



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

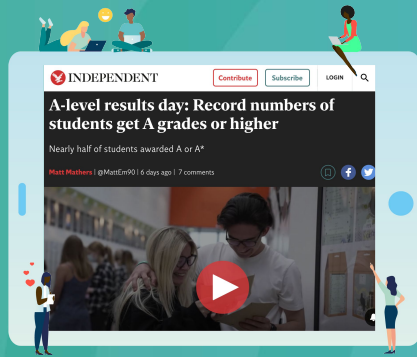


Week ending Sunday 15th August



REQUEST ACTIVATION





Top 3 content topics by weekly growth



Education
4.1m page views
+84% WoW



Hobbies & Interests
5.5m page views
+28% WoW



Pets
3.3m page views
+27% WoW

Source: The Ozone Project 2021

+84%
Education
PVs growth

Last week's the record-breaking A-level and GCSE results achieved by the nation's students propelled our education content to the top of the class, as interest in the category drove engagement to **+84% weekly growth**; with 4.1m page views the second highest of 2021

5.5m
Hobbies &
Interest PVs

A key lockdown trend that continues to grow even after restrictions have lifted across the country is hobbies and interests, as **5.5m page views** last week saw engagement with the category grow +28%. Arts and crafts and DIY, with 2.2m and 1.1m page views respectively, were the top 2 topics

3.3m
Weekly pets
page views

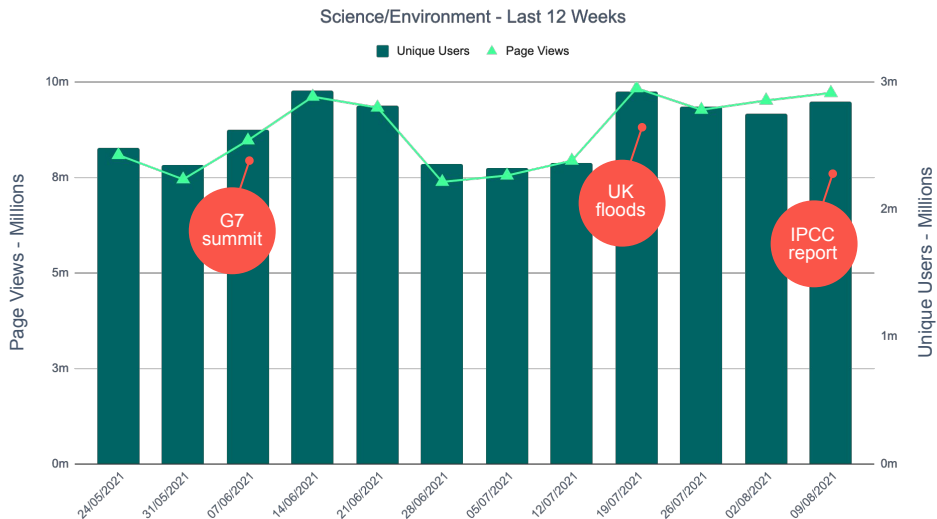
Pets, and our ongoing love affair with them, continue to bring post-lockdown joy to millions of animal lovers nationwide as last week's **3.3m pets pages views** grew +27% week on week; with nearly two thirds of those views related to dogs-related content

Top 10 content topics

| Category | Page Views | WoW Growth | Unique Users | WoW Growth |
|---------------------|------------|------------|--------------|------------|
| Education | 4.1m | 84% | 1.3m | 65% |
| Hobbies & Interests | 5.5m | 28% | 1.7m | 33% |
| Pets | 3.3m | 27% | 1.2m | 20% |
| Business & Finance | 28.9m | 24% | 6.3m | 23% |
| Fine Art | 3.2m | 23% | 1.1m | 17% |
| Automotive | 8.9m | 18% | 2.6m | 20% |
| Tech & Computing | 18.0m | 15% | 4.6m | 11% |
| Music & Audio | 6.7m | 10% | 1.7m | 15% |
| Movies | 5.3m | 10% | 1.7m | 7% |
| Healthy Living | 3.3m | 9% | 1.2m | 5% |

Last week's stark 'code red for humanity' warning from the United Nations in its Intergovernmental Panel on Climate Change report received universal coverage from Ozone publishers

With the urgency of the landmark IPCC report now firmly in the spotlight for millions of Brits, we expect the build up to and outcomes of Glasgow's COP26 summit in the Autumn will of huge interest - as we have done previously with the G7 summit and other climate change-related events



+35% Daily UUs growth on 9th August
 On Monday 9th August, the day the IPCC report was published, daily science and environment **page views grew by +35%**, with unique users also up +26%, as the report led the agenda across Ozone publishers

9.0m Avg. weekly page views
 In the build up to and immediately after June's sustainability focused G7 summit hosted by the UK, 9.0m average weekly science and environment page views was +16% vs. the prior 2-week average

+24% Weekly PVs and UUs growth
 Weekly engagement with our science and environment content and its overall readership grew by almost a quarter (+24%) when flash flooding hit the UK - including many parts of London - in July

