



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

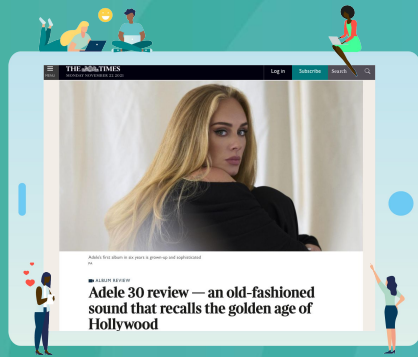


Week ending Sunday 21st November



REQUEST ACTIVATION





+44%
Video Gaming
PVs growth

The last 7 days saw Video Gaming top the high score charts in terms of engagement and audience growth, as one of our key Black Friday shopping and Christmas gifting categories grew by **+44% week on week by page views** and **+28%** by unique users

10.4m
Shopping
page views

Consumer engagement with Black Friday related Shopping content on Ozone sites is currently **+11%** higher than a year ago, with last week's 10.4m page views also up **+25%** versus the week before. And with Black Friday taking place this week, we are expecting further shopping growth

+49%
Music & Audio
PVs growth YoY

The release of Adele's new album '30' after a six year wait for fans of the Tottenham singing sensation and global megastar boosted our Music & Audio category, with 10.8m weekly page views up by a (Hometown) Glorious **+49% versus the same week a year ago**

Top 3 content topics by weekly growth



Video Gaming
879k page views
+44% WoW



Shopping
10.4m page views
+25% WoW



Healthy Living
4.3m page views
+19% WoW

Source: The Ozone Project 2021

Top 10 content topics

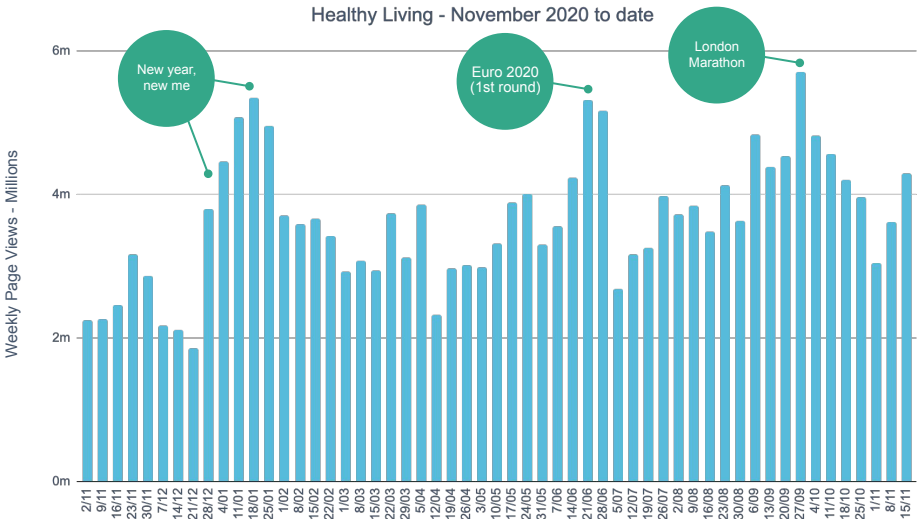
Category	Page Views	WoW Growth	Unique Users	WoW Growth
Video Gaming	879k	44%	268k	28%
Shopping	10.4m	25%	3.2m	20%
Healthy Living	4.3m	19%	1.7m	12%
Medical Health	57.2m	16%	10.0m	7%
Home & Garden	8.6m	13%	3.0m	7%
Music & Audio	10.8m	8%	2.9m	7%
Hobbies & Interests	5.7m	5%	2.1m	8%
Pop Culture	55.3m	5%	9.2m	3%
Television	34.4m	5%	7.3m	3%
News & Politics	78.3m	4%	11.3m	2%

READING THE NATION

With December excess only weeks away, the nation's attention isn't just focused on having oodles of festive frolics but that it's also tuned in to doing so with one eye on their wellbeing, as healthy living - a key pandemic trend - continues

Engagement has grown throughout the year during key points, with the January health kick, sporting summer and London Marathon all drivers

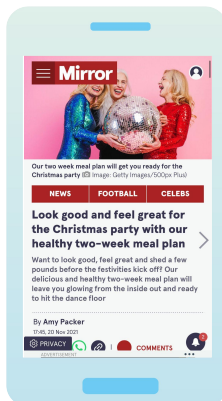
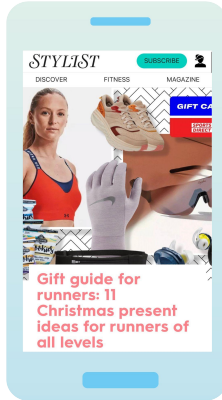
A HEALTHY LOVE FOR HEALTHY LIVING



4.3m Weekly Healthy Living PVs
 Last week, we saw double the amount of engagement with our Healthy Living category as a year ago, with **4.3m weekly page views +100% higher** than the same week in November 2020

+71% Higher than November 2020
 10.9m total page views to date in November is **+71% higher** than the same 3 week period last year, with weight loss, fitness & exercise and nutrition among the most popular Healthy Living topics

+91% Page views growth Jan vs. Dec
 Engagement is expected to increase again in the new year. January this year saw engagement with the category almost double vs. December 2020, with a **+94% growth in average weekly page views**



Source: The Ozone Project 2021