



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



**Education**  
2.7m page views  
+55% WoW



**Real Estate**  
6.2m page views  
+30% WoW



**Careers**  
6.0m page views  
+29% WoW

Source: The Ozone Project 2021

**+55%**

Education page views growth

With mock exams for millions of A-level and GCSE students beginning this month, engagement with our Education category grew by an A-star **+55%** last week. Of 2.7m Education page views in the last 7 days, more than a third were for content about the Educational Assessment topic

**6.2m**

Real Estate page views

Speculation that the Bank of England will increase interest rates and bring an end to the era of low cost borrowing for house buyers increased engagement with our Real Estate category last week, with **6.2m page views** growing by +30% week on week

**11.9m**

Weekly Shopping page views

It may be Cyber Monday today but Black Friday last week increased engagement with our Shopping category (again!) as **11.9m weekly page views** grew by +15% week on week and was a huge +62% higher compared to the first week in November

## Top 10 content topics

Category	Page Views	WoW Growth	Unique Users	WoW Growth
Education	2.7m	55%	1.1m	57%
Real Estate	6.2m	30%	2.2m	22%
Careers	6.0m	29%	2.1m	25%
Pop Culture	67.3m	22%	10.2m	11%
Television	41.3m	20%	8.1m	12%
Travel	13.8m	20%	4.2m	15%
Style & Fashion	13.3m	20%	4.1m	15%
Shopping	11.9m	15%	3.7m	15%
Business & Finance	27.4m	12%	6.8m	13%
Medical Health	63.6m	11%	10.9m	10%

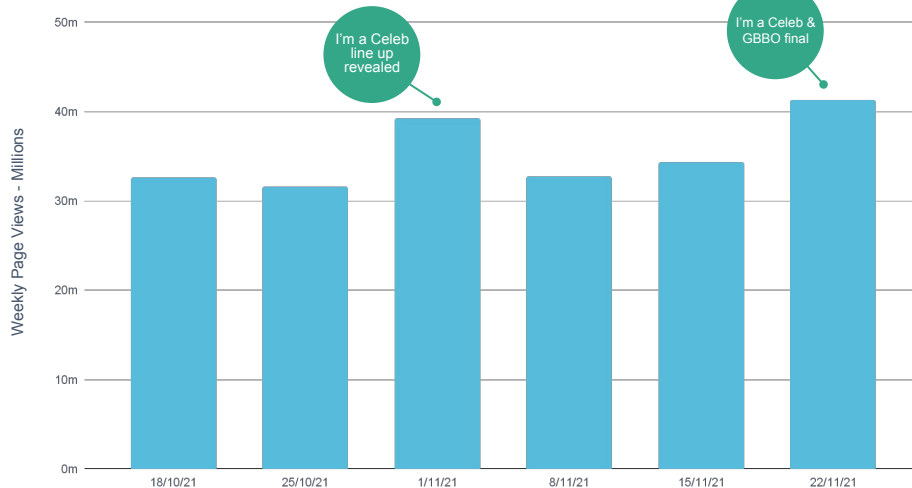
# READING THE NATION

Sunday 21st November saw series 21 (yes, 21!) of ITV's reality TV mega hit **I'm a Celebrity... Get Me Out of Here!** begin and week one has already seen scandals, shocks and storm chaos

And with so much action already happening as the celebs battle it out to see who is crowned King or Queen of the castle we have seen our biggest Television week in terms of engagement of the year to date

## I'M A CELEB CATAPULTS TV CONSUMPTION

Television - Last 6 Weeks



**41.3m**

Weekly Television page views

Interest in ITV's **I'm a Celebrity**, **Strictly Come Dancing** on BBC One and the final of **The Great British Bake Off** on Channel 4 grew Television engagement +20% to **41.3m weekly page views** - 2021's highest

**+60%**

Higher than November 2020

Engagement with the category is **+60% higher** than a year ago BUT this year's **I'm a Celeb** has already seen TV presenter **Richard Madeley** quit on health grounds and the live shows cancelled due to **Storm Arwen**

**67.3m**

Weekly Pop Culture page views

The ITV show and its endearing popularity has also boosted our Pop Culture category, with last week's **67.3m page views** - the second highest of the year - also growing by +22% week on week

