



THE
OZONE
PROJECT

READING THE NATION WITH OZONE

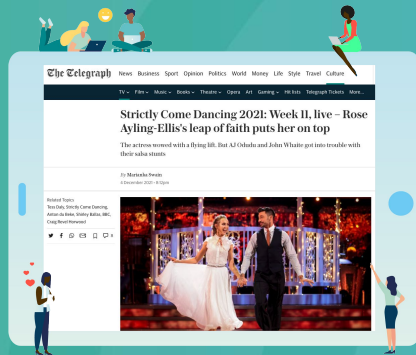
Thanks to our reach of over 99% of the UK's online population, Ozone's single user view of content consumption provides unrivalled insights to the stories that matter to our readers all across the UK



Week ending Sunday 5th December

REQUEST ACTIVATION





Top 3 content topics by weekly growth



Fine Art
7.9m page views
+55% WoW



Personal Finance
9.6m page views
+20% WoW



Events & Attractions
30.0m page views
+20% WoW

Source: The Ozone Project 2021

5.6m
 dance related
 page views

Almost three-quarters of Fine Art category engagement - or **5.6m page views** - last week was with dance-related content as the nation's interest in all things Strictly Come Dancing continues and the BBC One prime time entertainment extravaganza reaches the semi-final stage

3.7m
 Financial
 Assistance PVs

Changes to Universal Credit providing a £1k a year boost to 500k working households that came into force on December 1st drove engagement with our Personal Finance category and the Financial Assistance topic specifically which enjoyed **3.7m page views** last week

7.5m
 Events &
 Attractions Users

The beginning of the festive season provided a boost to our Events & Attractions audience, with **7.5m unique users** for the category - the highest of the year and up +15% week on week. Of 30m weekly page views, 41% were for Christmas-related content as silly season started

Top 10 content topics

Category	Page Views	WoW Growth	Unique Users	WoW Growth
Fine Art	7.9m	55%	2.6m	44%
Personal Finance	9.6m	32%	3.1m	29%
Events & Attractions	30.0m	20%	7.5m	15%
Education	3.0m	13%	1.2m	7%
Video Gaming	1.0m	12%	346k	18%
Pets	2.1m	10%	884k	13%
Medical Health	69.4m	9%	11.1m	2%
Style & Fashion	14.4m	8%	4.4m	7%
Food & Drink	15.7m	5%	4.7m	7%
Tech & Computing	17.3m	4%	5.0m	5%

READING THE NATION

The first week of December marks the start of Christmas as millions of Brits nationwide decorate their houses, stick up their trees - fake or real - and kick off a month's worth of excess with the first of their festive engagements

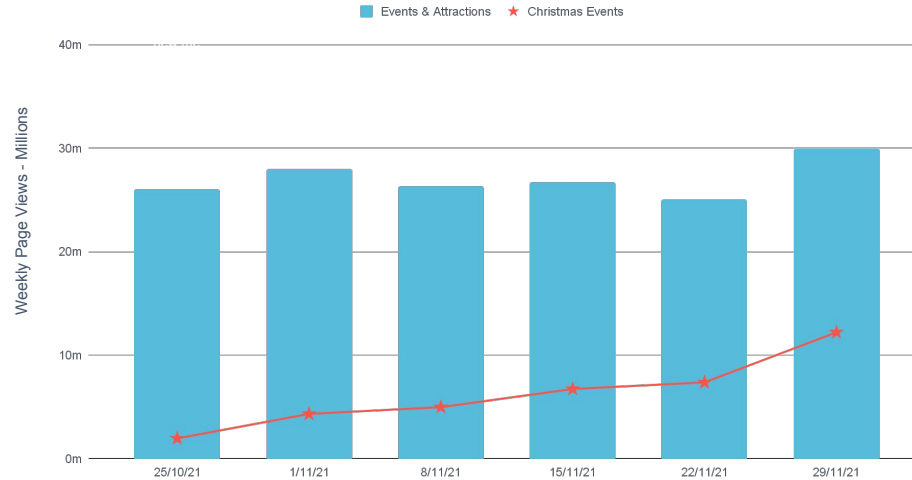
And last week we saw a burst of engagement with Events & Attractions as topics and content within the category enjoyed notable growth compared to the previous 7-day period and the same week a year ago



Source: The Ozone Project 2021

SILLY SEASON STARTS EVENTS BOOST

Events & Attractions - Last 6 Weeks



30m Events & Attractions PVs
 With week one of silly season underway, interest in Events & Attractions - and the potential impact the Omicron Covid-19 variant might have on them - **grew weekly page views for the category by +20% to 30m**

+20% Higher than a year ago
 Events & Attractions engagement is **+20% higher** than the same week a year ago with page views for Christmas-related content a key driver and the topic up +29% compared to the first week in December 2020

5.9m Personal Celebration PVs
 Content related to Personal Celebrations, including party supplies and decorations, is also among the top-performing drivers, with **5.9m page views** last week up +13% compared to the week before

