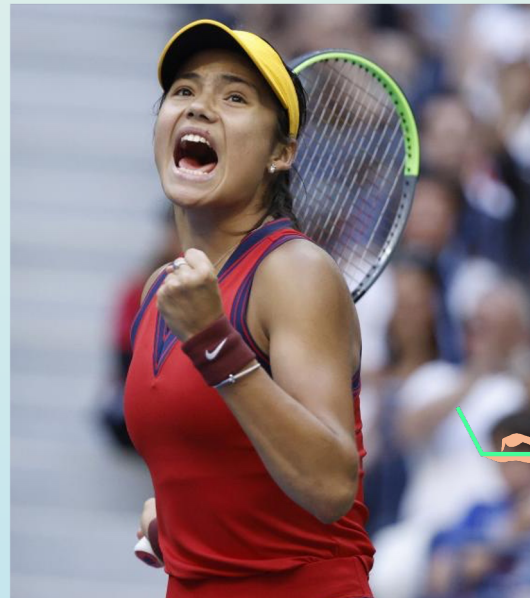




THE
OZONE
PROJECT

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 September



REQUEST ACTIVATION





Top 3 content topics by weekly growth



Healthy Living
4.3m page views
+35% WoW



Education
3.6m page views
+34% WoW



Personal Finance
8.6mm page views
+23% WoW

+35%

Healthy Living
PVs growth

With the summer all but over, and the holiday excesses of alfresco dining and evening sundowners now a fading memory for many consumers, interest in weight loss, fitness & exercise and nutrition content boosted the healthy living category to **+35% weekly page views growth**

3.6m

Education
page views

The start of the academic year for college and university students nationwide grew audience engagement with our education category last week, with **3.6m page views** and 1.3m unique users up by more than +30% respectively week on week

+23%

Personal Finance
PVs growth

Interest in the tax implications to employees and working pensioners following last week's 1.25% increase to National Insurance by the UK Government lead to a +23% weekly increase in personal finance page views, while unique users also grew by +21% week on week

Top 10 content topics

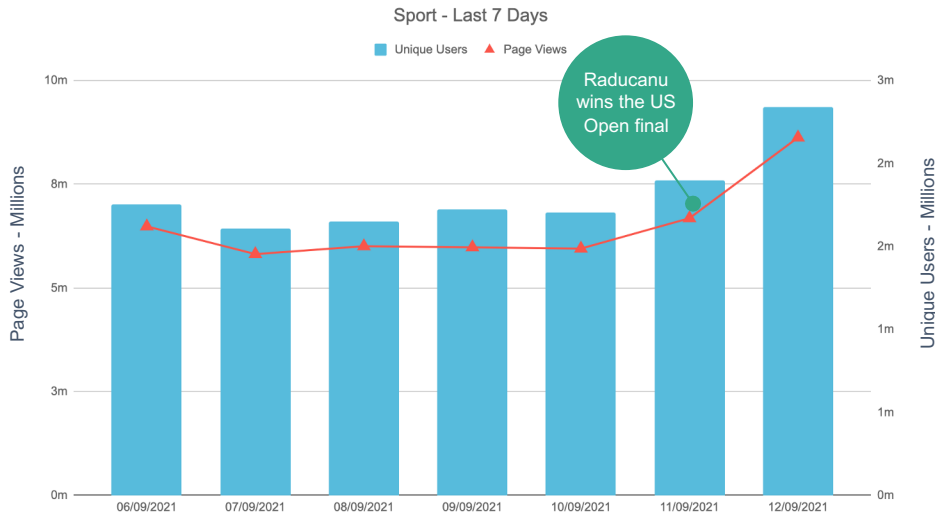
Category	Page Views	WoW Growth	Unique Users	WoW Growth
Healthy Living	4.3m	35%	1.6m	32%
Education	3.6m	34%	1.3m	33%
Personal Finance	8.6m	23%	2.7m	21%
Video Gaming	678k	19%	190k	14%
Science	7.7m	17%	2.5m	20%
Hobbies & Interests	5.7m	14%	1.9m	20%
Events & Attractions	27.1m	10%	6.5m	14%
Pop Culture	55.6m	6%	8.6m	8%
Food & Drink	13.3m	5%	4.0m	9%
Television	33.6m	4%	6.9m	7%

READING THE NATION

Emma Raducanu's historic win at The United States Open Tennis Championships caught the nation's attention last week, as Britain's newest sporting superstar went stellar

Capping off an already sensational summer of sport for Britain, the teenage tennis titan's performance is expected to ensure tennis' enduring popularity across the country continues

EMMA RADUCANU LIFTS SPORT



6.9m

weekly tennis page views

Raducanu's route to US Open glory saw a record **6.9m weekly tennis page views** last week. Sport page views on Sunday grew +29% on the prior day (a +107% higher growth rate than the prior Sun vs. Sat)

+32%

higher than Wimbledon

Interest in the Beckenham teen's first major grand slam victory was in fact so intense that it eclipsed engagement with Wimbledon, with tennis page views **+35% higher** last week than across Wimbledon fortnight

+24%

of total sport unique users

Almost a quarter (**24%**) of our total sport audience last week were reading our tennis content, which is +213% higher than our average weekly tennis audience since March (including Wimbledon)

