



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 12th December

REQUEST ACTIVATION





+26%

Healthy Living
PVs growth

Healthy Living continues to grow in the final month of the year, with **4.6m weekly page views**, up **+26%**. Engagement with key topics, including Nutrition (+51%), Weight Loss (+37%) and Fitness & Exercise (+37%), are continuing to build with the January health kick around the corner

34.6m

Family &
Relationships PVs

The importance of family at Christmas, especially after Covid restrictions kept so many apart last year, drove engagement with our Family & Relationships category. Almost 50% of last week's **34.6m total page views**, up +14% week on week, was for content related to Parenting

43.3m

Television
page views

I'm A Celeb's Ant and Dec captured the mood of the nation last week to drive engagement with our Television category. Their withering tear down of Christmas 2020 lockdown breaches at 10 Downing Street saw the category grow by +13% week on week to **43.3m page views**

Top 3 content topics by weekly growth



Healthy Living

4.6m page views
+26% WoW



Family & Relationships

34.6m page views
+14% WoW



Television

43.3m page views
+13% WoW

Source: The Ozone Project 2021

Top 10 content topics

Category	Page Views	WoW Growth	Unique Users	WoW Growth
Healthy Living	4.6m	26%	1.7m	33%
Family & Relationships	34.6m	14%	7.9m	12%
Television	43.3m	13%	8.3m	10%
Hobbies & Interests	4.7m	9%	1.6m	8%
Medical Health	75.5m	9%	12.0m	8%
Events & Attractions	32.1m	7%	7.7m	3%
Sports	43.2m	6%	7.2m	11%
Real Estate	5.0m	5%	2.0m	4%
Science	7.4m	5%	2.5m	2%
Careers	6.4m	5%	2.3m	2%

READING THE NATION

Medical Health, a content category very prominent throughout the pandemic, is yet again capturing the nation's attention as the spread of the Omicron variant and the UK government's response to it drives audience engagement

With 'Plan B' restrictions now in place and a boosted vaccine booster campaign to tackle to anticipated impact of Omicron, consumers are turning to Ozone's trusted publishers for clarity and advice about what they can do to stay safe

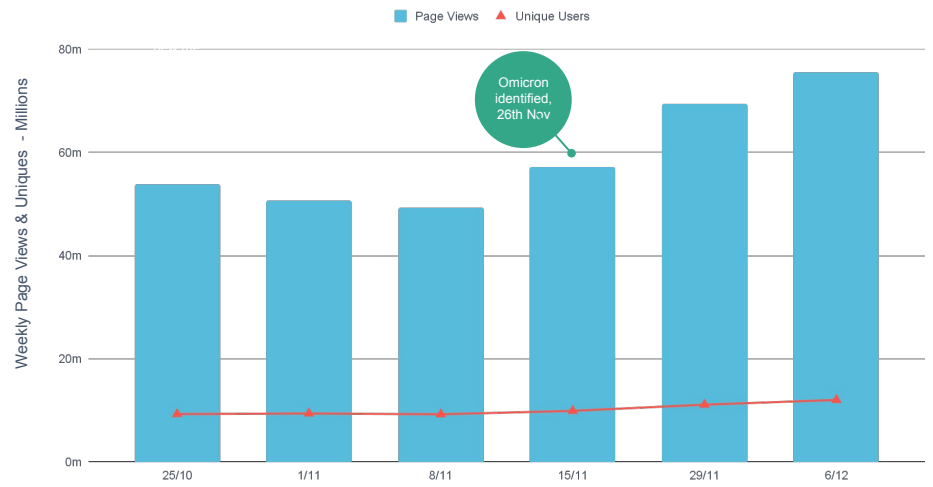


Source: The Ozone Project 2021

MEDICAL HEALTH SURGES ON OMICRON FEARS



Medical Health - Last 6 Weeks



75.5m Medical Health page views
 Last week's **75.5m Medical Health** page views, up +9% week on week, was the highest since the week of 'Freedom Day' on 21st June when almost all Covid-19 restrictions were lifted across the country

+31% Growth in average weekly PVs
 Since Omicron was identified, the nation's interest in the variant is clear from the **+31% increase in average weekly page views** across a period when unique user levels have remained stable, albeit consistently high

+40% Vaccines page views growth
 With the NHS speeding up the vaccine booster roll out in the last fortnight, Vaccine content engagement has grown by **+40%** compared to the 2-week period beforehand with that growth expected to accelerate

