday. Last year, **page views were +32% higher in the second half of November vs. the first 2 weeks of the month**



READING THE NATION

With Black Friday looming large and only five weeks to go until Christmas, the nation's attention turned to shopping as weekly engagement with the category grew by +13% on the week before

Last week, interest in shopping content was also piqued by a growing number of brands activating campaigns for Singles' Day, the shopping event founded in China and growing globally

