



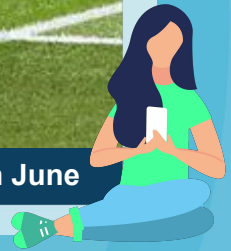
THE
OZONE
PROJECT

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 13th June



REQUEST ACTIVATION





Top 3 content topics by weekly growth



Shopping
30.2m page views
+30.2% WoW



Education
2.7m page views
+29.6% WoW



Video Gaming
783k page views
+28.6% WoW

Source: The Ozone Project 2021

+30%
Page view
growth WoW

The heady mix of sunshine, summer sales and sport elevated our shopping content to star performer by engagement growth in the last 7 days, as **9.1m pages views** increased 30.2% week on week. Shopping was boosted by 2.6m sales and promotions subtopic page views

2.7m
Education
page views

A trending news story about the removal of a photograph of the Queen at Magdalen College, Oxford last week grew engagement with our education content, as **2.7m page views increased the category by +29.6%**, with unique users also up by +28.5% to 937k

12.4m
Style & Fashion
Page Views

Elsewhere, **3.4m unique style & fashion readers** consumed **12.4m pages** of related content to push the category into the top-5 performers last week, with the women's fashion and clothing subtopic a big engagement driver as fine weather nationwide brought summer fashion to the fore

Top 10 content topics

Category	Page Views	WoW Growth	Unique Users	WoW Growth
Shopping	9.1m	30.2%	2.1m	38.6%
Education	2.7m	29.6%	937k	28.5%
Video Gaming	783k	28.6%	204k	15.0%
Style & Fashion	12.4m	26.2%	3.4m	22.2%
Sport	54.4m	15.0%	8.0m	22.9%
Music & Audio	6.7m	14.9%	1.5m	24.5%
Science	8.5m	13.7%	2.6m	11.8%
Tech & Computing	16.8m	10.8%	4.5m	10.0%
Pop Culture	52.8m	9.9%	7.4m	7.2%
Food & Drink	12.5m	9.1%	3.6m	8.8%

READING THE NATION

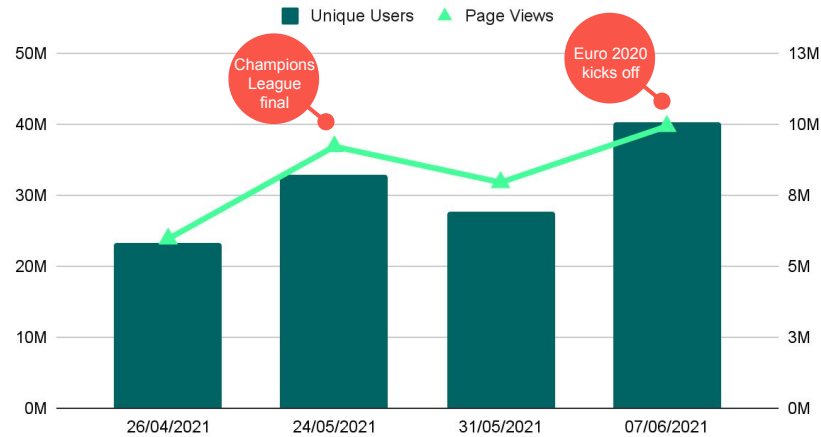
Football came home last weekend to set light to Britain's sporting summer as Euro 2020 kicked off on Friday 11th June

With the tournament opener and home nation's action as both Wales and England began their respective campaigns, interest in our football content was extremely high



FOOTBALL IN FOCUS

Football - Last 4 Weeks



+46%
Unique user growth WoW

Euro 2020's broad appeal - from seasonal footy fans to those following the summer tournament alike - has grown our football audience to a record **10.1m unique users** in 2021, up +46% week on week

+25%
Higher than 4-wk average

In fact, interest in the Euro's was so intense that our football audience was **+25% higher** than the 4-week average, which included another audience high for 2021 when Chelsea won the Champions League

40.0m
Football page views

Last week, football page views also grew to record levels for 2021, with 40.0m up **+25% week on week** - driven by the Euro's opener, Wales vs. Switzerland, England vs. Croatia and the Eriksen collapse horror story

